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PUBLISHER'S BINDING

FIRST IN FILM NEWS

# MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 65 NEW YORK, U. S. A., WEDNESDAY, OCTOBER 1, 1952 TEN CENTS

## Launch RKO Radio Meet Here Today

### *Stolkin Due in; Expect Management Decisions*

With Ralph Stolkin, head of the syndicate which last week purchased the controlling stock interest in RKO Pictures from Howard Hughes, scheduled to arrive here today from Chicago, preparations were made yesterday for a full-scale meeting of company heads with the new owners today and tomorrow.

Presumably the meetings will be of an executive nature inasmuch as no notice of a meeting of the board of directors had gone out up to last night. One explanation offered was that the new owners, under their purchase agreement with Hughes, will not have voting rights to the stock until early next week—two weeks after the closing of the deal.

Nevertheless, an RKO Pictures spokesman indicated yesterday that a statement probably will be issued following the close of the meeting tomorrow.

Meanwhile, unofficial reports con-

(*Continued on page* 4)

## AT&T Promises TV Cost Data by Dec. 31

WASHINGTON, Sept. 30.—Officials of the American Telephone and Telegraph Co. promised to try to have ready "before the end of the year" detailed theatre television cost figures long sought by the film industry.

The promise was made at a lengthy afternoon meeting today between officials of A. T. and T.'s long lines division and spokesmen for the Motion Picture Association and the National

(*Continued on page* 4)

## Aylesworth Dies After Long Illness

Merlin Hall Aylesworth, 66, former president and chairman of Radio-Keith-Orpheum Corp. and Radio Pictures, Inc., first president of National Broadcasting Co., and former publisher of the New York *World Telegram,* died here yesterday after a long illness, at St. Luke's Hospital.

Aylesworth was president and chairman of RKO in 1937-38 after 10 years

(*Continued on page* 2)

## *Frisch Is Elected MMPTA President; Rosen Heads Board*

Emanuel Frisch of Randforce Amusement Co. yesterday was elected president of the Metropolitan Motion Picture Theatres Association at the annual meeting of the organization's membership and board at the St. Moritz Hotel here. His term of office will be two years.



**Emanuel Frisch**

Frisch succeeds the late Edward N. Rugoff, whose duties as president were handled since his death on Sept. 17 by Solomon M. Strausberg, first

(*Continued on page* 5)

## 2-Theatre Premiere Set for 'Andersen'

Completion of arrangements for a two-theatre world premiere here of Samuel Goldwyn's "Hans Christian Andersen" at the Criterion and Paris theatres around Thanksgiving time was announced yesterday.

The simultaneous pre-release engagements will be on a continuous performance policy at both theatres. According to spokesmen for the theatres, regular admission scales will be

(*Continued on page* 4)

# STARR'S AIM: ONE EXHIBITOR 'FORUM'

## 'Because,' 'Loves,' 'Widow' Open Strong At B'way 1st-runs

Strong openings for "Because You're Mine," "Somebody Loves Me" and "The Merry Widow" featured this week's grosses at New York first-run theatres.

At Radio City Music Hall, a fine $145,000 is forecast for the first seven days of "Because You're Mine," while a solid $90,000 is indicated in the initial week of "Somebody Loves Me" at the Roxy. Both the Hall and Roxy feature stage shows.

"The Merry Widow" at Loew's State is expected to hit a healthy

(*Continued on page* 4)

## Says Films Ignore Vast Patronage

The industry is overlooking a "gold mine" by not acting to get an estimated 25,000,000 persons in towns with populations under 200,000 to attend theatres, Alfred Starr, Theatre Owners of America president, said here yesterday. He said these persons are in the "over age 30" group.

They are the kind of persons, Starr said, who seem to be unable to determine whether pictures showing in their

(*Continued on page* 5)

### *Says He Will Meet With Allied Leaders Soon to Discuss Exhibitor Unity*

Alfred Starr, newly-elected Theatre Owners of America president, yesterday said he will take steps to bring about the formation of a single, all-embracing exhibitor organization or "forum."

**Here from Nashville, where he makes his business headquarters, Starr told trade press reporters in his first interview since his election on Sept. 15 that the day when exhibitors are thus united for the purpose of solving common problems "can't come too soon."**

The TOA chief executive indicated that the first step he will take in the direction of achieving this goal will be to confer with such Allied leaders as Abram F. Myers, board chairman; Wilbur Snaper, president, and Trueman T. Rembusch, ex-president.

Starr said he expected to be invited to attend Allied's national convention

(*Continued on page* 5)

## Film Anti-Trust Cases on the Rise

WASHINGTON, Sept. 30.—Henry P. Chandler, director of the administrative office of the Federal courts, noted in his annual report that the number of private anti-trust suits increased to the greatest figure in recent years and "a considerable proportion of private cases were brought against motion picture companies."

Chandler cited a study in the Yale Law Review of June-July which shows the large percentage of film industry private anti-trust suits.

## DECIDE NOT TO ASK N. Y. TRIAL OF 16mm. SUIT

**Production-distribution company defendants in the government's anti-trust suit to compel the licensing of 16mm. feature films to television and other non-theatrical users have decided not to ask for a change of venue which would transfer trial of the suit from the Los Angeles Federal District court, where it was filed, to the New York Federal court, in whose jurisdiction the defendants have their principal places of business.**

**The matter has been under study by the defendants since the filing of the suit last July. A much earlier trial of the government action is now in prospect as a result of the decision not to request the transfer. The Federal court docket in New York is the most congested of any in the country and predictions had been made that the case might not be tried for several years if it were to be transferred here.**

**While there are no reliable estimates of when the case might come to trial in Los Angeles, it is generally believed that it might be anywhere from a year to two years earlier than in New York.**

### *TOA Poll on 16mm. Suit Starts Soon*

**TOA within a week will send its member units a bulletin asking them to vote on whether the organization should seek defendant status in the government's 16mm. anti-trust suit, Alfred Starr, president, said here yesterday. The complaint dubbed TOA a "co-conspirator."**

# Personal Mention

SAMUEL GOLDWYN and MRS. GOLDWYN plan to leave here for Hollywood tomorrow night.

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WILLIAM W. HOWARD, RKO Theatres vice-president in charge of operation, accompanied by EDMUND GRAINGER, head of RKO Theatres film buying and booking, and HARRY MANDEL, national director of advertising-publicity, will leave here tomorrow for the Coast by plane.

•

HARDING MACDONA has been appointed account executive and contact man on most of the major motion picture accounts for *Cosmopolitan* magazine. He will make his office here.

•

SAMUEL PINANSKI, president of American Theatres Corp. of Boston, has been reelected chairman of the board of trustees of the Lowell Textile School, at Lowell, Mass.

•

AUBREY C. COUCH, Wilby-Kincey Knoxville, Tenn., city manager, has been discharged from the hospital there after treatment for a hand injury.

•

SEYMORE MAYER, Loew's International regional director for the Far East, returned yesterday from a three-week visit to his territory.

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ROBERT H. O'BRIEN, United Paramount Theatres secretary-treasurer, is in Greenbrier, W. Va., and will return to New York next Monday.

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JOHN WOLFBERG, head of Wolfberg Theatres, with headquarters in Denver, arrived here yesterday en route to Washington.

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MAX E. YOUNGSTEIN, United Artists vice-president, has returned to New York from a swing around the country.

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KENNETH GROSSMAN, assistant to L. K. SYDNEY, M-G-M studio executive, is in New York from the Coast.

•

E. S. GREGG, vice-president and general manager of Westrex Corp., left here yesterday for Hollywood.

## Disney to Represent Independent Artists

Frederick Brisson and Roy Disney have completed negotiations whereby Walt Disney Productions will be the world sales representatives for Brisson's Independent Artists Pictures, Inc.

"Never Wave at A WAC," which producer Brisson has just completed, with Rosalind Russell, Marie Wilson and Paul Douglas, will be the first of the Independent Artists films to be handled by the Disney organization. The arrangement marks the first time Disney has accepted the sales representation for an independent. RKO Radio is distributing "Never Wave at A WAC."

# Construction Controls Cut Pushed Back to May 1

WASHINGTON, Sept. 30. — National Production Authority officials have made a surprise decision to push back to May 1 the proposed relaxation of theatre construction curbs.

Earlier, this relaxation had been promised for April 1. NPA was supposed to issue tomorrow the order making this relaxation official. Now the date for issuing the order is Friday, and NPA officials said one reason for the delay was that the effective date has been shoved back and this required some last-minute changes in the order.

The May 1 date is still tentative, and it might be April 1 again by the time the order is isued. But NPA officials said they doubted this. They declared that the reason for pushing the date back was that they felt it better to be safe and put the proposed relexation further off, and then move it up later, rather than to put it too early and have to postpone it later.

They pointed out that a meeting of construction industry officials has been called for Oct. 29, and that this meeting might recommend an earlier relaxation of theatre construction curbs, possibly as early as Jan. 1 or Feb. 1.

Under the proposed relaxation, persons planning to build theatres could self-authorize—write their own priorities—for limited amounts of steel, copper and aluminum, and would stand a far better chance of getting NPA allotments of even larger amounts.

## AMPA Class In Larger Quarters

The Associated Motion Picture Advertisers classes on advertising and promotion has been required to find larger quarters for the weekly sessions. Tomorrow evening's class will meet at six o'clock at the 20th Century-Fox Little Theatre.

Paul N. Lazarus, Jr., Columbia executive, will discuss the home office advertising and publicity operations of a motion picture company at this second lecture in the ten-week course.

## Small, Todd to Make Second Joint Film

"Sodom and Gomorrah," to be filmed in color, has been chosen as the second of three pictures which Edward Small and Mike Todd will make in association abroad for United Artists release, UA announced.

The film is on the producers' combined slate for late in 1953, after completion of "The Vikings," their first joint color picture for which Todd is now in Europe organizing facilities.

## First Drive for Audio

Audio Pictures has started its first sales drive, during which it will honor its president, Arthur Gottlieb. The drive is to run through Dec. 11, and has as its goal a quota of $150,000 in screen advertising rentals for the 400 theatres with which Audio holds agreements.

## Cinerama Process Found Impressive

"This Is Cinerama" premiered before a packed audience of notables at the Broadway Theatre here last night and revealed itself as an amazing process capable of capturing audiences hitherto untouched or television-bound.

At its best in breath-taking panoramas and startling close-ups, this process enrapts an audience with its three-dimensional effect. The color by Technicolor film opened with a roller coaster ride that elicited excited murmurs and spontaneous applause, as did the sequences that followed.

The two-hour program included films of a prologue by Lowell Thomas; a dance of the priestesses from "Aida"; a helicopter view of Niagara Falls; the Long Island Choral Society singing Handel's "The Messiah"; Venetian boatmen in gondolas; the Gathering of the Clans in Scotlan; a bullfight and native dances in Spain; the triumphal march from "Aida," performed by the La Scala Opera Company in Milan; the Vienna Boys Choir singing; a tour of the Tyrol in Wolfgang; the Water Carnival at Cypress Gardens in Florida; and "America the Beautiful," sung by the Salt Lake City Tabernacle Choir while an aerial tour of U. S. A. landmarks is shown.

For the special process William Lescaze Associates, architects, designed mechanical construction for the Broadway Theatre. Three projection booths were set into the balcony, each projector filling one third of the Cinerama screen, which is 51 feet wide and 26 feet high. The curved screen was specially designed by Fred Waller, inventor of the process, and is not one great sheet, but consists of 1,100 vertical strips of perforated tape set at angles like louvres of a sideways Venetian blind. The stereophonic sound effect is obtained with the placement of five speakers behind the screen, one on each sound wall, and one at the rear of the theatre. These speakers convey the sounds as recorded at similar positions by the same number of microphones during the original shooting.

William R. Latady, vice-president of Cinerama, Inc., expects that in future theatre design the projection booths can be built directly into the balcony. Estimates of installation costs vary from $35,000 to $70,000 with an average of about $50,000. All equipment is designed to be portable and plug-in, and will be leased to theatre owners by Cinerama. The second Cinerama camera has been completed and projection equipment is ready for installation in theatres in the United States and England.

## Kearney Promoted

The appointment of Don L. Kearney as national sales manager of American Broadcasting Co.'s television stations was announced by Slocum Chapin, vice-president.

## Newsreel Parade

*ALL current newsreels except Telenews Digest offer an identical special feature on Gen. Eisenhower, compiled from the footage of the participating companies. It is to be followed with a similar feature on Adlai Stevenson. The listing follows:*

**FOX MOVIETONE NEWS, No. 80.**—The Eisenhower Story.

**NEWS OF THE DAY, No. 210.**—The Eisenhower Story.

**PARAMOUNT NEWS, No. 13.** — The Eisenhower Story.

**TELENEWS DIGEST, No. 40A.**—French troops drop behind Red lines. Cattle roundup by helicopter. New diving bell tries for record. Eden visits Figl in Vienna. Churchill ends vacation. John Cobb killed testing new jet boat. Michigan State 27—Michigan 13. International sailing regatta.

**UNIVERSAL NEWS, No. 600.** — The "Ike" Story.

**WARNER PATHE NEWS, No. 15.**—The Eisenhower Story.

## Three 20th-Fox Films Set for Roxy Here

Three of 20th Century-Fox's top color in Technicolor productions of the year have been dated into the Roxy Theatre, it was revealed by the company yesterday.

The pictures, which will be shown at the house starting in late October or early November, are "Way of A Gaucho," produced by Philip Dunne and directed by Jacques Tourneur; Damon Runyon's "Bloodhounds of Broadway," produced by George Jessel and directed by Harmon Jones, and "Pony Soldier," produced by Samuel G. Engel and directed by Joseph M. Newman.

## Aylesworth

(*Continued from page* 1)

as president of NBC beginning in 1926. Aylesworth left RKO to join the Scripps-Howard newspapers management and was named publisher of the *World-Telegram* in 1938. He was a lawyer by profession but was active for most of his life in radio, motion pictures and public utilities.

From 1934 to 1945 he was board chairman of Radio City Music Hall. In 1941 he was appointed chief of the radio section of the Office of the Co-Ordinator of Inter-American Affairs and its executive consultant. Aylesworth was the first to lease a theatre for the "live" presentation of radio programs before an audience.

From 1914-18 he was chairman of the Colorado Public Utilities Commission and then was executive vice-president of the Utah Power & Light Co. Later he was managing director of the National Electric Light Association and toward the close of his career was chairman of the executive committee of Ellington & Co., Inc., an advertising firm.

## Mrs. Gala Levy, 84

Mrs. Gala Levy, 84, mother of Joel Levy of Loew's Theatres film booking department here, died Monday after a long illness. The funeral, held yesterday, was private.

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# RKO Meeting

(Continued from page 1)

cerning the company's future executive set-up increased by the hour. One, widely circulated, but lacking confirmation, was that Arnold Grant, one of the attorneys who acted for the Stolkin group in the purchase negotiations, would become chairman of the board; Stolkin would assume the presidency and Sherrill Corwin, Los Angeles exhibitor and a member of the purchasing group, would head the studio.

Earlier reports were that Stolkin would be named board chairman and Ned E. Depinet would continue as president. Queried yesterday, Depinet said he had no information concerning the plans of the new owners.

**Arrived Yesterday**

Arriving here yesterday from the Coast for the sessions were Grant, Sidney Korshak and Gordon Youngman, Hollywood attorneys who represented the Stolkin group in the negotiations. Arriving today in addition to Stolkin will be Corwin and Greg Bautzer, the latter also of counsel for Stolkin.

Advance reports on the meetings included one that RKO Pictures' financing will be given extended and immediate attention by the new owners. The company has a $5,000,000 revolving credit with Bankers Trust Co. here, which reportedly is shared by the Mellon Bank of Pittsburgh. Re-negotiation of the credit by the new owners may be necessary, according to one report. In this connection, Hughes confirmed last week that if called upon to do so by the new owners, he is committeed to making an $8,000,000 loan to RKO Pictures.

Milton Pickman, vice-president of Wald-Krasna Prod., arrived here from the Coast yesterday in connection with an approach made to Jerry Wald by Corwin for the former to head production at the RKO Pictures studio. Pickman returned to the Coast last night. Before his departure he indicated that it was premature to discuss such a deal at this time but might return here later, pending future developments.

# W.C. Stober Leaves General Register

W. C. Stober, general sales manager of General Register Corp. for the past six years, has resigned as of today. Saul Hammer, officer of the General Register Corp. for many years, now heads the sales department.

Stober has accepted a position with the Burroughs Adding Machine in the transportation division. He plans to reside in Chicago, and have headquarters there.

All of Stober's employment has been in the theatre equipment field beginning in 1934 as shipping clerk for National Theatre Supply Co.'s Seattle branch.




# N.Y. Grosses

(Continued from page 1)

$35,000 for its first week. At the Rivoli, a strong $68,000 was indicated for the second week of "Snows of Kilimanjaro."

"Son of Paleface" opens today at the Paramount Theatre and the premiere will be highlighted throughout the day by personal appearances of Bob Hope, who recently returned from Europe. The second and final week of "Big Jim McLane" at the Paramount was due to hit $53,000.

The second inning of "One Minute to Zero" at the Criterion is forecast to hit an excellent $27,000, while a nice $36,000 is seen for the sixth week of "The Quiet Man" at the Capitol. "Lure of the Wilderness" replaces "You for Me" on Friday at the Globe, which is expected to register a rather weak $8,500 for its seven-day engagement.

**'Noon' in 10th Week**

A good $17,500 is indicated for the 10th week of "High Noon" at the Mayfair. "World in His Arms" bows there Oct. 9. For the sixth stanza of "Miracle of Our Lady of Fatima" a nice $15,000 is forecast by the Astor. "Affair in Trinidad" at the Victoria is expected to hit a more than satisfactory $13,000 for its ninth week.

Among off-Broadway houses, "The Magic Box" opened to a healthy $10,400 for its first seven days at the Normandie. Still doing well is "Ivory Hunter" at the 52nd Street Trans-Lux, where $5,200 is seen for the picture's sixth week. At the Park Avenue, a robust $6,000 is estimated for the third inning of "The Amazing Monsieur Fabre."

The long-standing hold-over, "Man in the White Suit," at the Sutton is expected to do a fine $5,400 for its 26th week, while the seventh round of "Stranger in Between" at the Fine Arts is due to register a nice $4,000.

"This is Cinerama" opened last night at the Broadway Theatre to a capacity audience and the advance two-a-day sale of tickets indicates an eight-week sell-out. The advance sale for "Limelight," which will open on a roadshow basis at the 60th Street Trans-Lux on Oct. 23, was described yesterday as "excellent."

# 'Andersen'

(Continued from page 1)

in effect for the premiere engagements. While terms were not disclosed, it was reported that the highest guarantees ever given a picture by comparable Broadway houses are involved. In the case of the Paris, for example, the guarantee is understood to be a minimum of $150,000, with provisions which could boost the producer's take well above that amount.

Prior commitments of Radio City Music Hall left it with no open date earlier than around Jan. 15. With Goldwyn aiming for a pre-Christmas premiere, a Music Haill engagement had to be ruled out.

"Andersen," in color by Technicolor, stars Danny Kaye, with Jeanmaire and Farley Granger co-starred. Moss Hart wrote the screenplay in conjunction with Frank Loesser, who composed the musical score. Charles Vidor directed. Goldwyn told a press conference here last week that the picture will have to gross $8,000,000 to break even.

# TV Cost Data

(Continued from page 1)

Exhibitors Theatre Television Committee.

MPAA and NETTC have been prodding A. T. and T. for months for detailed transmission cost figures, for use in the coming Federal Communications Commission hearings on theatre television. The A. T. and T. people have been saying that all their cost data is based on a four megacycle transmission band, and that they can't supply financial information on the 10 mc band that the film industry wants to use.

**The meeting was set up today to try and work out a middle ground, and was apparently successful. Participants said the session, held at MPAA headquarters, had been "very pleasant" and that "a very helpful exchange of ideas on engineering problems" had taken place. The upshot of the meeting was that the A. T. and T. people said they would "make every effort" to have ready by Dec. 31 the financial data sought by the film industry.**

Industry officials said the delay in getting information from the phone company would not interfere with plans to start the FCC hearings on Oct. 20. They pointed out that the FCC had specified that the week or so of hearings starting Oct. 20 was to be devoted to a presentation of the film industry's own engineering and cost plans, and that the phone company testimony could well come later, in the lengthier hearings scheduled to start Jan. 12.

**No Further Meetings**

No further meetings are scheduled at this time between the two groups, officials said.

The A. T. and T. delegation consisted of six men, headed by Ernest North, general counsel of the long lines division, and Frank A. Cowan, top engineer for the division. NETTC was represented by attorney Marcus Cohn and engineer Stuart Bailey. MPAA was represented by attorneys James L. Fly and Vincent Welch, engineering adviser Andrew Inglis, Ed Cooper of the MPAA staff, Earl Sponable of 20th Century-Fox, Frank Cahill of Warner Brothers, Lester Isaac of Loew's and Richard Hodson of Paramount.

## *Schlanger Returns*

Ben Schlanger, New York theatre architect, and William A. Hoffberg, engineer associated with him, have returned here from a six-week visit to Europe where many installations of their synchronous-surround motion picture screen are in progress. RCA Photophone, Ltd., recently took over distribution of the screen in Europe, marketing it, as RCA does in the U. S., under the name of "Synchro-Screen."

## *Milland Air Promotion*

Ray Milland will make a series of three taped broadcasts for the U. S. State Department's "Voice of America" series about his latest starring vehicle, "The Thief," for Central Europe and Germany. "The Thief" will have its world premiere at the New York Roxy Theatre following the current feature, "Somebody Loves Me."

# *National Pre-Selling*

*COSMOPOLITAN* for October faces a strong four-color, full-page advertisement for "The Snows of Kilimanjaro" opposite Louella Parson's equally strong praise for "Hemingway's Magic Touch," with a following page of pictures and argument to support her theory. She says, "All the romance, poetry, and thrilling action of one of the great stories of our time is faithfully translated to the screen." Continuing, she gives caption credit to "A musical comedy —'Just for You'," "an operatta, 'The Merry Widow'," and "the inspiring story of a miracle, 'The Miracle of Our Lady of Fatima'," which are rated this month's best . . . *Redbook* has a fine cover portrait of Kathryn Grayson, and the caption, "the story of an amazing girl who has solved all her problems but one—men." And, inside *Redbook*, a color spread in which she says, "I don't have dates with men; I marry them"—an unusual statement from an unusual girl. Movie editor Florence Somers' selection as *Redbook's* Picture-of-the-Month is "Sudden Fear."

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***American Legion Magazine* for October tells the story of how the Reds made a sucker of Edward G. Robinson, and gives the screen star's view-point to its 3,600,000 readers: "If any man is accused of Communism falsely, he owes it to himself and the nation to make a statement of his true position. If he will not do so, I for one would take the charges against him seriously." *Life* carries a striking two-color ad from RKO Radio on "The Lusty Men"—"a fast buck, a fast bronc, a fast thrill." And another feature article on "The Shrinking of Jose Ferrer," showing how the actor is shortened 15 inches to play the dwarfed Lautrec, a role that will be more talked about than "The Hunchback of Notre Dame."**

•

*Ruth Harbert in* Good Housekeeping's *November issue tells why history teachers are going to have a tall job explaining when "Plymouth Adventure" comes to both city and town theatres. Helen Deutsch, who wrote the screenplay after two years of research here and in England, has challenged many of our favorite fables about passengers on the* Mayflower's *heroic voyage. You'll be stunned to learn what caused the loudest complaints during the damp, 96-day journey over the winter seas! It's not surprising that Dore Schary, producer of the picture, says that 102 passengers and 33 sailors were "Men and Women of flesh and blood, with just the same outlooks and foibles as we have today."*

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*Life* is giving interesting coverage on the "The Snows of Kilimanjaro" in its issue coming up this Friday, and for the first time in history, Wide World Photos, the syndicated picture service originating with the *New York Times*, is servicing a total of six photographs taken at the world premiere, to its syndicate list of 1,100 newspapers. . . . Stars of two RKO pictures will appear on two covers of the *New York Sunday News* rotogravure color magazine, first, Janis Carter, and next week, Gloria Grahame.

WALTER BROOKS

# Films Ignore

(Continued from page 1)

towns are of the intellectual quality they demand. He said they are potential film-goers who would enjoy "High Noon" while disdaining an ordinary Western. But, he asked, how are they to know that "High Noon" is not an ordinary Western? They are not persons who necessarily would patronize "art" pictures, Starr emphasized.

### 'Pet Project'

The job of educating this potential audience to the existence of intelligent, artistically significant product, Star said, is one for distributors, exhibitors, small city film critics and any others who can be recruited for the task. He described the job as his own "pet project."

These 25,000,000 non-film goers, Starr held, are individuals who are not to be seduced by television, the comics, or other such media of entertainment. They are people who read good books and lean to other intellectual pursuits, he said.

### Could Achieve Improvement

Starr believes also that the difficulties that distributors experience in supplying prints can be solved by "mathematical algebraic logic" as performed by outside independent analysts. A 20 per cent improvement in the print situation could be achieved by such analysts, he claimed. A survey "wouldn't cost the distributors a nickel," he said. Starr, who is reputed to be a "mathematical genius," had trade press reporters straining to understand his theory.

# *One Exhibitor Forum*

(Continued from page 1)

in Chicago, Nov. 17-19, thus implying that he would broach the subject to Allied leaders at that time.

Commensurate with his visions of a single, nationwide exhibitor organization, or "forum," or "conference" (he appeared to regard the terms as interchangeable), Starr said he is "banking on greatly improved exhibitor-distributor relations" in the not-too-distant future.

Such improved relations, he contended, would be inherent in an industry system of arbitration. But, he reminded, arbitration, "which can result in an entirely new era for the industry," must be built "on the good faith of all sides." He added: "We all are in the same industry, and we know we can't succeed in the job unless all segments cooperate."

Starr and Herman M. Levy, TOA general counsel, who sat in on the interview, told the reporters that the arbitration draft amending work currently being done by distributor lawyers was approved by both Myers and Levy at the recent arbitration parley in Washington among distributor, Allied, and TOA officials.

The lawyers' task, it was determined yesterday, will be completed in time to allow the presidents of the distribution companies to act on the amendments at a meeting around the middle of next week. Upon approval by the presidents, the draft will be turned over to Allied and TOA for action, Levy assumed.

**Starr, who told the TOA convention he was optimistic about the establishment of an arbitration system that would be universally satisfactory, repeated this opinion yesterday. He said that no exhibitor or distributor could expect to see a workable system if he seeks to get "undue advantage" in proceedings. He said that arbitration can minimize the number of industry suits, not do away with them entirely. The exercise of goodwill, he added, will spell the success of a system.**

Starr credited Myers with having made many valuable contributions to the establishment of an arbitration system.

The conciliation provisions of the arbitration plan have been approved by all parties, Starr said. He reminded that conciliation first will be essayed before any case goes to arbitration.

### Will Not Take Action

TOA will not take any action on the General Mills Corp. proposal at the convention to give away theatre passes along with distribution of free samples of the company's products. Levy interjected that it was likely that individual exhibitor members of TOA may try out the idea.

Herman Hunt, Cincinnati theatre owner, has indicated to Starr that he will sponsor a luncheon of Southern Ohio exhibitors in that city with a view to forming a Southern Ohio TOA unit. Starr said that this TOA convention development is expected to bear fruit "in a few weeks." Both Starr and Levy said TOA has opened its doors to any Western Theatre Owners units who wish to join. WTO is leaderless at present.

Starr left here last evening by plane for Kansas City. He will attend the meeting next week in St. Louis of the MPTO of St. Louis, Eastern Missouri and Southern Illinois. Starr said he will attend many TOA regional and unit meetings during the coming months.

# Elect Frisch

(Continued from page 1)

vice-president. The latter was reelected first vice-president.

Other officers elected for the next two years are: Samuel Rosen, board chairman; Robert Weitman, second vice-president, and Russell V. Downing, treasurer. Oscar A. Doob was reelected chairman of the executive committee for a fourth successive term. D. John Phillips continues as executive director.

### New Executive Committee

The new executive committee includes: Samual Rinzler, Rosen, Sol Schwartz, Strausberg and Weitman. The board for the next two years will consist of Herman Becker, Leo Brecher, Doob, Downing, Harry Goldberg, Julius Joelson, David C. Katz, Rinzler, Fred J. Schwartz, Sol Schwartz, Strausberg and Weitman.

Strausberg at the meeting eulogized Rugoff as having been one of the organization's "best beloved and most valued members."


PARAMOUNT TRADE SHOWS

Monday, October 6, 1952

DEAN MARTIN and JERRY LEWIS

In HAL WALLIS' Production

"THE STOOGE"

Co-starring

MARION MARSHALL · EDDIE MAYEHOFF

POLLY BERGEN

Directed by NORMAN TAUROG

Screenplay by FRED F. FINKLEHOFFE and MARTIN RACKIN

Additional Dialogue by ELWOOD ULLMAN

From a story by Fred F. Finklehoffe and Sid Silvers

| CITY | PLACE OF SCREENING | TIME |
|---|---|---|
| ALBANY | FOX SCREENING ROOM, 1052 Broadway | 2:30 P.M. |
| ATLANTA | PARAMOUNT PROJ. ROOM, 154 Walton St., N. W. | 2 P.M. |
| BOSTON | PARAMOUNT PROJ. ROOM, 58-62 Berkeley Street | 2 P.M. |
| BUFFALO | PARAMOUNT PROJ. ROOM, 464 Franklin Street | 2 P.M. |
| CHARLOTTE | PARAMOUNT PROJ. ROOM, 305-7 South Church Street | 10 A.M. |
| CHICAGO | PARAMOUNT PROJ. ROOM, 1306 South Michigan Avenue | 3 P.M. |
| CINCINNATI | FOX SCREENING ROOM, 1638 Central Parkway | 2:30 P.M. |
| CLEVELAND | PARAMOUNT PROJ. ROOM, 1735 East 23rd Street | 8:15 P.M. |
| DALLAS | PARAMOUNT PROJ. ROOM, 401 N. Pearl Expressway | 2 P.M. |
| DENVER | PARAMOUNT PROJ. ROOM, 2100 Stout Street | 2 P.M. |
| DES MOINES | PARAMOUNT PROJ. ROOM, 1125 High Street | 1 P.M. |
| DETROIT | PARAMOUNT PROJ. ROOM, 479 Ledyard Avenue | 2 P.M. |
| INDIANAPOLIS | PARAMOUNT PROJ. ROOM, 116 West Michigan Street | 1 P.M. |
| JACKSONVILLE | FLORIDA THEATRES SCREENING ROOM, Florida Thea. Bldg. | 2 P.M. |
| KANSAS CITY | PARAMOUNT PROJ. ROOM, 1800 Wyandotte Street | 2 P.M. |
| LOS ANGELES | PARAMOUNT PROJ. ROOM, 1613 West 20th Street | 1:30 P.M. |
| MEMPHIS | PARAMOUNT PROJ. ROOM, 362 South Second Street | 12:15 NOON |
| MILWAUKEE | PARAMOUNT PROJ. ROOM, 1121 North Eighth Street | 2 P.M. |
| MINNEAPOLIS | PARAMOUNT PROJ. ROOM, 1201 Currie Avenue | 8 P.M. |
| NEW HAVEN | PARAMOUNT PROJ. ROOM, 82 State Street | 2 P.M. |
| NEW ORLEANS | PARAMOUNT PROJ. ROOM, 215 South Liberty Street | 2 P.M. |
| NEW YORK CITY | PARAMOUNT PROJ. ROOM, 1501 Broadway (9th Fl.) | 2:30 P.M. |
| OKLAHOMA CITY | PARAMOUNT PROJ. ROOM, 701 West Grand Avenue | 10:30 A.M. |
| OMAHA | FOX SCREENING ROOM, 1502 Davenport Street | 2 P.M. |
| PHILADELPHIA | PARAMOUNT PROJ. ROOM, 248 North 12th Street | 2 P.M. |
| PITTSBURGH | PARAMOUNT PROJ. ROOM, 1727 Boulevard of Allies | 2 P.M. |
| PORTLAND | PARAMOUNT PROJ. ROOM, 909 N. W. 19th Avenue | 2 P.M. |
| ST. LOUIS | PARAMOUNT PROJ. ROOM, 2949-2953 Olive Street | 3 P.M. |
| SALT LAKE CITY | PARAMOUNT PROJ. ROOM, 270 East 1st South Street | 1:30 P.M. |
| SAN FRANCISCO | PARAMOUNT PROJ. ROOM, 205 Golden Gate Ave. | 2 P.M. |
| SEATTLE | MODERN THEATRE SUPPLY PROJ. ROOM, 2400 Third Ave. | 1:30 P.M |
| WASHINGTON | PARAMOUNT PROJ. ROOM, 306 H Street, N.W. | 2:30 P.M. |

### *Institutional Air Series for ATC*

**Boston, Sept. 30.—American Theatres Corp. will sponsor a radio program to promote current attractions at all of its Greater Boston theatres. The program will be in the form of a "movie bulletin of the air" and will be called "Movie Tonight." It will be broadcast over Station WHDH five times a week, Monday - through - Friday, at 3:55 to 4:00 P.M., effective tomorrow. The program will run indefinitely.**

## Walcott Bout Set Attendance Record

An all-time paid attendance record for any sporting event was set by the recent Walcott-Marciano bout, according to figures compiled by Theatre Network Television, the agency which booked the bout for theatre television.

Over 120,000 fight fans saw the heavyweight title bout in 50 TV-equipped theatres stretched across the country, while 41,000 persons were at Philadelphia's Municipal Stadium, the site of the match, bringing the total attendance for the event to 161,000, according to TNT. The old attendance record, TNT stated, was set by the second Dempsey-Tunney match in Philadelphia more than two decades ago, which attracted 122,000 persons.

TNT added that the total theatre TV gross, including Federal admission taxes, was in excess of $400,000, with an average gross of $8,000 per theatre.

### *Crouse Suit Goes To Federal Judge*

MINNEAPOLIS, Sept. 30.—The suit of William Crouse of Eveleth, Minn., charging Minnesota Amusement Co. and distributors with conspiracy, has been transferred from a slated jury trial to judgment by the Federal District Court here.

Crouse charges the Maco circuit conspired with film companies to keep product away from his Eveleth theatres in favor of Maco's nearby Virginia, Minn., houses.

Stan Kane is counsel for Crouse, while David Shearer represents the distributors, except Paramount, which is represented along with Maco by Mandt Torrison.

### *Cite Ornstein Stories*

Four of the 20 stories which William Ornstein, M-G-M home office trade press liaison, included in his book, "Ma and Me," just published by Story Book Press of Dallas, are given "Distinctive Mention" by Martha Foley in the 1952 edition of "Best American Short Stories." The four originally were published in the *American Jewish Times Outlook* and are as follows: "The Apprentice," "Eventide Song," "Badge of Honor" and "Tea on Wednesday." In addition to this group, Miss Foley also mentions in her anthology six other stories by the same author: "The Crime of These Corners," "Fun, Fast and Feast," "Harold (The Shamus) Klein," "Ocarina Nocturne," "Family Tree" and "Same Line, Old Tune."

# *Review*

## *"Captive Women"*

*(RKO Pictures)*

DEMOLISHED New York City, in the post-Atomic war year of 3,000 A.D., is the setting of this minor entry that has ample exploitation features. The populace lives mostly in caves underground and is divided into three groups: the evil Uprivermen, led by power-mad Stuart Randall, the devil-worshipping Norms, led by Robert Clarke in exile when Randall overthrows the Norm leadership by treachery, and the Mutations who are physically disfigured from the atomic radiation let loose in the 20th Century, led by Ron Randell.

There is a three-minute documentary introduction in which a serious voiced narrator warns that this is what might occur in the future while familiar footage of the United Nations building, the atomic explosions, and Hiroshima is used. The film is on the familiar melodramatic level and the title is derived from the attempts of the Mutations to propagate healthy children by stealing Norm women.

Clarke and aide Robert Bice flee Randall and are caught by Ron Randell and the Mutations who force them to live across the river. William Schallert, a Mutation seeking Randell's throne, stirs up discontent and has a fight for the leadership with Randell. When defeated, he is allowed to leave and deserts to Stuart Randall, giving him the secret of the under-river cave which had guaranteed the Mutations' safety. Randell is captured by Randall but later freed by Clarke and Bice while the pursuing Uprivermen are destroyed when the Mutations flood the under river cave. All ends happily when one of the Norm women, agrees to marry Randell out of love, and thus the God-worshipping Mutations are assured of a healthy propagation.

Margaret Field and Gloria Saunders provide the feminine attraction. This was written and produced by Aubrey Wisberg and Jack Pollexfen.

Running time, 65 minutes. General audience classification. Release date not set.

## Program Completed For St. Louis Meet

ST. LOUIS, Sept. 30.—Hotel reservations and banquet ticket sales indicate a record annual meeting for the Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois when the organization gathers Monday and Tuesday at the Chase Hotel here.

General chairman Tom Edwards, and co-chairmen William H. Waring, Jr., and Bill Williams, along with the program committee have laid out a busy schedule for the gathering.

**Open Forums Featured**

Open forums will be featured throughout the sessions. Speakers will include: Herman Levy, general counsel, Theatre Owners of America, on "Industry Arbitration," "The 16-mm. Lawsuit" and "Possibilities of Tax Reduction in the Next Congress"; Ray Colvin, executive director, Theatre Equipment Dealers Association of St. Louis, on "The Motion Picture Industry as a Business, Art and Social Force"; Leon Bamberger, RKO Radio, on "Public Relations and Your Public"; Herb Bennin, M-G-M manager, St. Louis, on "Movietime U.S.A. in 1952-53."

Also, Jack Keiler of the Columbia Amusement Co., Paducah, Ky., on "Exploitation and Publicity"; Al Reynolds of Claude Ezell and Associates, Dallas, on "Drive In Concesions and Operations"; Pat Magee, Denver, on "COMPO and the 16-mm. Anti-Trust Suit"; Larry W. Davee, Century Projector, New York City, "Third Dimensional Projection"; Senn Lawler, Fox Midwest, Kansas City, "Publicity That Produces."

The program will also include trailers of top pictures to be released during the coming season with explanatory talks by advertising and publicity representatives of film companies. The latest developments in theatre equipment, appliances and supplies will be on display at the trade show to be conducted in conjunction with the meeting.

## High Attendance Marks K-MTA Meet

KANSAS CITY, Sept. 30.—The 34th annual convention of the Kansas-Missouri Theatre Association opened today with registration like that of the best attended meetings of recent years.

The afternoon was devoted to presentations by branch managers of current and new product. Several showed trailers and some talked on product, explaining the background of the pictures or phases of them that offered particularly good exploitation values. It was noted that the exhibitors responded to the trailers and to special stunts with spontaneous exclamations much as the patrons in their theatres are likely to do.

C. E. Cook, president of the Association, opened the convention.

There will be further product presentations tomorrow, as well as the business session with elections, addresses and discussions.

The convention ends with the banquet tomorrow night, honoring R. R. Biechele.

## Hold Shipboard Bow of 'Gaucho'

The shipboard world premiere of 20th Century-Fox's "Way of A Gaucho" was held here last night aboard the Moore-McCormack liner, the *S.S. Argentina,* before an invited audience of 500 guests.

The notables, which included officials of New York City, the United Nations and Argentina, in addition to newspapermen, were met at the pier by 20th-Fox representatives and the vessel's captain.

The evening's entertainment featured a fashion show, the staging of a King Neptune ceremony, and a special drawing among newspapermen for a free South American cruise. There were also deck games, dancing and a buffet dinner.

## Sharp Decrease in Tax Collections for August Reported

WASHINGTON, Sept. 30. — General admission tax collections for August, reflecting July box-office business, were $6,000,000 below those for Aug., 1951, the Bureau of Internal Revenue reported today.

Most industry officials had expected these figures to show a large increase, reflecting a box-office upturn that reportedly started in July. The Bureau's figures indicate one of two things: either reports of the motion picture box-office upturn were exaggerated, or admission tax returns are no longer very good indicators of theatre business. This latter would be due to the fact that theatre taxes might be accounting for a smaller percentage of the total general admission taxes, and that taxes on admissions to such events as ball games and prize fights might be throwing a proportionately greater weight in the total.

The Bureau's figures put general admission tax collections for August at $28,067,623, compared to $34,142,531 for the previous August.

The August figures were down slightly from collections in the previous month, when the total was $28,369,934. However, in recent years, collections have risen seasonally from July to August, frequently by large amounts.

The drop from August this year against last August was the sharpest drop compared with 1951 for any month this year.

General admission tax collections include taxes on admissions to sports events, concerts, legitimate theatre and other general entertainment events, as well as to motion picture theatres.

### *Lasky, Blaustein, Kramer to Lecture*

HOLLYWOOD, Sept. 30.—Jesse Lasky, Julian Blaustein and Stanley Kramer have been named the first three Screen Producers Guild members to deliver lectures, which will be photographed on sound film before the Cinema Department of the University of Southern California. Lasky will tee off the series Thursday evening, with "A History of the Film Industry" as his topic. Blaustein will speak on Oct. 16 on "The Basic Idea" (the film subject followed from its inception to its final screenplay). Kramer follows next on Oct. 30 with a discussion of "Pre-Production and Its Problems."

### *Top SMPTE Award To Kodak's Crabtree*

ROCHESTER, N. Y., Sept. 30.—John I. Crabtree, Eastman Kodak research chemist, has been named as the 1952 recipient of the "Progress Medal" award of the Society of Motion Picture and Television Engineers.

Crabtree was selected for his contributions in the fields of photographic chemistry, motion picture film processing and film processing equipment. He will receive the award at a dinner during the Society's annual convention in Washington next week.

The Progress Medal is the Society's highest award. It is given annually to the individual whose work has resulted in significant advances in the development of motion-picture technology.

NEWS WHILE IT IS NEWS

# MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 72. NO. 65 NEW YORK, U.S.A., WEDNESDAY, OCTOBER 1, 1952 TEN CENTS

## Launch RKO Radio Meet Here Today

### *Stolkin Due in; Expect Management Decisions*

With Ralph Stolkin, head of the syndicate which last week purchased the controlling stock interest in RKO Pictures from Howard Hughes, scheduled to arrive here today from Chicago, preparations were made yesterday for a full-scale meeting of company heads with the new owners today and tomorrow.

Presumably the meetings will be of an executive nature inasmuch as no notice of a meeting of the board of directors had gone out up to last night. One explanation offered was that the new owners, under their purchase agreement with Hughes, will not have voting rights to the stock until early next week—two weeks after the closing of the deal.

Nevertheless, an RKO Pictures spokesman indicated yesterday that a statement probably will be issued following the close of the meeting tomorrow.

Meanwhile, unofficial reports con-

(*Continued on page 4*)

## AT&T Promises TV Cost Data by Dec. 31

WASHINGTON, Sept. 30.—Officials of the American Telephone and Telegraph Co. promised to try to have ready "before the end of the year" detailed theatre television cost figures long sought by the film industry.

The promise was made at a lengthy afternoon meeting today between officials of A. T. and T.'s long lines division and spokesmen for the Motion Picture Association and the National

(*Continued on page 4*)

## Aylesworth Dies After Long Illness

Merlin Hall Aylesworth, 66, former president and chairman of Radio-Keith-Orpheum Corp. and Radio Pictures, Inc., first president of National Broadcasting Co., and former publisher of the New York *World Telegram*, died here yesterday after a long illness, at St. Luke's Hospital.

Aylesworth was president and chairman of RKO in 1937-38 after 10 years

(*Continued on page 2*)

## *Frisch Is Elected MMPTA President; Rosen Heads Board*

Emanuel Frisch of Randforce Amusement Co. yesterday was elected president of the Metropolitan Motion Picture Theatres Association at the annual meeting of the organization's membership and board at the St. Moritz Hotel here. His term of office will be two years.



**Emanuel Frisch**

Frisch succeeds the late Edward N. Rugoff, whose duties as president were handled since his death on Sept. 17 by Solomon M. Strausberg, first

(*Continued on page 5*)

## 2-Theatre Premiere Set for 'Andersen'

Completion of arrangements for a two-theatre world premiere here of Samuel Goldwyn's "Hans Christian Andersen" at the Criterion and Paris theatres around Thanksgiving time was announced yesterday.

The simultaneous pre-release engagements will be on a continuous performance policy at both theatres. According to spokesmen for the theatres, regular admission scales will be

(*Continued on page 4*)

## STARR'S AIM: ONE EXHIBITOR 'FORUM'

### *Says He Will Meet With Allied Leaders Soon to Discuss Exhibitor Unity*

Alfred Starr, newly-elected Theatre Owners of America president, yesterday said he will take steps to bring about the formation of a single, all-embracing exhibitor organization or "forum."

**Here from Nashville, where he makes his business headquarters, Starr told trade press reporters in his first interview since his election on Sept. 15 that the day when exhibitors are thus united for the purpose of solving common problems "can't come too soon."**

The TOA chief executive indicated that the first step he will take in the direction of achieving this goal will be to confer with such Allied leaders as Abram F. Myers, board chairman; Wilbur Snaper, president, and Trueman T. Rembusch, ex-president.

Starr said he expected to be invited to attend Allied's national convention

(*Continued on page 5*)

## 'Because,' 'Loves,' 'Widow' Open Strong At B'way 1st-runs

Strong openings for "Because You're Mine," "Somebody Loves Me" and "The Merry Widow" featured this week's grosses at New York first-run theatres.

At Radio City Music Hall, a fine $145,000 is forecast for the first seven days of "Because You're Mine," while a solid $90,000 is indicated in the initial week of "Somebody Loves Me" at the Roxy. Both the Hall and Roxy feature stage shows.

"The Merry Widow" at Loew's State is expected to hit a healthy

(*Continued on page 4*)

## Says Films Ignore Vast Patronage

The industry is overlooking a "gold mine" by not acting to get an estimated 25,000,000 persons in towns with populations under 200,000 to attend theatres, Alfred Starr, Theatre Owners of America president, said here yesterday. He said these persons are in the "over age 30" group.

They are the kind of persons, Starr said, who seem to be unable to determine whether pictures showing in their

(*Continued on page 5*)

## DECIDE NOT TO ASK N. Y. TRIAL OF 16mm. SUIT

**Production-distribution company defendants in the government's anti-trust suit to compel the licensing of 16mm. feature films to television and other non-theatrical users have decided not to ask for a change of venue which would transfer trial of the suit from the Los Angeles Federal District court, where it was filed, to the New York Federal court, in whose jurisdiction the defendants have their principal places of business.**

**The matter has been under study by the defendants since the filing of the suit last July. A much earlier trial of the government action is now in prospect as a result of the decision not to request the transfer. The Federal court docket in New York is the most congested of any in the country and predictions had been made that the case might not be tried for several years if it were to be transferred here.**

**While there are no reliable estimates of when the case might come to trial in Los Angeles, it is generally believed that it might be anywhere from a year to two years earlier than in New York.**

## NEWS FLASHES

WASHINGTON, Sept. 30.--Private anti-trust suits increased to the greatest figure in recent years with "a considerable portion" of these cases brought against the motion picture companies, Henry P. Chandler, director of the administrative office of the Federal courts, noted in his annual report.

•

Alfred Starr, Theatre Owners of America president, said here yesterday that within a week TOA will send its member units a bulletin asking them to vote on whether the organization should seek defendant status in the government's 16mm. anti-trust suit. TOA was dubbed a "co-conspirator."

# Personal Mention

SAMUEL GOLDWYN and MRS. GOLDWYN plan to leave here for Hollywood tomorrow night.

•

WILLIAM W. HOWARD, RKO Theatres vice-president in charge of operation, accompanied by EDMUND GRAINGER, head of RKO Theatres film buying and booking, and HARRY MANDEL, national director of advertising-publicity, will leave here tomorrow for the Coast by plane.

•

HARDING MACDONA has been appointed account executive and contact man on most of the major motion picture accounts for *Cosmopolitan* magazine. He will make his office here.

•

SAMUEL PINANSKI, president of American Theatres Corp. of Boston, has been reelected chairman of the board of trustees of the Lowell Textile School, at Lowell, Mass.

•

AUBREY C. COUCH, Wilby-Kincey Knoxville, Tenn., city manager, has been discharged from the hospital there after treatment for a hand injury.

•

SEYMORE MAYER, Loew's International regional director for the Far East, returned yesterday from a three-week visit to his territory.

•

ROBERT H. O'BRIEN, United Paramount Theatres secretary-treasurer, is in Greenbrier, W. Va., and will return to New York next Monday.

•

JOHN WOLFBERG, head of Wolfberg Theatres, with headquarters in Denver, arrived here yesterday en route to Washington.

•

MAX E. YOUNGSTEIN, United Artists vice-president, has returned to New York from a swing around the country.

•

KENNETH GROSSMAN, assistant to L. K. SYDNEY, M-G-M studio executive, is in New York from the Coast.

•

E. S. GREGG, vice-president and general manager of Westrex Corp., left here yesterday for Hollywood.

## Disney to Represent Independent Artists

Frederick Brisson and Roy Disney have completed negotiations whereby Walt Disney Productions will be the world sales representatives for Brisson's Independent Artists Pictures, Inc.

"Never Wave at A WAC," which producer Brisson has just completed, with Rosalind Russell, Marie Wilson and Paul Douglas, will be the first of the Independent Artists films to be handled by the Disney organization. The arrangement marks the first time Disney has accepted the sales representation for an independent. RKO Radio is distributing "Never Wave at A WAC."

# Construction Controls Cut Pushed Back to May 1

WASHINGTON, Sept. 30. — National Production Authority officials have made a surprise decision to push back to May 1 the proposed relaxation of theatre construction curbs.

Earlier, this relaxation had been promised for April 1. NPA was supposed to issue tomorrow the order making this relaxation official. Now the date for issuing the order is Friday, and NPA officials said one reason for the delay was that the effective date has been shoved back and this required some last-minute changes in the order.

The May 1 date is still tentative, and it might be April 1 again by the time the order is isued. But NPA officials said they doubted this. They declared that the reason for pushing the date back was that they felt it better to be safe and put the proposed relexation further off, and then move it up later, rather than to put it too early and have to postpone it later.

They pointed out that a meeting of construction industry officials has been called for Oct. 29, and that this meeting might recommend an earlier relaxation of theatre construction curbs, possibly as early as Jan. 1 or Feb. 1.

Under the proposed relaxation, persons planning to build theatres could self-authorize—write their own priorities—for limited amounts of steel, copper and aluminum, and would stand a far better chance of getting NPA allotments of even larger amounts.

## AMPA Class In Larger Quarters

The Associated Motion Picture Advertisers classes on advertising and promotion has been required to find larger quarters for the weekly sessions. Tomorrow evening's class will meet at six o'clock at the 20th Century-Fox Little Theatre.

Paul N. Lazarus, Jr., Columbia executive, will discuss the home office advertising and publicity operations of a motion picture company at this second lecture in the ten-week course.

## Small, Todd to Make Second Joint Film

"Sodom and Gomorrah," to be filmed in color, has been chosen as the second of three pictures which Edward Small and Mike Todd will make in association abroad for United Artists release, UA announced.

The film is on the producers' combined slate for late in 1953, after completion of "The Vikings," their first joint color picture for which Todd is now in Europe organizing facilities.

## First Drive for Audio

Audio Pictures has started its first sales drive, during which it will honor its president, Arthur Gottlieb. The drive is to run through Dec. 11, and has as its goal a quota of $150,000 in screen advertising rentals for the 400 theatres with which Audio holds agreements.

## Cinerama Process Found Impressive

"This Is Cinerama" premiered before a packed audience of notables at the Broadway Theatre here last night and revealed itself as an amazing process capable of capturing audiences hitherto untouched or television-bound.

At its best in breath-taking panoramas and startling close-ups, this process enrapts an audience with its three-dimensional effect. The color by Technicolor film opened with a roller coaster ride that elicited excited murmurs and spontaneous applause, as did the sequences that followed.

The two-hour program included films of a prologue by Lowell Thomas; a dance of the priestesses from "Aida"; a helicopter view of Niagara Falls; the Long Island Choral Society singing Handel's "The Messiah"; Venetian boatmen in gondolas; the Gathering of the Clans in Scotlan; a bullfight and native dances in Spain; the triumphal march from "Aida," performed by the La Scala Opera Company in Milan; the Vienna Boys Choir singing; a tour of the Tyrol in Wolfgang; the Water Carnival at Cypress Gardens in Florida; and "America the Beautiful," sung by the Salt Lake City Tabernacle Choir while an aerial tour of U. S. A. landmarks is shown.

For the special process William Lescaze Associates, architects, designed mechanical construction for the Broadway Theatre. Three projection booths were set into the balcony, each projector filling one third of the Cinerama screen, which is 51 feet wide and 26 feet high. The curved screen was specially designed by Fred Waller, inventor of the process, and is not one great sheet, but consists of 1,100 vertical strips of perforated tape set at angles like louvres of a sideways Venetian blind. The stereophonic sound effect is obtained with the placement of five speakers behind the screen, one on each sound wall, and one at the rear of the theatre. These speakers convey the sounds as recorded at similar positions by the same number of microphones during the original shooting.

William R. Latady, vice-president of Cinerama, Inc., expects that in future theatre design the projection booths can be built directly into the balcony. Estimates of installation costs vary from $35,000 to $70,000 with an average of about $50,000. All equipment is designed to be portable and plug-in, and will be leased to theatre owners by Cinerama. The second Cinerama camera has been completed and projection equipment is ready for installation in theatres in the United States and England.

## Kearney Promoted

The appointment of Don L. Kearney as national sales manager of American Broadcasting Co.'s television stations was announced by Slocum Chapin, vice-president.

## Newsreel Parade

*ALL current newsreels except Telenews Digest offer an identical special feature on Gen. Eisenhower, compiled from the footage of the participating companies. It is to be followed with a similar feature on Adlai Stevenson. The listing follows:*

**FOX MOVIETONE NEWS, No. 80.**—The Eisenhower Story.

**NEWS OF THE DAY, No. 210.**—The Eisenhower Story.

**PARAMOUNT NEWS, No. 13.** — The Eisenhower Story.

**TELENEWS DIGEST, No. 40A.**—French troops drop behind Red lines. Cattle roundup by helicopter. New diving bell tries for record. Eden visits Figl in Vienna. Churchill ends vacation. John Cobb killed testing new jet boat. Michigan State 27—Michigan 13. International sailing regatta.

**UNIVERSAL NEWS, No. 600.** — The "Ike" Story.

**WARNER PATHE NEWS, No. 15.**—The Eisenhower Story.

## Three 20th-Fox Films Set for Roxy Here

Three of 20th Century-Fox's top color in Technicolor productions of the year have been dated into the Roxy Theatre, it was revealed by the company yesterday.

The pictures, which will be shown at the house starting in late October or early November, are "Way of A Gaucho," produced by Philip Dunne and directed by Jacques Tourneur; Damon Runyon's "Bloodhounds of Broadway," produced by George Jessel and directed by Harmon Jones, and "Pony Soldier," produced by Samuel G. Engel and directed by Joseph M. Newman.

## Aylesworth

(*Continued from page* 1)

as president of NBC beginning in 1926. Aylesworth left RKO to join the Scripps-Howard newspapers management and was named publisher of the *World-Telegram* in 1938. He was a lawyer by profession but was active for most of his life in radio, motion pictures and public utilities.

From 1934 to 1945 he was board chairman of Radio City Music Hall. In 1941 he was appointed chief of the radio section of the Office of the Co-Ordinator of Inter-American Affairs and its executive consultant. Aylesworth was the first to lease a theatre for the "live" presentation of radio programs before an audience.

From 1914-18 he was chairman of the Colorado Public Utilities Commission and then was executive vice-president of the Utah Power & Light Co. Later he was managing director of the National Electric Light Association and toward the close of his career was chairman of the executive committee of Ellington & Co., Inc., an advertising firm.

## Mrs. Gala Levy, 84

Mrs. Gala Levy, 84, mother of Joel Levy of Loew's Theatres film booking department here, died Monday after a long illness. The funeral, held yesterday, was private.

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# RKO Meeting

(Continued from page 1)

cerning the company's future executive set-up increased by the hour. One, widely circulated, but lacking confirmation, was that Arnold Grant, one of the attorneys who acted for the Stolkin group in the purchase negotiations, would become chairman of the board; Stolkin would assume the presidency and Sherrill Corwin, Los Angeles exhibitor and a member of the purchasing group, would head the studio.

Earlier reports were that Stolkin would be named board chairman and Ned E. Depinet would continue as president. Queried yesterday, Depinet said he had no information concerning the plans of the new owners.

**Arrived Yesterday**

Arriving here yesterday from the Coast for the sessions were Grant, Sidney Korshak and Gordon Youngman, Hollywood attorneys who represented the Stolkin group in the negotiations. Arriving today in addition to Stolkin will be Corwin and Greg Bautzer, the latter also of counsel for Stolkin.

Advance reports on the meetings included one that RKO Pictures' financing will be given extended and immediate attention by the new owners. The company has a $5,000,000 revolving credit with Bankers Trust Co. here, which reportedly is shared by the Mellon Bank of Pittsburgh. Re-negotiation of the credit by the new owners may be necessary, according to one report. In this connection, Hughes confirmed last week that if called upon to do so by the new owners, he is committeed to making an $8,000,000 loan to RKO Pictures.

Milton Pickman, vice-president of Wald-Krasna Prod., arrived here from the Coast yesterday in connection with an approach made to Jerry Wald by Corwin for the former to head production at the RKO Pictures studio. Pickman returned to the Coast last night. Before his departure he indicated that it was premature to discuss such a deal at this time but might return here later, pending future developments.

# W.C. Stober Leaves General Register

W. C. Stober, general sales manager of General Register Corp. for the past six years, has resigned as of today. Saul Hammer, officer of the General Register Corp. for many years, now heads the sales department.

Stober has accepted a position with the Burroughs Adding Machine in the transportation division. He plans to reside in Chicago, and have headquarters there.

All of Stober's employment has been in the theatre equipment field beginning in 1934 as shipping clerk for National Theatre Supply Co.'s Seattle branch.




# N.Y. Grosses

(Continued from page 1)

$35,000 for its first week. At the Rivoli, a strong $68,000 was indicated for the second week of "Snows of Kilimanjaro."

"Son of Paleface" opens today at the Paramount Theatre and the premiere will be highlighted throughout the day by personal appearances of Bob Hope, who recently returned from Europe. The second and final week of "Big Jim McLane" at the Paramount was due to hit $53,000.

The second inning of "One Minute to Zero" at the Criterion is forecast to hit an excellent $27,000, while a nice $36,000 is seen for the sixth week of "The Quiet Man" at the Capitol. "Lure of the Wilderness" replaces "You for Me" on Friday at the Globe, which is expected to register a rather weak $8,500 for its seven-day engagement.

**'Noon' in 10th Week**

A good $17,500 is indicated for the 10th week of "High Noon" at the Mayfair. "World in His Arms" bows there Oct. 9. For the sixth stanza of "Miracle of Our Lady of Fatima" a nice $15,000 is forecast by the Astor. "Affair in Trinidad" at the Victoria is expected to hit a more than satisfactory $13,000 for its ninth week.

Among off-Broadway houses, "The Magic Box" opened to a healthy $10,400 for its first seven days at the Normandie. Still doing well is "Ivory Hunter" at the 52nd Street Trans-Lux, where $5,200 is seen for the picture's sixth week. At the Park Avenue, a robust $6,000 is estimated for the third inning of "The Amazing Monsieur Fabre."

The long-standing hold-over, "Man in the White Suit," at the Sutton is expected to do a fine $5,400 for its 26th week, while the seventh round of "Stranger in Between" at the Fine Arts is due to register a nice $4,000.

"This is Cinerama" opened last night at the Broadway Theatre to a capacity audience and the advance two-a-day sale of tickets indicates an eight-week sell-out. The advance sale for "Limelight," which will open on a roadshow basis at the 60th Street Trans-Lux on Oct. 23, was described yesterday as "excellent."

# 'Andersen'

(Continued from page 1)

in effect for the premiere engagements. While terms were not disclosed, it was reported that the highest guarantees ever given a picture by comparable Broadway houses are involved. In the case of the Paris, for example, the guarantee is understood to be a minimum of $150,000, with provisions which could boost the producer's take well above that amount.

Prior commitments of Radio City Music Hall left it with no open date earlier than around Jan. 15. With Goldwyn aiming for a pre-Christmas premiere, a Music Haill engagement had to be ruled out.

"Andersen," in color by Technicolor, stars Danny Kaye, with Jeanmaire and Farley Granger co-starred. Moss Hart wrote the screenplay in conjunction with Frank Loesser, who composed the musical score. Charles Vidor directed. Goldwyn told a press conference here last week that the picture will have to gross $8,000,000 to break even.

# TV Cost Data

(Continued from page 1)

Exhibitors Theatre Television Committee.

MPAA and NETTC have been prodding A. T. and T. for months for detailed transmission cost figures, for use in the coming Federal Communications Commission hearings on theatre television. The A. T. and T. people have been saying that all their cost data is based on a four megacycle transmission band, and that they can't supply financial information on the 10 mc band that the film industry wants to use.

**The meeting was set up today to try and work out a middle ground, and was apparently successful. Participants said the session, held at MPAA headquarters, had been "very pleasant" and that "a very helpful exchange of ideas on engineering problems" had taken place. The upshot of the meeting was that the A. T. and T. people said they would "make every effort" to have ready by Dec. 31 the financial data sought by the film industry.**

Industry officials said the delay in getting information from the phone company would not interfere with plans to start the FCC hearings on Oct. 20. They pointed out that the FCC had specified that the week or so of hearings starting Oct. 20 was to be devoted to a presentation of the film industry's own engineering and cost plans, and that the phone company testimony could well come later, in the lengthier hearings scheduled to start Jan. 12.

**No Further Meetings**

No further meetings are scheduled at this time between the two groups, officials said.

The A. T. and T. delegation consisted of six men, headed by Ernest North, general counsel of the long lines division, and Frank A. Cowan, top engineer for the division. NETTC was represented by attorney Marcus Cohn and engineer Stuart Bailey. MPAA was represented by attorneys James L. Fly and Vincent Welch, engineering adviser Andrew Inglis, Ed Cooper of the MPAA staff, Earl Sponable of 20th Century-Fox, Frank Cahill of Warner Brothers, Lester Isaac of Loew's and Richard Hodson of Paramount.

## Schlanger Returns

Ben Schlanger, New York theatre architect, and William A. Hoffberg, engineer associated with him, have returned here from a six-week visit to Europe where many installations of their synchronous-surround motion picture screen are in progress. RCA Photophone, Ltd., recently took over distribution of the screen in Europe, marketing it, as RCA does in the U. S., under the name of "Synchro-Screen."

## Milland Air Promotion

Ray Milland will make a series of three taped broadcasts for the U. S. State Department's "Voice of America" series about his latest starring vehicle, "The Thief," for Central Europe and Germany. "The Thief" will have its world premiere at the New York Roxy Theatre following the current feature, "Somebody Loves Me."

# National Pre-Selling

*COSMOPOLITAN* for October faces a strong four-color, full-page advertisement for "The Snows of Kilimanjaro" opposite Louella Parson's equally strong praise for "Hemingway's Magic Touch," with a following page of pictures and argument to support her theory. She says, "All the romance, poetry, and thrilling action of one of the great stories of our time is faithfully translated to the screen." Continuing, she gives caption credit to "A musical comedy —'Just for You'," "an operatta, 'The Merry Widow'," and "the inspiring story of a miracle, 'The Miracle of Our Lady of Fatima'," which are rated this month's best . . . *Redbook* has a fine cover portrait of Kathryn Grayson, and the caption, "the story of an amazing girl who has solved all her problems but one—men." And, inside *Redbook,* a color spread in which she says, "I don't have dates with men; I marry them"—an unusual statement from an unusual girl. Movie editor Florence Somers' selection as *Redbook's* Picture-of-the-Month is "Sudden Fear."

•

***American Legion Magazine* for October tells the story of how the Reds made a sucker of Edward G. Robinson, and gives the screen star's view-point to its 3,600,000 readers: "If any man is accused of Communism falsely, he owes it to himself and the nation to make a statement of his true position. If he will not do so, I for one would take the charges against him seriously." *Life* carries a striking two-color ad from RKO Radio on "The Lusty Men"—"a fast buck, a fast bronc, a fast thrill." And another feature article on "The Shrinking of Jose Ferrer," showing how the actor is shortened 15 inches to play the dwarfed Lautrec, a role that will be more talked about than "The Hunchback of Notre Dame."**

•

*Ruth Harbert in* Good Housekeeping's *November issue tells why history teachers are going to have a tall job explaining when "Plymouth Adventure" comes to both city and town theatres. Helen Deutsch, who wrote the screenplay after two years of research here and in England, has challenged many of our favorite fables about passengers on the* Mayflower's *heroic voyage. You'll be stunned to learn what caused the loudest complaints during the damp, 96-day journey over the winter seas! It's not surprising that Dore Schary, producer of the picture, says that 102 passengers and 33 sailors were "Men and Women of flesh and blood, with just the same outlooks and foibles as we have today."*

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*Life* is giving interesting coverage on the "The Snows of Kilimanjaro" in its issue coming up this Friday, and for the first time in history, Wide World Photos, the syndicated picture service originating with the *New York Times,* is servicing a total of six photographs taken at the world premiere, to its syndicate list of 1,100 newspapers. . . . Stars of two RKO pictures will appear on two covers of the *New York Sunday News* rotogravure color magazine, first, Janis Carter, and next week, Gloria Grahame.

WALTER BROOKS

# Films Ignore

(Continued from page 1)

towns are of the intellectual quality they demand. He said they are potential film-goers who would enjoy "High Noon" while disdaining an ordinary Western. But, he asked, how are they to know that "High Noon" is not an ordinary Western? They are not persons who necessarily would patronize "art" pictures, Starr emphasized.

### 'Pet Project'

The job of educating this potential audience to the existence of intelligent, artistically significant product, Star said, is one for distributors, exhibitors, small city film critics and any others who can be recruited for the task. He described the job as his own "pet project."

These 25,000,000 non-film goers, Starr held, are individuals who are not to be seduced by television, the comics, or other such media of entertainment. They are people who read good books and lean to other intellectual pursuits, he said.

### Could Achieve Improvement

Starr believes also that the difficulties that distributors experience in supplying prints can be solved by "mathematical algebraic logic" as performed by outside independent analysts. A 20 per cent improvement in the print situation could be achieved by such analysts, he claimed. A survey "wouldn't cost the distributors a nickel," he said. Starr, who is reputed to be a "mathematical genius," had trade press reporters straining to understand his theory.

# *One Exhibitor Forum*

(Continued from page 1)

in Chicago, Nov. 17-19, thus implying that he would broach the subject to Allied leaders at that time.

Commensurate with his visions of a single, nationwide exhibitor organization, or "forum," or "conference" (he appeared to regard the terms as interchangeable), Starr said he is "banking on greatly improved exhibitor-distributor relations" in the not-too-distant future.

Such improved relations, he contended, would be inherent in an industry system of arbitration. But, he reminded, arbitration, "which can result in an entirely new era for the industry," must be built "on the good faith of all sides." He added: "We all are in the same industry, and we know we can't succeed in the job unless all segments cooperate."

Starr and Herman M. Levy, TOA general counsel, who sat in on the interview, told the reporters that the arbitration draft amending work currently being done by distributor lawyers was approved by both Myers and Levy at the recent arbitration parley in Washington among distributor, Allied, and TOA officials.

The lawyers' task, it was determined yesterday, will be completed in time to allow the presidents of the distribution companies to act on the amendments at a meeting around the middle of next week. Upon approval by the presidents, the draft will be turned over to Allied and TOA for action, Levy assumed.

**Starr, who told the TOA convention he was optimistic about the establishment of an arbitration system that would be universally satisfactory, repeated this opinion yesterday. He said that no exhibitor or distributor could expect to see a workable system if he seeks to get "undue advantage" in proceedings. He said that arbitration can minimize the number of industry suits, not do away with them entirely. The exercise of goodwill, he added, will spell the success of a system.**

Starr credited Myers with having made many valuable contributions to the establishment of an arbitration system.

The conciliation provisions of the arbitration plan have been approved by all parties, Starr said. He reminded that conciliation first will be essayed before any case goes to arbitration.

### Will Not Take Action

TOA will not take any action on the General Mills Corp. proposal at the convention to give away theatre passes along with distribution of free samples of the company's products. Levy interjected that it was likely that individual exhibitor members of TOA may try out the idea.

Herman Hunt, Cincinnati theatre owner, has indicated to Starr that he will sponsor a luncheon of Southern Ohio exhibitors in that city with a view to forming a Southern Ohio TOA unit. Starr said that this TOA convention development is expected to bear fruit "in a few weeks." Both Starr and Levy said TOA has opened its doors to any Western Theatre Owners units who wish to join. WTO is leaderless at present.

Starr left here last evening by plane for Kansas City. He will attend the meeting next week in St. Louis of the MPTO of St. Louis, Eastern Missouri and Southern Illinois. Starr said he will attend many TOA regional and unit meetings during the coming months.

# Elect Frisch

(Continued from page 1)

vice-president. The latter was re-elected first vice-president.

Other officers elected for the next two years are: Samuel Rosen, board chairman; Robert Weitman, second vice-president, and Russell V. Downing, treasurer. Oscar A. Doob was reelected chairman of the executive committee for a fourth successive term. D. John Phillips continues as executive director.

### New Executive Committee

The new executive committee includes: Samual Rinzler, Rosen, Sol Schwartz, Strausberg and Weitman. The board for the next two years will consist of Herman Becker, Leo Brecher, Doob, Downing, Harry Goldberg, Julius Joelson, David C. Katz, Rinzler, Fred J. Schwartz, Sol Schwartz, Strausberg and Weitman.

Strausberg at the meeting eulogized Rugoff as having been one of the organization's "best beloved and most valued members."


PARAMOUNT TRADE SHOWS

Monday, October 6, 1952

DEAN MARTIN and JERRY LEWIS

In HAL WALLIS' Production

"THE STOOGE"

Co-starring

MARION MARSHALL · EDDIE MAYEHOFF

POLLY BERGEN

Directed by NORMAN TAUROG

Screenplay by FRED F. FINKLEHOFFE and MARTIN RACKIN

Additional Dialogue by ELWOOD ULLMAN

From a story by Fred F. Finklehoffe and Sid Silvers

| CITY | PLACE OF SCREENING | TIME |
|---|---|---|
| ALBANY | FOX SCREENING ROOM, 1052 Broadway | 2:30 P.M. |
| ATLANTA | PARAMOUNT PROJ. ROOM, 154 Walton St., N. W. | 2 P.M. |
| BOSTON | PARAMOUNT PROJ. ROOM, 58-62 Berkeley Street | 2 P.M. |
| BUFFALO | PARAMOUNT PROJ. ROOM, 464 Franklin Street | 2 P.M. |
| CHARLOTTE | PARAMOUNT PROJ. ROOM, 305-7 South Church Street | 10 A.M. |
| CHICAGO | PARAMOUNT PROJ. ROOM, 1306 South Michigan Avenue | 3 P.M. |
| CINCINNATI | FOX SCREENING ROOM, 1638 Central Parkway | 2:30 P.M. |
| CLEVELAND | PARAMOUNT PROJ. ROOM, 1735 East 23rd Street | 8:15 P.M. |
| DALLAS | PARAMOUNT PROJ. ROOM, 401 N. Pearl Expressway | 2 P.M. |
| DENVER | PARAMOUNT PROJ. ROOM, 2100 Stout Street | 2 P.M. |
| DES MOINES | PARAMOUNT PROJ. ROOM, 1125 High Street | 1 P.M. |
| DETROIT | PARAMOUNT PROJ. ROOM, 479 Ledyard Avenue | 2 P.M. |
| INDIANAPOLIS | PARAMOUNT PROJ. ROOM, 116 West Michigan Street | 1 P.M. |
| JACKSONVILLE | FLORIDA THEATRES SCREENING ROOM, Florida Thea. Bldg. | 2 P.M. |
| KANSAS CITY | PARAMOUNT PROJ. ROOM, 1800 Wyandotte Street | 2 P.M. |
| LOS ANGELES | PARAMOUNT PROJ. ROOM, 1613 West 20th Street | 1:30 P.M. |
| MEMPHIS | PARAMOUNT PROJ. ROOM, 362 South Second Street | 12:15 NOON |
| MILWAUKEE | PARAMOUNT PROJ. ROOM, 1121 North Eighth Street | 2 P.M. |
| MINNEAPOLIS | PARAMOUNT PROJ. ROOM, 1201 Currie Avenue | 8 P.M. |
| NEW HAVEN | PARAMOUNT PROJ. ROOM, 82 State Street | 2 P.M. |
| NEW ORLEANS | PARAMOUNT PROJ. ROOM, 215 South Liberty Street | 2 P.M. |
| NEW YORK CITY | PARAMOUNT PROJ. ROOM, 1501 Broadway (9th Fl.) | 2:30 P.M. |
| OKLAHOMA CITY | PARAMOUNT PROJ. ROOM, 701 West Grand Avenue | 10:30 A.M. |
| OMAHA | FOX SCREENING ROOM, 1502 Davenport Street | 2 P.M. |
| PHILADELPHIA | PARAMOUNT PROJ. ROOM, 248 North 12th Street | 2 P.M. |
| PITTSBURGH | PARAMOUNT PROJ. ROOM, 1727 Boulevard of Allies | 2 P.M. |
| PORTLAND | PARAMOUNT PROJ. ROOM, 909 N. W. 19th Avenue | 2 P.M. |
| ST. LOUIS | PARAMOUNT PROJ. ROOM, 2949-2953 Olive Street | 3 P.M. |
| SALT LAKE CITY | PARAMOUNT PROJ. ROOM, 270 East 1st South Street | 1:30 P.M. |
| SAN FRANCISCO | PARAMOUNT PROJ. ROOM, 205 Golden Gate Ave. | 2 P.M. |
| SEATTLE | MODERN THEATRE SUPPLY PROJ. ROOM, 2400 Third Ave. | 1:30 P.M |
| WASHINGTON | PARAMOUNT PROJ. ROOM, 306 H Street, N.W. | 2:30 P.M. |

## *Institutional Air Series for ATC*

**Boston, Sept. 30.—American Theatres Corp. will sponsor a radio program to promote current attractions at all of its Greater Boston theatres. The program will be in the form of a "movie bulletin of the air" and will be called "Movie Tonight." It will be broadcast over Station WHDH five times a week, Monday - through - Friday, at 3:55 to 4:00 P.M., effective tomorrow. The program will run indefinitely.**

## Walcott Bout Set Attendance Record

An all-time paid attendance record for any sporting event was set by the recent Walcott-Marciano bout, according to figures compiled by Theatre Network Television, the agency which booked the bout for theatre television.

Over 120,000 fight fans saw the heavyweight title bout in 50 TV-equipped theatres stretched across the country, while 41,000 persons were at Philadelphia's Municipal Stadium, the site of the match, bringing the total attendance for the event to 161,000, according to TNT. The old attendance record, TNT stated, was set by the second Dempsey-Tunney match in Philadelphia more than two decades ago, which attracted 122,000 persons.

TNT added that the total theatre TV gross, including Federal admission taxes, was in excess of $400,000, with an average gross of $8,000 per theatre.

## *Crouse Suit Goes To Federal Judge*

MINNEAPOLIS, Sept. 30.—The suit of William Crouse of Eveleth, Minn., charging Minnesota Amusement Co. and distributors with conspiracy, has been transferred from a slated jury trial to judgment by the Federal District Court here.

Crouse charges the Maco circuit conspired with film companies to keep product away from his Eveleth theatres in favor of Maco's nearby Virginia, Minn., houses.

Stan Kane is counsel for Crouse, while David Shearer represents the distributors, except Paramount, which is represented along with Maco by Mandt Torrison.

## *Cite Ornstein Stories*

Four of the 20 stories which William Ornstein, M-G-M home office trade press liaison, included in his book, "Ma and Me," just published by Story Book Press of Dallas, are given "Distinctive Mention" by Martha Foley in the 1952 edition of "Best American Short Stories." The four originally were published in the *American Jewish Times Outlook* and are as follows: "The Apprentice," "Eventide Song," "Badge of Honor" and "Tea on Wednesday." In addition to this group, Miss Foley also mentions in her anthology six other stories by the same author: "The Crime of These Corners," "Fun, Fast and Feast," "Harold (The Shamus) Klein," "Ocarina Nocturne," "Family Tree" and "Same Line, Old Tune."

# *Review*

## *"Captive Women"*

*(RKO Pictures)*

DEMOLISHED New York City, in the post-Atomic war year of 3,000 A.D., is the setting of this minor entry that has ample exploitation features. The populace lives mostly in caves underground and is divided into three groups: the evil Uprivermen, led by power-mad Stuart Randall, the devil-worshipping Norms, led by Robert Clarke in exile when Randall overthrows the Norm leadership by treachery, and the Mutations who are physically disfigured from the atomic radiation let loose in the 20th Century, led by Ron Randell.

There is a three-minute documentary introduction in which a serious voiced narrator warns that this is what might occur in the future while familiar footage of the United Nations building, the atomic explosions, and Hiroshima is used. The film is on the familiar melodramatic level and the title is derived from the attempts of the Mutations to propagate healthy children by stealing Norm women.

Clarke and aide Robert Bice flee Randall and are caught by Ron Randell and the Mutations who force them to live across the river. William Schallert, a Mutation seeking Randell's throne, stirs up discontent and has a fight for the leadership with Randell. When defeated, he is allowed to leave and deserts to Stuart Randall, giving him the secret of the under-river cave which had guaranteed the Mutations' safety. Randell is captured by Randall but later freed by Clarke and Bice while the pursuing Uprivermen are destroyed when the Mutations flood the under river cave. All ends happily when one of the Norm women, agrees to marry Randell out of love, and thus the God-worshipping Mutations are assured of a healthy propagation.

Margaret Field and Gloria Saunders provide the feminine attraction. This was written and produced by Aubrey Wisberg and Jack Pollexfen.

Running time, 65 minutes. General audience classification. Release date not set.

## Program Completed For St. Louis Meet

ST. LOUIS, Sept. 30.—Hotel reservations and banquet ticket sales indicate a record annual meeting for the Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois when the organization gathers Monday and Tuesday at the Chase Hotel here.

General chairman Tom Edwards, and co-chairmen William H. Waring, Jr., and Bill Williams, along with the program committee have laid out a busy schedule for the gathering.

**Open Forums Featured**

Open forums will be featured throughout the sessions. Speakers will include: Herman Levy, general counsel, Theatre Owners of America, on "Industry Arbitration," "The 16-mm. Lawsuit" and "Possibilities of Tax Reduction in the Next Congress"; Ray Colvin, executive director, Theatre Equipment Dealers Association of St. Louis, on "The Motion Picture Industry as a Business, Art and Social Force"; Leon Bamberger, RKO Radio, on "Public Relations and Your Public"; Herb Bennin, M-G-M manager, St. Louis, on "Movietime U.S.A. in 1952-53."

Also, Jack Keiler of the Columbia Amusement Co., Paducah, Ky., on "Exploitation and Publicity"; Al Reynolds of Claude Ezell and Associates, Dallas, on "Drive In Concesions and Operations"; Pat Magee, Denver, on "COMPO and the 16-mm. Anti-Trust Suit"; Larry W. Davee, Century Projector, New York City, "Third Dimensional Projection"; Senn Lawler, Fox Midwest, Kansas City, "Publicity That Produces."

The program will also include trailers of top pictures to be released during the coming season with explanatory talks by advertising and publicity representatives of film companies. The latest developments in theatre equipment, appliances and supplies will be on display at the trade show to be conducted in conjunction with the meeting.

## High Attendance Marks K-MTA Meet

KANSAS CITY, Sept. 30.—The 34th annual convention of the Kansas-Missouri Theatre Association opened today with registration like that of the best attended meetings of recent years.

The afternoon was devoted to presentations by branch managers of current and new product. Several showed trailers and some talked on product, explaining the background of the pictures or phases of them that offered particularly good exploitation values. It was noted that the exhibitors responded to the trailers and to special stunts with spontaneous exclamations much as the patrons in their theatres are likely to do.

C. E. Cook, president of the Association, opened the convention.

There will be further product presentations tomorrow, as well as the business session with elections, addresses and discussions.

The convention ends with the banquet tomorrow night, honoring R. R. Biechele.

## Hold Shipboard Bow of 'Gaucho'

The shipboard world premiere of 20th Century-Fox's "Way of A Gaucho" was held here last night aboard the Moore-McCormack liner, the *S.S. Argentina,* before an invited audience of 500 guests.

The notables, which included officials of New York City, the United Nations and Argentina, in addition to newspapermen, were met at the pier by 20th-Fox representatives and the vessel's captain.

The evening's entertainment featured a fashion show, the staging of a King Neptune ceremony, and a special drawing among newspapermen for a free South American cruise. There were also deck games, dancing and a buffet dinner.

## Sharp Decrease in Tax Collections for August Reported

WASHINGTON, Sept. 30. — General admission tax collections for August, reflecting July box-office business, were $6,000,000 below those for Aug., 1951, the Bureau of Internal Revenue reported today.

Most industry officials had expected these figures to show a large increase, reflecting a box-office upturn that reportedly started in July. The Bureau's figures indicate one of two things: either reports of the motion picture box-office upturn were exaggerated, or admission tax returns are no longer very good indicators of theatre business. This latter would be due to the fact that theatre taxes might be accounting for a smaller percentage of the total general admission taxes, and that taxes on admissions to such events as ball games and prize fights might be throwing a proportionately greater weight in the total.

The Bureau's figures put general admission tax collections for August at $28,067,623, compared to $34,142,531 for the previous August.

The August figures were down slightly from collections in the previous month, when the total was $28,369,934. However, in recent years, collections have risen seasonally from July to August, frequently by large amounts.

The drop from August this year against last August was the sharpest drop compared with 1951 for any month this year.

General admission tax collections include taxes on admissions to sports events, concerts, legitimate theatre and other general entertainment events, as well as to motion picture theatres.

## *Lasky, Blaustein, Kramer to Lecture*

HOLLYWOOD, Sept. 30.—Jesse Lasky, Julian Blaustein and Stanley Kramer have been named the first three Screen Producers Guild members to deliver lectures, which will be photographed on sound film before the Cinema Department of the University of Southern California. Lasky will tee off the series Thursday evening, with "A History of the Film Industry" as his topic. Blaustein will speak on Oct. 16 on "The Basic Idea" (the film subject followed from its inception to its final screenplay). Kramer follows next on Oct. 30 with a discussion of "Pre-Production and Its Problems."

## *Top SMPTE Award To Kodak's Crabtree*

ROCHESTER, N. Y., Sept. 30.—John I. Crabtree, Eastman Kodak research chemist, has been named as the 1952 recipient of the "Progress Medal" award of the Society of Motion Picture and Television Engineers.

Crabtree was selected for his contributions in the fields of photographic chemistry, motion picture film processing and film processing equipment. He will receive the award at a dinner during the Society's annual convention in Washington next week.

The Progress Medal is the Society's highest award. It is given annually to the individual whose work has resulted in significant advances in the development of motion-picture technology.

NEWS WHILE IT IS NEWS

# MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 72. NO. 66 NEW YORK, U. S. A., THURSDAY, OCTOBER 2, 1952 TEN CENTS

## Universal Net Up $625,290, To $1,752,472

### *39-Week Profit Equal To $1.63 Per Share*

A $625,290 increase in profit for Universal Pictures and subsidiary companies was reported yesterday for the 39 weeks ended Aug. 2, on consolidated net earnings of $1,752,472.

The net was after provision of $2,650,000 for estimated Federal income and excess profits taxes and after provision of $250,000 for contingencies, the company stated, comparing the net with consolidated earnings of $1,127,182 for the corresponding 39 weeks of the previous fiscal year, after provision of $1,675,000 for estimated Federal taxes and after provision of $400,000 for contingencies.

After deducting dividends on the preferred stock, consolidated net earnings for the 39 weeks ended Aug. 2 are equivalent to $1.63 per share on the 961,698 shares of common stock outstanding. For the corresponding period of the previous fiscal year,

(*Continued on page 7*)

## K-MTA Reelects Cook President

KANSAS CITY, Oct. 1.—C. E. Cook, Maryville, Missouri, exhibitor, was reelected president of the Kansas-Missouri Theatre Association at the annual business meeting here today at the President Hotel.

H. B. Doering, exhibitor for 30 years at Garnett, Kan., and representative in the State Legislature, was elected vice-president. Doering is unopposed for reelection to the legislature this fall. George Baker was elected secretary and Homer Strowing, treasurer.

Most directors were reelected but

(*Continued on page 2*)

## *Skouras to Survey Far East Interests*

Company interests in Australia, including Hoyts Theatres, which 20th Century-Fox controls, will be the subject of a survey to be undertaken by Spyros P. Skouras, 20th-Fox president, who is scheduled to leave here tomorrow night by plane on the first leg of a journey to the Far East.

Skouras will make his first stop in Los Angeles over the weekend, flying to Honolulu on Tuesday. He

(*Continued on page 7*)

## Continue to Work Through COMPO: Myers

WASHINGTON, Oct. 1. — Abram F. Myers, general counsel of Allied States Association, said today exhibitor organizations should continue to work on common problems through the Council of Motion Picture Organizations, rather than attempt to set up new exhibitor groups.

This was Myers' comment on the proposal made yesterday in New York by Alfred Starr, president of the Theatre Owners of America, who suggested that a single unified exhibitor

(*Continued on page 7*)

## Let Ad Men Advise Producers: Bergman

The time has come for advertising and publicity personnel to be consulted about motion pictures before they are produced, Maurice Bergman, assistant to the president of Universal-International, declared here yesterday in an address before a luncheon-meeting of the Associated Motion Picture Advertisers at the Hotel Piccadilly.



Maurice Bergman

Bergman told the gathering, which assembled in tribute to the motion picture critics of the Metropolitan New York news-

(*Continued on page 7*)

## Meet Here Today on Japanese Licenses

Motion Picture Export Association member companies' presidents and foreign managers at their meeting here today will wrestle with the admittedly difficult problem of dividing among their companies the 59 Japanese import licenses which have been allocated to them for the second half of the fiscal year ending next March.

Additionally, the meeting, which will be attended by Eric A. Johnston, Motion Picture Association of America president, will decide when it would be advisable for Johnston to

(*Continued on page 7*)

## *New RKO Pictures' Heads Name Board And Officers Today*

Meetings of the new RKO Pictures' controlling stockholders were begun here yesterday and will continue today.

The company issued no official statement following yesterday's meeting but it was reported that members of the board submitted their resignations and that a new board of directors will be elected at today's session. The board subsequently is expected to elect officers.

Members of the old board are: Noah Dietrich, chairman; Ned E. Depinet, Howard Hughes, Francis J.

(*Continued on page 2*)

## Pre-release 'Pan' in 200-300 Situations

"Peter Pan," the new Walt Disney feature production, will be pre-released in 200 to 300 situations throughout the country, beginning in about February, before the color by Technicolor film is generally released, Roy Disney, president of Walt Disney Productions, disclosed here yesterday.



Roy Disney

He said the film, which Disney hopes to world premiere during the Christmas holidays, costs in excess of $4,000,000, the most expensive picture ever made by the Disney

(*Continued on page 7*)

### *May Ask More Time For 16mm. Replies*

**With answers of defendant companies to the government's suit to force the sale of 16mm. feature films to television and other non-theatrical users due in another two weeks, attorneys yesterday expressed the opinion that more time will be required and that another extension of the time for filing may have to be requested.**

**The time for filing answers was extended in mid-August for 60 days to Oct. 15.**

## Cinerama Is Big Question For Industry

### *Executives Wonder If It Has Commercial Future*

By C. L. FRANKE

Cinerama, the triple-projection, huge screen, three-dimensional "effect" system which made its public debut at the Broadway Theatre here Wednesday evening, has left the impress of a big question mark on the motion picture industry.

The enthusiastic respect for Cinerama's achievement both visually and sound-wise which was voiced yesterday by industry executives was tempered somewhat by their acknowledged inability to speculate on the system's commercial possibilities.

Some industry leaders who were present at the Broadway's "This Is Cinerama" premiere, such as Louis B. Mayer, were enthusiastic in general terms about the innovation's commercial future. Others who have seen it said they were overwhelmed by its accomplishments, but had reservations concerning its possible impact in a

(*Continued on page 7*)

## NEWS FLASHES

DETROIT, Oct. 1.--Earl J. Hudson, president of United Detroit Theatres and a member of the Detroit exhibitor committee surveying future conditions, reported that this city's showmen are enthusiastic about the number and quality of top-flight films available from the studios in Hollywood for the coming year.

•

BUFFALO, Oct. 1. -- A meeting of the directors of MPTO of New York has been called for Monday here by George Gammel, president of the Western zone. Plans will be discussed for aiding the fight to repeal the 20 per cent Federal admissions tax.

# Personal Mention

JOHN C. FLINN, Allied Artists advertising-publicity director, is in New York following the company's Chicago sales convention and plans to return to the Coast tomorrow.

•

CLYDE GILMOUR, motion picture editor of the Vancouver, B. C., *Sun*, Canadian Broadcasting System film commentator and entertainment editor of *MacLean's* magazine, is in New York from Vancouver.

•

HAROLD WIRTHWEIN, Allied Artists Western sales manager, has left Chicago for Hollywood.

•

JOSEPH SISTROM, Paramount producer, left here yesterday for London.

•

ARTHUR WILLI, RKO Radio Eastern talent chief, is in Chicago.

## *'Flat Top' Promotion Gets Navy Support*

WASHINGTON, Oct. 1.—Navy approval has been given for collaboration with Allied Artists in promoting "Flat Top," Walter Mirisch production filmed in cooperation with the Navy, highlighted by a world premiere aboard the *U.S.S. Princeton* off San Diego on Armistice Day, it was disclosed here today by Capt. Lewis S. Parks, USN.

In addition, Navy recruiting stations throughout the country will aid directly in exploiting the film by the use of banners and full line accessories, at no cost to the Navy. Naval and military dignitaries, civil leaders and state officials, in addition to the press, will attend the premiere.

Following the premiere, the picture, which co-stars Sterling Hayden and Richard Carlson, will open day and date in three Fox-West-Coast theatres in San Diego.

## *Aylesworth Services Set for Tomorrow*

Funeral services for Merlin Hall Aylesworth, who died here Tuesday, will be conducted at 11 A. M. tomorrow in the Frank E. Campbell Funeral Home, Madison Ave. and 81st Street.

Aylesworth, former president and chairman of Radio-Keith-Orpheum Corp. and Radio Pictures, Inc., first president of National Broadcasting, and a former publisher of the New York *World Telegram*, is survived by the widow, Caroline, and two children by his first wife.

## *Grace Goldberg Barber*

Funeral services were held at Riverside Memorial Chapel here Sunday for Grace Goldberg Barber, wife of Frank C. Barber of the Music Publishers Holding Corp., who died at her home on Friday. For the past 20 years Mrs. Barber had been assistant at the Warner Brothers story department here.

# *Half of Mexican Screen Time Must Now Go to Home Films*

The Mexican Congress yesterday passed a new film industry law that requires every Mexican theatre to devote at least half of its annual screen time to Mexican-made films, according to news reports from that country.

The law would affect particularly theatres in Mexico City and other large cities which feature American films almost exclusively all year.

American film spokesmen in Mexico immediately described the law as "discriminatory."

The law placed all phases of the industry under Federal Government regulations and established the Minister of the Interior as the industry's boss, with what was described by an American spokesman as "enough power to put us out of business in a week."

## Rogers 'Salute' to Open on Nov. 1

The annual "National Christmas Salute" to the Will Rogers Memorial Hospital will open on Nov. 1 and continue through Jan. 1, Abe Montague and R. J. O'Donnell, president and chairman, respectively, of the Will Rogers Memorial Hospital Fund board, disclosed yesterday.

During the "Christmas Salute" members of the amusement industry will sign the five-mile-long Christmas greeting to patients at the hospital at Saranac Lake, N. Y., and will contribute toward its support. The goal of the 1952 "Salute" is 150,000 signers and $200,000 in contributions.

## Jack L. Warner Leaves Academy

HOLLYWOOD, Oct. 1.—Jack L. Warner has tendered his personal resignation from the Academy of Motion Picture Arts and Sciences which he had maintained since the organization's inception.

He said, in a statement, "I have resigned from the Academy because the demands of my production duties and my efforts on behalf of various charities leave me no time to maintain active membership. When such active membership is no longer possible, I do not believe in membership in any organization just for sake of belonging."

## *Italian Film Group Meets Impellitteri*

Mayor Vincent Impellitteri will meet top executives of the Italian film industry today at City Hall and officially proclaim Oct. 6-12 as "Salute to Italian Films Week." Included in the delegation will be Dr. Renato Gaulino, general director of Italian Films Export; Dr. Emanuele Cassuto, managing director of Unitalia; E. R. Zorgniotti, U. S. representative of I.F.E.; and Jonas Rosenfield, Jr., executive director of "Salute Week."

## 'Solomon' First UA Small Film in '53

HOLLYWOOD, Oct. 1.—United Artists announced today that Edward Small's 1953 production program will be headed by "King Solomon's Wives," a "color spectacle" to be filmed in this country. Six black-and-white productions remain on Small's 1952 program of which "Kansas City Confidential," is completed, and "Bandits of Corsica" is nearly completed.

"King Solomon's Wives" is independent of Small's arrangement with Mike Todd to film "The Viking" in Europe, where Todd is currently making preparations for production.

The remaining films on Small's 1952 program are "Barbarossa," "Johnny Ringo," "Crosstown," and "Screening Eagles."

## Reelect Cook

(*Continued from page* 1)

the following are new on the board: Glen Hall, Don Burnett, and Stanley Durwood.

Alfred Starr, Theatre Owners of America, president, the main speaker, emphasized the desperate need for organization in the motion picture industry lest its hostile critics destroy it entirely.

He said: "It is a crying shame that other industries are able so effectively to protect and publicize their interests while the motion picture industry continues to be the target of crackpots and self aggrandizing publicity seekers."

### 'Free Riders'

He characterized as "free riders" those exhibitors who make no financial contribution of any kind to their regional or national trade association even though it is obvious that no single exhibitor is in a position to defend himself and his industry.

Several speakers emphasized the value of projects and proposals emanating from the experience of exhibitors in the several regions, for their own advancement and for guidance of national groups. In discussions of public relations, proposals were developed and put into specific outline by Senn Lawler of Fox Midwest. He quoted several proposals made in a Chicago conference four years ago, and then set up these fields of effort: one, an exhibit; two, visits to communities by industry representatives, including actors who have been briefed carefully by a representative committee for talks and interviews; three, a centrally located source of information from which anybody in the industry might get promptly desired material for meeting a trend against films or for promoting a project benefiting the industry; four, a series of industry newspaper advertisements; five, transcriptions on the industry for local use with local theatre managers adding comment or mention of current programs; six, a nation-wide radio and perhaps a television show, by and for the industry, as a whole, with it doing for itself what several prominent commercial sponsored programs have done.

# Wolfbergs, UA Named in Suit

DENVER, Oct. 1—Suit for $100,000 damages, to be trebled if won, has been filed in U. S. District Court by Kar-Vue Theatres, headed by Lem Lee, against United Artists and theatre companies headed by Harris and John Wolfberg, father and son. The suit alleges that Kar-Vue was unable to buy a proper run at proper prices of United Artists films for the Monaco drive-in, Denver.

The Wolfbergs have six theatres in Denver, including four drive-ins. They recently won a $300,000 judgment against RKO Radio, Loew's and 20th-Fox and have another suit pending asking for $1,000,000 from the same companies for alleged inability to buy films at proper runs and prices for the Broadway.

## RKO Pictures

(*Continued from page* 1)

O'Hara and J. Miller Walker. The new board will include members of the Ralph Stolkin purchasing syndicate and their representatives.

The preponderance of opinion in trade and financial circles yesterday was that Depinet will be reelected president and that RKO Pictures' management will be left intact. Stolkin is expected to become chairman of the board.

It was learned yesterday that the Stolkin syndicate under its stock purchase agreement with Hughes can acquire the 1,050,000-share block for $6.50 per share by completing payment in less than the two years allotted to it. The $7 per share price remains if the purchasing group avails itself of the full two-year period.

### No Conversations Held

Meanwhile, officials of Bankers Trust Co. here stated that no conversations whatever had been held with the Stolkin group concerning financing for RKO Pictures. The statement was in reply to reports that a first order of business for the new owners might be the re-negotiation of the company's revolving credit with Bankers Trust and the Mellon Bank of Pittsburgh.

The new owners have scheduled a reception for members of the new board and of management at the 21 Club here today, following the election meeting. Tomorrow, they will meet with press representatives at Toots Shor's restaurant.

At yesterday's meeting in addition to Stolkin were A. L. Koolish, Sherrill Corwin, E. J. Burke, Ray Ryan, Greg Bautzer, Arnold Grant, Gordon Youngman, Sidney Korshak, all of the purchasing group, and representatives of management and Hughes.

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ANNOUNCING 20th CENTURY-FOX'S

# $7,500 SHOWMANSHIP CONTEST



ON

## "Something for the Birds"

starring

**VICTOR MATURE · PATRICIA NEAL · EDMUND GWENN**

with Larry Keating · Gladys Hurlbut · Hugh Sanders · Christian Rub

Produced by SAMUEL G. ENGEL · Directed by ROBERT WISE · Screen Play by I. A. L. DIAMOND and BORIS INGSTER




*Open to any manager and/or advertising manager of a motion picture theatre any-*

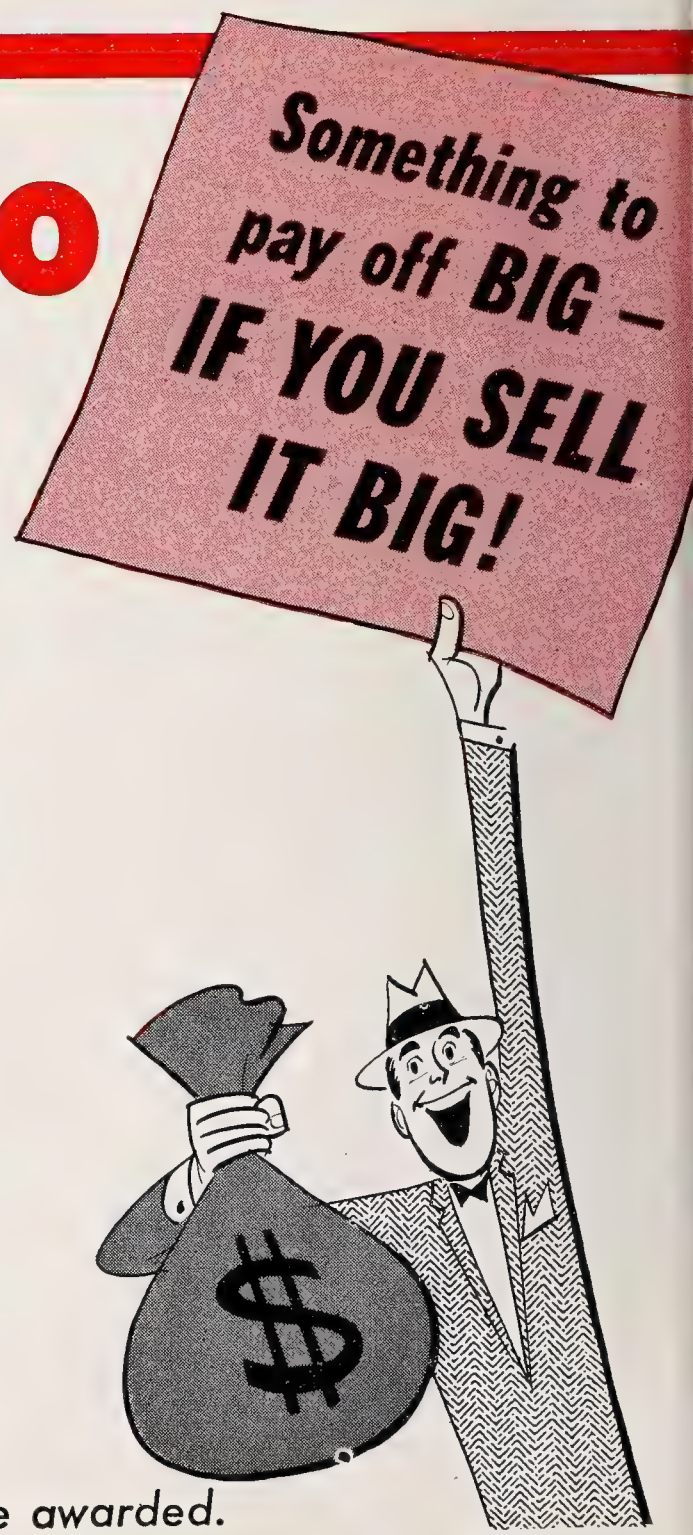
# 148 PRIZES

## HERE'S ALL YOU HAVE TO DO!

1. Play **SOMETHING FOR THE BIRDS** before February 1st, 1953.

2. Start planning your prize-winning Showmanship campaign immediately. Here's what you can do now!—Arrange for full-page cooperative ads with this slogan to tie up with the title: "SOMETHING FOR EVERYONE IN THE FAMILY"... Newspaper letter-writing contest on the theme: "WHAT I'D LIKE TO SEE MOST ON A TRIP TO WASHINGTON, D.C."... Tie up with libraries on books on bird life ... Contact local chapter of Audubon Society ... Join in the Red Cross Blood Donor Drive, with the slogan: "SOMETHING FOR THE SERVICEMEN."

| | |
|---|---|
| **First Prize** | **$1,000** U. S. SAVINGS BOND |
| **Second Prize** | **$500** U. S. SAVINGS BOND |
| **Third Prize** | **$250** U. S. SAVINGS BOND |
| **5 Prizes** | **$100** U. S. SAVINGS BONDS |
| **10 Prizes** | **$75** U. S. SAVINGS BONDS |
| **50 Prizes** | **$50** U. S. SAVINGS BONDS |
| **80 Prizes** | **$25** U. S. SAVINGS BONDS |




*In the event of ties, duplicate prizes will be awarded.*

# TOTALING $7,500

3 Wire or call today for your free Showmanship Kit. Chockful of ideas and material to help you plan a hard-hitting Selling Campaign! See below.

4 Send your complete campaign to SOMETHING FOR THE BIRDS Showmanship Contest Committee, 444 West 56th Street, New York 19, N.Y., postmarked no later than midnight Saturday, February 21st, 1953. Consideration will be given to the nature of the run, type of theatre, location, etc. GET GOING EARLY!

## FREE SHOWMANSHIP KIT!

## "Something for the Birds"

SPOT ANNOUNCEMENT RECORD...
NEWSPAPER ADS...STILLS...
FEATURE PUBLICITY STORIES...
SPECIAL AD ART...SPECIAL HERALD
SPECIAL ACCESSORIES

*PLUS* detailed information on FREE TEASER TRAILER and FREE 24-SHEET POSTERS.



*Write or wire*

**EXPLOITATION DEPT.**

20th Century-Fox Film Corp.
444 West 56th Street
New York 19, N. Y.

# RULES FOR THE $7,500 CONTEST ON "SOMETHING FOR THE BIRDS"

**ENTRY DATE:** All entries must be postmarked on or before midnight of February 21, 1953.

**THE JUDGING:** Judging will be based upon the best and most productive advertising, exploitation and publicity campaigns for "SOMETHING FOR THE BIRDS."

In judging winners, consideration will be given to the nature of the run, the class of house, its location and business produced, in order to permit equal competition between small town theatres, neighborhood houses and downtown de luxe theatres.

**HOW TO ENTER:** 1. Submit a written summary of the advertising,exploitation and publicity campaign you stage for your engagement of "SOMETHING FOR THE BIRDS," documented with newspaper tear sheets, photos and other specimens.

This summary may be in any form you elect, whether letter, memo, scrapbook, folder, etc., and may be of any length or dimension. However, judging will be done solely on the basis of the factors outlined in these Rules. Elaborateness of campaign books or of presentations will have no bearing whatever on the decision of the judges.

2. This summary must in all instances include the following specific information, in addition to an outline of the campaign activities themselves:

a. Size of theatre (seats)_____

b. Population_____
and type of community_____

c. Run given "SOMETHING FOR THE BIRDS"
_____

d. Percentage of normal business_____

e. Receipts for engagement (optional)_____
_____

3. Send your summary by first class mail to:

**"SOMETHING FOR THE BIRDS"**
**SHOWMANSHIP CONTEST**
Twentieth Century-Fox Film Corp.
444 West 56th Street, New York 19, N.Y.



The committee of judges will select the best entries. Their decision will be final and the winners will be notified by telephone or telegraph. Entrants agree that all summaries submitted in the contest are the property of Twentieth Century-Fox Film Corporation and that the same material and/or ideas therein contained may be freely copied or otherwise used by or through said corporation. This contest is subject to federal, state and local regulations.

**There's No Showmanship Like 20 Century-Fox Showmanship!**

Printed in U.

# 'Peter Pan'

(Continued from page 1)

organization. Disney said his firm was "marking time" on future commitments with RKO Pictures, pending clarification of the new management's policy. "Peter Pan" marks the last feature commitment under the present pact between Disney and RKO Pictures, while Disney's last short to be distributed by RKO Pictures under the current contract is due in May of next year.

"We have a great admiration for RKO distribution personnel," said Disney, "and everything else being equal, we would like to stay with them." He added that the Disney organization at this time was not shopping around for any new distribution outlets.

### Here 2 or 3 Weeks

Disney said he expected to remain in New York about two or three weeks to set up a sales policy for "Peter Pan" and co-ordinate the extensive advertising, publicity and tie-in campaign. He would not comment whether advanced admission prices would be sought for the pre-release engagements.

Disney, although he saw the use of the TV medium for exploitation purposes, reiterated his belief that TV offers a very poor market for theatrical films and motion picture theatres are the best medium for such films. He said the same views apply to subscription home television, adding that home TV interests "would fall down dead" if they had to pay $4,000,000 for such a film as "Peter Pan."

It was also disclosed that a new True-Life Adventure film, the first one described to be "on the comic side," will be released about the same time as "Peter Pan." Its title is "Bear Country."

Plans for an extensive "Peter Pan" advertising campaign, to be launched Nov. 17 in *Look* magazine, were also disclosed.

# Presidents Meeting

(Continued from page 1)

go to Paris to resume negotiations for a Franco-American film pact. The first effort at negotiation collapsed a few weeks ago.

The Japanese licenses for the first half of the year, numbering 63, were shared by the companies as follows: Loew's, nine; 20th-Fox, eight; Paramount, seven; Warner, seven; Columbia, six; RKO Radio, six; Universal, six; Republic, five; United Artists, five, Allied Artists, four. The Society of Independent Motion Picture Producers companies will share 15, the same number they received for the first half.

The MPEA companies agreed at the time they divided the first half's allotment that the ratio was not to become a precedent for the second half's allocations. Last Sept. 24 they failed at a special meeting to reach an agreement, but resolved that each company be permitted to release two pictures in Japan pending the final decision on the allocation by the presidents today.

MPEA unsuccessfully opposed Japan's formula based on the number of domestically-produced pictures in the fiscal year 1951, which signified only 59 permits for the MPEA companies for the second half of this year.

# *Cinerama A Question*

(Continued from page 1)

broad commercial sense.

However, it was evident that the scores of top industry executives who attended private demonstrations of Cinerama at the Oyster Bay, L. I., experimental laboratories during the past 18 months, and whose opinions of it ranged from strong interest to enthusiasm at the time, now are doubly interested in the system in light of the favorable audience reaction at the Broadway.

Sol Schwartz, RKO Theatres president, said yesterday that the public reception given Cinerama did not surprise him. The question now, he added, is not whether a circuit could afford the $50,000 to put Cinerama in a theatre—"it can." Rather, the question is whether it will be advisable for the entire theatre industry to invest millions of dollars in converting from conventional projection to Cinerama, Schwartz said.

Schwartz said he would have been more than willing to have the Cinerama premiere at one of the RKO theatres here, if only for the sake of the showmanship it represented. He described Cinerama as "a very exciting thing." But, he wondered, "will it become reality" for the industry?

This is what Mayer had to say following the premiere: "I consider Cinerama a more important advancement than either the advent of sound or color. This is the 'shot in the arm' that the motion picture business so badly needs. This is not simply a new kind of motion picture—it is a revolution!"

The commercial possibilities of Cinerama have been studied by major film companies over the past 18 months following the demonstrations by the inventor, Fred Waller, at Oyster Bay. J. Robert Rubin, Loew's vice-president, told company stockholders last spring that Loew's engineers who examined the process, did not think that it was economically feasible for theatres at that time. About a month ago, Paul Raibourn, Paramount vice-president, commented that he was "impressed" with Cinerama, but that its economic feasibility for the industry has to be proven

Neither Joseph R. Vogel, Loew's vice-president and general manager of its theatres, nor Harry M. Kalmine, president and general manager of Warner Theatres, have seen Cinerama, they acknowledged yesterday. Leonard Goldenson, United Paramount Theatres president, who is in New York, could not be reached at his office for comment on Cinerama.

Adolph Zukor, Paramount Pictures board chairman, was quoted as having remarked following the premiere that it would be profitable to make Cinerama films for distribution to only 40 or 50 theatres throughout the country, "because they would run almost indefinitely."

There appeared to be general agreement in the industry that Cinerama exceeds in many respects the achievements of Magnascreen and other earlier large screen and tri-dimensional processes. But a question raised by many was: "Is Cinerama good for all types of films or just special kinds, like action or panoramic pictures?" Another was: "Is Cinerama for one or two big, or small, theatres to each city, or for all theatres?"

Obviously, Lowell Thomas and Merian C. Cooper, who head the firm sponsoring the system, will have to supply the answers to all the questions before the shrewd minds of most industry leaders are convinced that Cinerama is commercially practicable. In the meantime, it is virtually certain that enthusiasm, however qualified, will continue to be expressed concerning the process as it now stands.

# Let Ad Men Advise

(Continued from page 1)

papers, he believes that "if the subject matter of a picture represents an advertising problem, then that picture should not be made unless the particular company can offord to make it for the sake of making it."

He added: "Let us keep in mind that solvency in our business depends upon mass acceptance of our pictures. If we can make sufficient commercial succeses, then we can afford to gamble on selective subjects. Whether we like it or not, the cultural level of the motion picture can only be raised in ratio to the profit level. 'Red Badge of Courage' and 'Bright Victory' were box-office failures, but thank goodness, Metro and Universal could afford such glorious failures."

Bergman and Harry K. McWilliams, AMPA persident, who presided at the luncheon, praised the pro-industry efforts of the film critics, who were represented by Kate Cameron, *Daily News;* Jim O'Connor, *Journal-American;* Leo Mishkin, *Morning Telegraph;* Milton Shapiro, *The Compass,* and Oscar Goodman, *Times.*

McWilliams, in a financial report on AMPA's showmanship courses, said tuition receipts totaled $1,700. General expenses were $300, rent for hotel "classroom" space came to $60, and $100 has been paid to 20th Century-Fox for the use of its screening room.

# Through Compo

(Continued from page 1)

organization be created or, if this could not be done, that at least a working arrangement be set up among exhibitor groups to handle common problems.

"COMPO was created," Myers said, "as the medium of cooperation among all elements in the industry on those matters in which all had an interest. Trueman Rembusch, Col. H. A. Cole and other Allied leaders are doing their utmost to make COMPO the success it deserves to be. Until all others in the industry match their zeal in the common cause, I do not think anything would be gained by planning additional organization."

# Universal Net

(Continued from page 1)

consolidated earnings were the equivalent of 98 cents per share on the 960,498 shares of common stock then outstanding.

The figures are preliminary and subject to verification by independent auditors and to year-end adjustments.

# *UA Tribute to Cohen*

Sam Cohen, United Artists foreign publicity manager celebrating his 20th anniversary with the company, is being paid tribute this week by UA.

# Cinerama Future, Box-office, Strong

Cinerama, the newest motion picture invention that some believe may create a boxoffice resurgence, marked a milestone in film history Tuesday with the opening of "This Is Cinerama," a Lowell Thomas-Merian C. Cooper presentation, at the Broadway Theatre, now showing on a two-a-day reserved seat basis at advanced prices. Press, radio and television reviews roused the public which stood in line yesterday from 10 A. M. until evening purchasing tickets, so that there is a sell out for approximately the next eight weeks.

The process is still being perfected and the enthusiastic premiere audience occasionally noticed the merging of the three images thrown on the oversized curved screen by the three projectors. A slight, vertical shadow gap appeared at the joining point of the images but Cinerama experts advised that this is a since-remedied condition inherent in the original camera and was not due to the projection equipment.

Aside from the different size equipment including reels, sprockets, camera, projectors and screen, Cinerama offers a technical challenge to the industry. While its visual range is almost as far as the human eye and the illusion of depth is greatly enchanced thus making for unsurpassed panorama views, it will require discretion and skill for the depiction of dramatic continuity with human beings instead of mountains as the objects viewed.

### Best Moments

In "This Is Cinerama" the best moments were those in which vast landscapes or spectacles were shown or in which the camera "participated" in thrilling atcion. Thus, the final sequence viewing such scenic beauties of the United States as Crater Lake, Yellowstone National Park, Bridal Veil Falls, Yosemite National Park, and including a thrilling airplane ride through Zion National Park, was the best.

The opening roller-coaster ride was most realistic and the Saragossa bull fight with the roaring crowd sound enveloping the audience was extremely effective. On the other hand, the Vienna Boys Choir singing showed to no especial advantage as they just stood and sang. An airplane landing and a speedboat going through a sheet of flame pointed up the value of rapid motion.

Therefore, it could be that eventually outdoor adventure pictures, musicals and westerns could be made in Cinerama, and any spectacle would be greatly effective. Sporting events and musical pagents in the new process would have an immense presence of reality. However, it remains to be seen how this process would be used in dramas.

WALTER PASHKIN

# Skouras to Survey

(Continued from page 1)

is scheduled to arrive in Tokyo on Thursday, leaving from there on a journey through the Far East and the Antipodes.

Skouras will confer with 20th Century-Fox representatives throughout his trip on forthcoming product, as well as meet with exhibitors and government officials in the various nations to discuss mutual cooperation of the American and foreign film industries.

# "Operation Secret"

BEHIND THE SET FACE,
THE TAUT NERVES,
THE TOMMY-GUN--
**AN UNDERCOVER U.S. MARINE!**

THE STORY THAT TOOK 7 YEARS TO REACH ITS STUNNING CLIMAX! ACROSS THE GLOBE AND BACK ON THE HIDDEN HUNT FOR THE MAN FOUR NATIONS HAD TO FIND!

# ACTION IN THE BIG WARNER WAY AT THE TRADE SHOW OCT. 8!

**ALBANY**
Warner Screening Room
110 N. Pearl St. • 12:30 P.M.

**ATLANTA**
20th Century-Fox Screening Room
197 Walton St. N.W. • 2:00 P.M.

**BOSTON**
RKO Screening Room
122 Arlington St. • 2:30 P.M.

**BUFFALO**
Paramount Screening Room
464 Franklin St. • 8:00 P.M.

**CHARLOTTE**
20th Century-Fox Screening Room
308 S. Church St. • 2:00 P.M.

**CHICAGO**
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.

**CINCINNATI**
RKO Palace Th. Screening Room
Palace Th. Bldg. E. 6th • 8:00 P.M.

**CLEVELAND**
Warner Screening Room
2300 Payne Ave. • 8:30 P.M.

**DALLAS**
Republic Screening Room
410 So. Harwoo St. • 2:00 P.M.

**DENVER**
Paramount Screening Room
2100 Stout St. • 2:00 P.M.

**DES MOINES**
Paramount Screening Room
1125 High St. • 12:45 P.M.

**DETROIT**
Film Exchange Building
2310 Cass Ave. • 2:00 P.M.

**INDIANAPOLIS**
20th Century-Fox Screening Room
326 No. Illinois St. • 1:00 P.M.

**JACKSONVILLE**
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 2:00 P.M.

**KANSAS CITY**
20th Century-Fox Screening Room
1720 Wyandotte St. • 1:30 P.M.

**LOS ANGELES**
Warner Screening Room
2025 S. Vermont Ave. • 2:00 P.M.

**MEMPHIS**
20th Century-Fox Screening Room
151 Vance Ave. • 12:15 P.M.

**MILWAUKEE**
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 2:00 P.M.

**MINNEAPOLIS**
Warner Screening Room
1000 Currie Ave. • 2:00 P.M.

**NEW HAVEN**
Warner Theatre Projection Room
70 College St. • 2:00 P.M.

**NEW ORLEANS**
20th Century-Fox Screening Room
200 S. Liberty St. • 8:00 P.M.

**NEW YORK**
Home Office
321 W. 44th St. • 2:15 P.M.

**OKLAHOMA**
20th Century-Fox Screening Room
10 North Lee St. • 1:30 P.M.

**OMAHA**
20th Century-Fox Screening Room
1502 Davenport St. • 1:30 P.M.

**PHILADELPHIA**
Warner Screening Room
230 No. 13th St. • 2:30 P.M.

**PITTSBURGH**
20th Century-Fox Screening Room
1715 Blvd. of Allies • 1:30 P.M.

**PORTLAND**
Jewel Box Screening Room
1947 N.W. Kearney St. • 2:00 P.M.

**SALT LAKE**
20th Century-Fox Screening Room
216 East 1st South • 2:00 P.M.

**SAN FRANCISCO**
Paramount Screening Room
205 Golden Gate Ave. • 1:30 P.M.

**SEATTLE**
Modern Theatre
2400 Third Ave. • 10:30 A.M.

**ST. LOUIS**
S'renco Screening Room
3143 Olive St. • 1:P.M.

**WASHINGTON**
Warner Theatre Building
13th & E. Sts. N.W. • 7:30 P.M.

STARRING
# CORNEL WILDE
# STEVE COCHRAN
## PHYLLIS THAXTER
## KARL MALDEN

WITH PAUL PICERNI • LESTER MATTHEWS
DAN O'HERLIHY • JAY NOVELLO

SCREEN PLAY BY
JAMES R. WEBB AND HAROLD MEDFORD

PRODUCED BY HENRY BLANKE

DIRECTED BY LEWIS SEILER

BEN KALMENSON DRIVE

FIRST IN FILM NEWS

# MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 66 NEW YORK, U. S. A., THURSDAY, OCTOBER 2, 1952 TEN CENTS

## Universal Net Up $625,290, To $1,752,472

### *39-Week Profit Equal To $1.63 Per Share*

A $625,290 increase in profit for Universal Pictures and subsidiary companies was reported yesterday for the 39 weeks ended Aug. 2, on consolidated net earnings of $1,752,472.

The net was after provision of $2,650,000 for estimated Federal income and excess profits taxes and after provision of $250,000 for contingencies, the company stated, comparing the net with consolidated earnings of $1,127,182 for the corresponding 39 weeks of the previous fiscal year, after provision of $1,675,000 for estimated Federal taxes and after provision of $400,000 for contingencies.

After deducting dividends on the preferred stock, consolidated net earnings for the 39 weeks ended Aug. 2 are equivalent to $1.63 per share on the 961,698 shares of common stock outstanding. For the corresponding period of the previous fiscal year,

(*Continued on page 7*)

## K-MTA Reelects Cook President

KANSAS CITY, Oct. 1.—C. E. Cook, Maryville, Missouri, exhibitor, was reelected president of the Kansas-Missouri Theatre Association at the annual business meeting here today at the President Hotel.

H. B. Doering, exhibitor for 30 years at Garnett, Kan., and representative in the State Legislature, was elected vice-president. Doering is unopposed for reelection to the legislature this fall. George Baker was elected secretary and Homer Strowing, treasurer.

Most directors were reelected but

(*Continued on page 2*)

## *Skouras to Survey Far East Interests*

Company interests in Australia, including Hoyts Theatres, which 20th Century-Fox controls, will be the subject of a survey to be undertaken by Spyros P. Skouras, 20th-Fox president, who is scheduled to leave here tomorrow night by plane on the first leg of a journey to the Far East.

Skouras will make his first stop in Los Angeles over the weekend, flying to Honolulu on Tuesday. He

(*Continued on page 7*)

## Continue to Work Through COMPO: Myers

WASHINGTON, Oct. 1. — Abram F. Myers, general counsel of Allied States Association, said today exhibitor organizations should continue to work on common problems through the Council of Motion Picture Organizations, rather than attempt to set up new exhibitor groups.

This was Myers' comment on the proposal made yesterday in New York by Alfred Starr, president of the Theatre Owners of America, who suggested that a single unified exhibitor

(*Continued on page 7*)

## Let Ad Men Advise Producers: Bergman

The time has come for advertising and publicity personnel to be consulted about motion pictures before they are produced, Maurice Bergman, assistant to the president of Universal-International, declared here yesterday in an address before a luncheon-meeting of the Associated Motion Picture Advertisers at the Hotel Piccadilly.



Maurice Bergman

Bergman told the gathering, which assembled in tribute to the motion picture critics of the Metropolitan New York news-

(*Continued on page 7*)

## Meet Here Today on Japanese Licenses

Motion Picture Export Association member companies' presidents and foreign managers at their meeting here today will wrestle with the admittedly difficult problem of dividing among their companies the 59 Japanese import licenses which have been allocated to them for the second half of the fiscal year ending next March.

Additionally, the meeting, which will be attended by Eric A. Johnston, Motion Picture Association of America president, will decide when it would be advisable for Johnston to

(*Continued on page 7*)

## *New RKO Pictures' Heads Name Board And Officers Today*

Meetings of the new RKO Pictures' controlling stockholders were begun here yesterday and will continue today.

The company issued no official statement following yesterday's meeting but it was reported that members of the board submitted their resignations and that a new board of directors will be elected at today's session. The board subsequently is expected to elect officers.

Members of the old board are: Noah Dietrich, chairman; Ned E. Depinet, Howard Hughes, Francis J.

(*Continued on page 2*)

## Pre-release 'Pan' in 200-300 Situations

"Peter Pan," the new Walt Disney feature production, will be pre-released in 200 to 300 situations throughout the country, beginning in about February, before the color by Technicolor film is generally released, Roy Disney, president of Walt Disney Productions, disclosed here yesterday.



Roy Disney

He said the film, which Disney hopes to world premiere during the Christmas holidays, costs in excess of $4,000,000, the most expensive picture ever made by the Disney

(*Continued on page 7*)

### *May Ask More Time For 16mm. Replies*

**With answers of defendant companies to the government's suit to force the sale of 16mm. feature films to television and other non-theatrical users due in another two weeks, attorneys yesterday expressed the opinion that more time will be required and that another extension of the time for filing may have to be requested.**

**The time for filing answers was extended in mid-August for 60 days to Oct. 15.**

## Cinerama Is Big Question For Industry

### *Executives Wonder If It Has Commercial Future*

By C. L. FRANKE

Cinerama, the triple-projection, huge screen, three-dimensional "effect" system which made its public debut at the Broadway Theatre here Wednesday evening, has left the impress of a big question mark on the motion picture industry.

The enthusiastic respect for Cinerama's achievement both visually and sound-wise which was voiced yesterday by industry executives was tempered somewhat by their acknowledged inability to speculate on the system's commercial possibilities.

Some industry leaders who were present at the Broadway's "This Is Cinerama" premiere, such as Louis B. Mayer, were enthusiastic in general terms about the innovation's commercial future. Others who have seen it said they were overwhelmed by its accomplishments, but had reservations concerning its possible impact in a

(*Continued on page 7*)

## Detroit Exhibitors Happy About Quality

DETROIT, Oct. 1.—Detroit showmen are enthusiastic about the number and quality of top-flight pictures available from Hollywood for the coming year.

"Under long-range production planning, the studios have announced a record lineup of scripts already assigned to producers, designed to carry through 1953," said Earl J. Hudson, president of United Detroit Theatres, member of the Detroit exhibitor committee surveying future prospects.

"This will further stimulate the upward box-office trend which has been in evidence in recent months. In some studios the percentage of films to be made in color is as high as 82 per cent, and in no major instance is it less than 50 per cent."

## *Anti-Admission Tax Buffalo Meet Oct. 6*

BUFFALO, Oct. 1.—George Gammel, president of the Motion Pictures Theatre Owners of Western N. Y., has called a directors meeting Monday to discuss plans for aiding the fight to abolish the 20 per cent U. S. admission tax.

# Personal Mention

JOHN C. FLINN, Allied Artists advertising-publicity director, is in New York following the company's Chicago sales convention and plans to return to the Coast tomorrow.

•

CLYDE GILMOUR, motion picture editor of the Vancouver, B. C., *Sun*, Canadian Broadcasting System film commentator and entertainment editor of *MacLean*'s magazine, is in New York from Vancouver.

•

HAROLD WIRTHWEIN, Allied Artists Western sales manager, has left Chicago for Hollywood.

•

JOSEPH SISTROM, Paramount producer, left here yesterday for London.

•

ARTHUR WILLI, RKO Radio Eastern talent chief, is in Chicago.

## *'Flat Top' Promotion Gets Navy Support*

WASHINGTON, Oct. 1.—Navy approval has been given for collaboration with Allied Artists in promoting "Flat Top," Walter Mirisch production filmed in cooperation with the Navy, highlighted by a world premiere aboard the *U.S.S. Princeton* off San Diego on Armistice Day, it was disclosed here today by Capt. Lewis S. Parks, USN.

In addition, Navy recruiting stations throughout the country will aid directly in exploiting the film by the use of banners and full line accessories, at no cost to the Navy. Naval and military dignitaries, civil leaders and state officials, in addition to the press, will attend the premiere.

Following the premiere, the picture, which co-stars Sterling Hayden and Richard Carlson, will open day and date in three Fox-West-Coast theatres in San Diego.

## *Aylesworth Services Set for Tomorrow*

Funeral services for Merlin Hall Aylesworth, who died here Tuesday, will be conducted at 11 A. M. tomorrow in the Frank E. Campbell Funeral Home, Madison Ave. and 81st Street.

Aylesworth, former president and chairman of Radio-Keith-Orpheum Corp. and Radio Pictures, Inc., first president of National Broadcasting, and a former publisher of the New York *World Telegram*, is survived by the widow, Caroline, and two children by his first wife.

## *Grace Goldberg Barber*

Funeral services were held at Riverside Memorial Chapel here Sunday for Grace Goldberg Barber, wife of Frank C. Barber of the Music Publishers Holding Corp., who died at her home on Friday. For the past 20 years Mrs. Barber had been assistant at the Warner Brothers story department here.

# *Half of Mexican Screen Time Must Now Go to Home Films*

The Mexican Congress yesterday passed a new film industry law that requires every Mexican theatre to devote at least half of its annual screen time to Mexican-made films, according to news reports from that country.

The law would affect particularly theatres in Mexico City and other large cities which feature American films almost exclusively all year.

American film spokesmen in Mexico immediately described the law as "discriminatory."

The law placed all phases of the industry under Federal Government regulations and established the Minister of the Interior as the industry's boss, with what was described by an American spokesman as "enough power to put us out of business in a week."

## Rogers 'Salute' to Open on Nov. 1

The annual "National Christmas Salute" to the Will Rogers Memorial Hospital will open on Nov. 1 and continue through Jan. 1, Abe Montague and R. J. O'Donnell, president and chairman, respectively, of the Will Rogers Memorial Hospital Fund board, disclosed yesterday.

During the "Christmas Salute" members of the amusement industry will sign the five-mile-long Christmas greeting to patients at the hospital at Saranac Lake, N. Y., and will contribute toward its support. The goal of the 1952 "Salute" is 150,000 signers and $200,000 in contributions.

## Jack L. Warner Leaves Academy

HOLLYWOOD, Oct. 1.—Jack L. Warner has tendered his personal resignation from the Academy of Motion Picture Arts and Sciences which he had maintained since the organization's inception.

He said, in a statement, "I have resigned from the Academy because the demands of my production duties and my efforts on behalf of various charities leave me no time to maintain active membership. When such active membership is no longer possible, I do not believe in membership in any organization just for sake of belonging."

## *Italian Film Group Meets Impellitteri*

Mayor Vincent Impellitteri will meet top executives of the Italian film industry today at City Hall and officially proclaim Oct. 6-12 as "Salute to Italian Films Week." Included in the delegation will be Dr. Renato Gaulino, general director of Italian Films Export; Dr. Emanuele Cassuto, managing director of Unitalia; E. R. Zorgniotti, U. S. representative of I.F.E.; and Jonas Rosenfield, Jr., executive director of "Salute Week."

## 'Solomon' First UA Small Film in '53

HOLLYWOOD, Oct. 1.—United Artists announced today that Edward Small's 1953 production program will be headed by "King Solomon's Wives," a "color spectacle" to be filmed in this country. Six black-and-white productions remain on Small's 1952 program of which "Kansas City Confidential," is completed, and "Bandits of Corsica" is nearly completed.

"King Solomon's Wives" is independent of Small's arrangement with Mike Todd to film "The Viking" in Europe, where Todd is currently making preparations for production.

The remaining films on Small's 1952 program are "Barbarossa," "Johnny Ringo," "Crosstown," and "Screening Eagles."

## Reelect Cook

(*Continued from page* 1)

the following are new on the board: Glen Hall, Don Burnett, and Stanley Durwood.

Alfred Starr, Theatre Owners of America, president, the main speaker, emphasized the desperate need for organization in the motion picture industry lest its hostile critics destroy it entirely.

He said: "It is a crying shame that other industries are able so effectively to protect and publicize their interests while the motion picture industry continues to be the target of crackpots and self aggrandizing publicity seekers."

### 'Free Riders'

He characterized as "free riders" those exhibitors who make no financial contribution of any kind to their regional or national trade association even though it is obvious that no single exhibitor is in a position to defend himself and his industry.

Several speakers emphasized the value of projects and proposals emanating from the experience of exhibitors in the several regions, for their own advancement and for guidance of national groups. In discussions of public relations, proposals were developed and put into specific outline by Senn Lawler of Fox Midwest. He quoted several proposals made in a Chicago conference four years ago, and then set up these fields of effort: one, an exhibit; two, visits to communities by industry representatives, including actors who have been briefed carefully by a representative committee for talks and interviews; three, a centrally located source of information from which anybody in the industry might get promptly desired material for meeting a trend against films or for promoting a project benefiting the industry; four, a series of industry newspaper advertisements; five, transcriptions on the industry for local use with local theatre managers adding comment or mention of current programs; six, a nation-wide radio and perhaps a television show, by and for the industry, as a whole, with it doing for itself what several prominent commercial sponsored programs have done.

# Wolfbergs, UA Named in Suit

DENVER, Oct. 1—Suit for $100,000 damages, to be trebled if won, has been filed in U. S. District Court by Kar-Vue Theatres, headed by Lem Lee, against United Artists and theatre companies headed by Harris and John Wolfberg, father and son. The suit alleges that Kar-Vue was unable to buy a proper run at proper prices of United Artists films for the Monaco drive-in, Denver.

The Wolfbergs have six theatres in Denver, including four drive-ins. They recently won a $300,000 judgment against RKO Radio, Loew's and 20th-Fox and have another suit pending asking for $1,000,000 from the same companies for alleged inability to buy films at proper runs and prices for the Broadway.

## RKO Pictures

(*Continued from page* 1)

O'Hara and J. Miller Walker. The new board will include members of the Ralph Stolkin purchasing syndicate and their representatives.

The preponderance of opinion in trade and financial circles yesterday was that Depinet will be reelected president and that RKO Pictures' management will be left intact. Stolkin is expected to become chairman of the board.

It was learned yesterday that the Stolkin syndicate under its stock purchase agreement with Hughes can acquire the 1,050,000-share block for $6.50 per share by completing payment in less than the two years allotted to it. The $7 per share price remains if the purchasing group avails itself of the full two-year period.

### No Conversations Held

Meanwhile, officials of Bankers Trust Co. here stated that no conversations whatever had been held with the Stolkin group concerning financing for RKO Pictures. The statement was in reply to reports that a first order of business for the new owners might be the re-negotiation of the company's revolving credit with Bankers Trust and the Mellon Bank of Pittsburgh.

The new owners have scheduled a reception for members of the new board and of management at the 21 Club here today, following the election meeting. Tomorrow, they will meet with press representatives at Toots Shor's restaurant.

At yesterday's meeting in addition to Stolkin were A. L. Koolish, Sherrill Corwin, E. J. Burke, Ray Ryan, Greg Bautzer, Arnold Grant, Gordon Youngman, Sidney Korshak, all of the purchasing group, and representatives of management and Hughes.

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ANNOUNCING 20th CENTURY-FOX'S

# $7,500

# SHOWMANSHIP CONTEST

ON



## "Something for the Birds"

starring

**VICTOR MATURE · PATRICIA NEAL · EDMUND GWENN**

with Larry Keating · Gladys Hurlbut · Hugh Sanders · Christian Rub

Produced by SAMUEL G. ENGEL · Directed by ROBERT WISE · Screen Play by I. A. L. DIAMOND and BORIS INGSTER




*Open to any manager and/or advertising manager of a motion picture theatre any-*

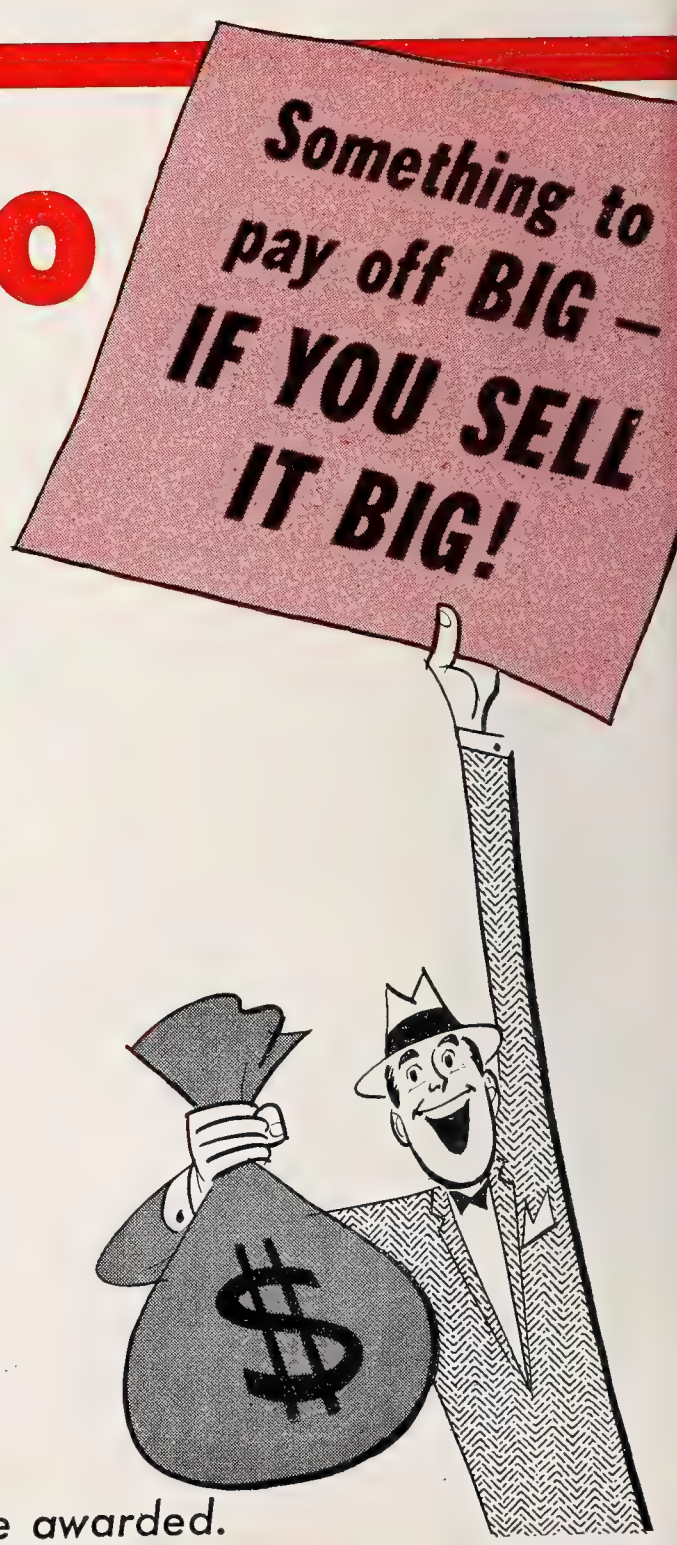
# 148 PRIZES

## HERE'S ALL YOU HAVE TO DO!

1. Play **SOMETHING FOR THE BIRDS** before February 1st, 1953.

2. Start planning your prize-winning Showmanship campaign immediately. Here's what you can do now!—Arrange for full-page cooperative ads with this slogan to tie up with the title: "SOMETHING FOR EVERYONE IN THE FAMILY"... Newspaper letter-writing contest on the theme: "WHAT I'D LIKE TO SEE MOST ON A TRIP TO WASHINGTON, D.C."... Tie up with libraries on books on bird life ... Contact local chapter of Audubon Society ... Join in the Red Cross Blood Donor Drive, with the slogan: "SOMETHING FOR THE SERVICEMEN."

| | |
|---|---|
| **First Prize** | **$1,000** U. S. SAVINGS BOND |
| **Second Prize** | **$500** U. S. SAVINGS BOND |
| **Third Prize** | **$250** U. S. SAVINGS BOND |
| **5 Prizes** | **$100** U. S. SAVINGS BONDS |
| **10 Prizes** | **$75** U. S. SAVINGS BONDS |
| **50 Prizes** | **$50** U. S. SAVINGS BONDS |
| **80 Prizes** | **$25** U. S. SAVINGS BONDS |




*In the event of ties, duplicate prizes will be awarded.*

# TOTALING $7,500

3. Wire or call today for your free Showmanship Kit. Chockful of ideas and material to help you plan a hard-hitting Selling Campaign! See below.

4. Send your complete campaign to SOMETHING FOR THE BIRDS Showmanship Contest Committee, 444 West 56th Street, New York 19, N.Y., postmarked no later than midnight Saturday, February 21st, 1953. Consideration will be given to the nature of the run, type of theatre, location, etc. GET GOING EARLY!

## FREE SHOWMANSHIP KIT!

## "Something for the Birds"

SPOT ANNOUNCEMENT RECORD...
NEWSPAPER ADS...STILLS...
FEATURE PUBLICITY STORIES...
SPECIAL AD ART...SPECIAL HERALD
SPECIAL ACCESSORIES

*PLUS* detailed information on FREE TEASER TRAILER and FREE 24-SHEET POSTERS.



*Write or wire*

**EXPLOITATION DEPT.**
20th Century-Fox Film Corp.
444 West 56th Street
New York 19, N. Y.

# RULES FOR THE $7,500 CONTEST ON "SOMETHING FOR THE BIRDS"

***ENTRY DATE:*** All entries must be postmarked on or before midnight of February 21, 1953.

***THE JUDGING:*** Judging will be based upon the best and most productive advertising, exploitation and publicity campaigns for "SOMETHING FOR THE BIRDS."

In judging winners, consideration will be given to the nature of the run, the class of house, its location and business produced, in order to permit equal competition between small town theatres, neighborhood houses and downtown de luxe theatres.

***HOW TO ENTER:*** 1. Submit a written summary of the advertising,exploitation and publicity campaign you stage for your engagement of "SOMETHING FOR THE BIRDS," documented with newspaper tear sheets, photos and other specimens.

This summary may be in any form you elect, whether letter, memo, scrapbook, folder, etc., and may be of any length or dimension. However, judging will be done solely on the basis of the factors outlined in these Rules. Elaborateness of campaign books or of presentations will have no bearing whatever on the decision of the judges.

2. This summary must in all instances include the following specific information, in addition to an outline of the campaign activities themselves:

a. Size of theatre (seats)_____

b. Population_____
and type of community_____

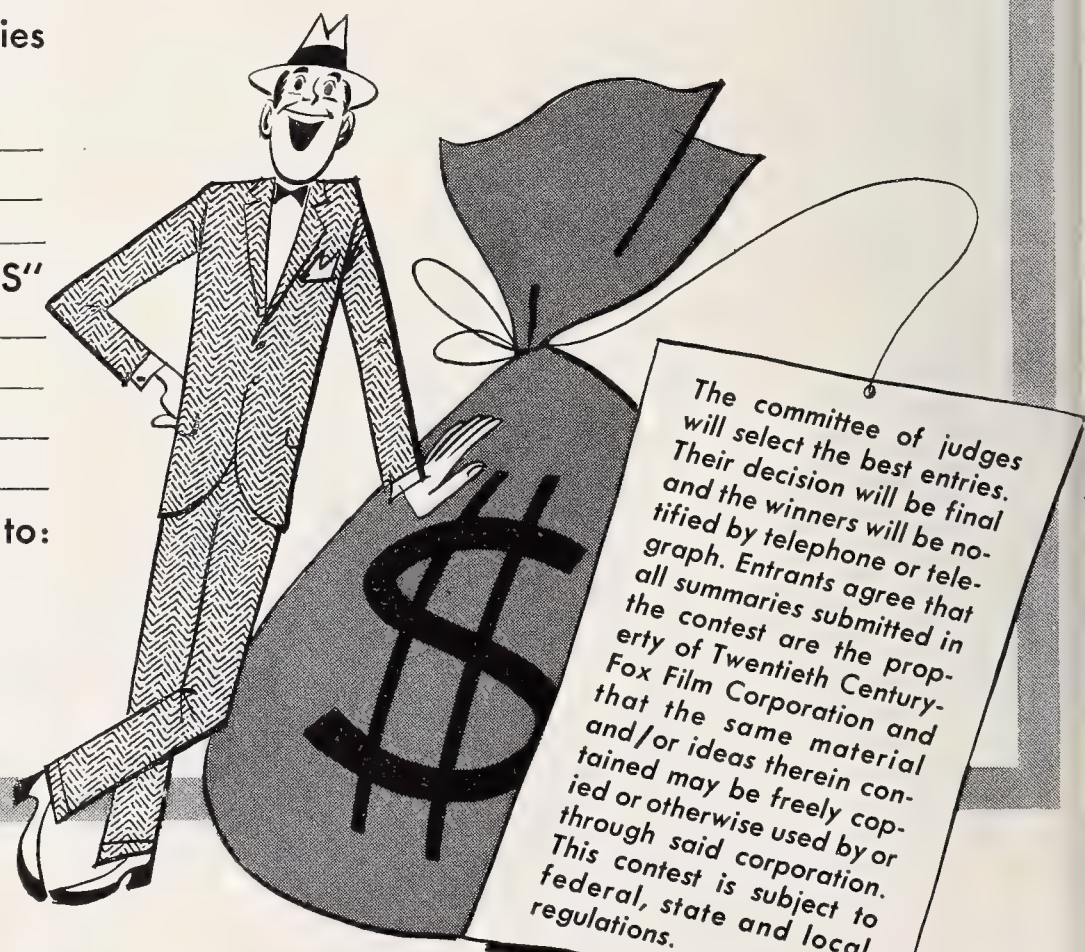
c. Run given "SOMETHING FOR THE BIRDS"
_____

d. Percentage of normal business_____

e. Receipts for engagement (optional)_____
_____

3. Send your summary by first class mail to:

**"SOMETHING FOR THE BIRDS"**
**SHOWMANSHIP CONTEST**
Twentieth Century-Fox Film Corp.
444 West 56th Street, New York 19, N.Y.



The committee of judges will select the best entries. Their decision will be final and the winners will be notified by telephone or telegraph. Entrants agree that all summaries submitted in the contest are the property of Twentieth Century-Fox Film Corporation and that the same material and/or ideas therein contained may be freely copied or otherwise used by or through said corporation. This contest is subject to federal, state and local regulations.

**There's No Showmanship Like 20 Century-Fox Showmanship!**

Printed in U. S

# 'Peter Pan'

(Continued from page 1)

organization. Disney said his firm was "marking time" on future commitments with RKO Pictures, pending clarification of the new management's policy. "Peter Pan" marks the last feature commitment under the present pact between Disney and RKO Pictures, while Disney's last short to be distributed by RKO Pictures under the current contract is due in May of next year.

"We have a great admiration for RKO distribution personnel," said Disney, "and everything else being equal, we would like to stay with them." He added that the Disney organization at this time was not shopping around for any new distribution outlets.

### Here 2 or 3 Weeks

Disney said he expected to remain in New York about two or three weeks to set up a sales policy for "Peter Pan" and co-ordinate the extensive advertising, publicity and tie-in campaign. He would not comment whether advanced admission prices would be sought for the pre-release engagements.

Disney, although he saw the use of the TV medium for exploitation purposes, reiterated his belief that TV offers a very poor market for theatrical films and motion picture theatres are the best medium for such films. He said the same views apply to subscription home television, adding that home TV interests "would fall down dead" if they had to pay $4,000,000 for such a film as "Peter Pan."

It was also disclosed that a new True-Life Adventure film, the first one described to be "on the comic side," will be released about the same time as "Peter Pan." Its title is "Bear Country."

Plans for an extensive "Peter Pan" advertising campaign, to be launched Nov. 17 in *Look* magazine, were also disclosed.

# Presidents Meeting

(Continued from page 1)

go to Paris to resume negotiations for a Franco-American film pact. The first effort at negotiation collapsed a few weeks ago.

The Japanese licenses for the first half of the year, numbering 63, were shared by the companies as follows: Loew's, nine; 20th-Fox, eight; Paramount, seven; Warner, seven; Columbia, six; RKO Radio, six; Universal, six; Republic, five; United Artists, five, Allied Artists, four. The Society of Independent Motion Picture Producers companies will share 15, the same number they received for the first half.

The MPEA companies agreed at the time they divided the first half's allotment that the ratio was not to become a precedent for the second half's allocations. Last Sept. 24 they failed at a special meeting to reach an agreement, but resolved that each company be permitted to release two pictures in Japan pending the final decision on the allocation by the presidents today.

MPEA unsuccessfully opposed Japan's formula based on the number of domestically-produced pictures in the fiscal year 1951, which signified only 59 permits for the MPEA companies for the second half of this year.

# *Cinerama A Question*

(Continued from page 1)

broad commercial sense.

However, it was evident that the scores of top industry executives who attended private demonstrations of Cinerama at the Oyster Bay, L. I., experimental laboratories during the past 18 months, and whose opinions of it ranged from strong interest to enthusiasm at the time, now are doubly interested in the system in light of the favorable audience reaction at the Broadway.

Sol Schwartz, RKO Theatres president, said yesterday that the public reception given Cinerama did not surprise him. The question now, he added, is not whether a circuit could afford the $50,000 to put Cinerama in a theatre—"it can." Rather, the question is whether it will be advisable for the entire theatre industry to invest millions of dollars in converting from conventional projection to Cinerama, Schwartz said.

Schwartz said he would have been more than willing to have the Cinerama premiere at one of the RKO theatres here, if only for the sake of the showmanship it represented. He described Cinerama as "a very exciting thing." But, he wondered, "will it become reality" for the industry?

This is what Mayer had to say following the premiere: "I consider Cinerama a more important advancement than either the advent of sound or color. This is the 'shot in the arm' that the motion picture business so badly needs. This is not simply a new kind of motion picture—it is a revolution!"

The commercial possibilities of Cinerama have been studied by major film companies over the past 18 months following the demonstrations by the inventor, Fred Waller, at Oyster Bay. J. Robert Rubin, Loew's vice-president, told company stockholders last spring that Loew's engineers who examined the process, did not think that it was economically feasible for theatres at that time. About a month ago, Paul Raibourn, Paramount vice-president, commented that he was "impressed" with Cinerama, but that its economic feasibility for the industry has to be proven

Neither Joseph R. Vogel, Loew's vice-president and general manager of its theatres, nor Harry M. Kalmine, president and general manager of Warner Theatres, have seen Cinerama, they acknowledged yesterday. Leonard Goldenson, United Paramount Theatres president, who is in New York, could not be reached at his office for comment on Cinerama.

Adolph Zukor, Paramount Pictures board chairman, was quoted as having remarked following the premiere that it would be profitable to make Cinerama films for distribution to only 40 or 50 theatres throughout the country, "because they would run almost indefinitely."

There appeared to be general agreement in the industry that Cinerama exceeds in many respects the achievements of Magnascreen and other earlier large screen and tri-dimensional processes. But a question raised by many was: "Is Cinerama good for all types of films or just special kinds, like action or panoramic pictures?" Another was: "Is Cinerama for one or two big, or small, theatres to each city, or for all theatres?"

Obviously, Lowell Thomas and Merian C. Cooper, who head the firm sponsoring the system, will have to supply the answers to all the questions before the shrewd minds of most industry leaders are convinced that Cinerama is commercially practicable. In the meantime, it is virtually certain that enthusiasm, however qualified, will continue to be expressed concerning the process as it now stands.

# Let Ad Men Advise

(Continued from page 1)

papers, he believes that "if the subject matter of a picture represents an advertising problem, then that picture should not be made unless the particular company can offord to make it for the sake of making it."

He added: "Let us keep in mind that solvency in our business depends upon mass acceptance of our pictures. If we can make sufficient commercial succeses, then we can afford to gamble on selective subjects. Whether we like it or not, the cultural level of the motion picture can only be raised in ratio to the profit level. 'Red Badge of Courage' and 'Bright Victory' were box-office failures, but thank goodness, Metro and Universal could afford such glorious failures."

Bergman and Harry K. McWilliams, AMPA persident, who presided at the luncheon, praised the pro-industry efforts of the film critics, who were represented by Kate Cameron, *Daily News;* Jim O'Connor, *Journal-American;* Leo Mishkin, *Morning Telegraph;* Milton Shapiro, *The Compass,* and Oscar Goodman, *Times.*

McWilliams, in a financial report on AMPA's showmanship courses, said tuition receipts totaled $1,700. General expenses were $300, rent for hotel "classroom" space came to $60, and $100 has been paid to 20th Century-Fox for the use of its screening room.

# Through Compo

(Continued from page 1)

organization be created or, if this could not be done, that at least a working arrangement be set up among exhibitor groups to handle common problems.

"COMPO was created," Myers said, "as the medium of cooperation among all elements in the industry on those matters in which all had an interest. Trueman Rembusch, Col. H. A. Cole and other Allied leaders are doing their utmost to make COMPO the success it deserves to be. Until all others in the industry match their zeal in the common cause, I do not think anything would be gained by planning additional organization."

# Universal Net

(Continued from page 1)

consolidated earnings were the equivalent of 98 cents per share on the 960,498 shares of common stock then outstanding.

The figures are preliminary and subject to verification by independent auditors and to year-end adjustments.

# *UA Tribute to Cohen*

Sam Cohen, United Artists foreign publicity manager celebrating his 20th anniversary with the company, is being paid tribute this week by UA.

# Cinerama Future, Box-office, Strong

Cinerama, the newest motion picture invention that some believe may create a boxoffice resurgence, marked a milestone in film history Tuesday with the opening of "This Is Cinerama," a Lowell Thomas-Merian C. Cooper presentation, at the Broadway Theatre, now showing on a two-a-day reserved seat basis at advanced prices. Press, radio and television reviews roused the public which stood in line yesterday from 10 A. M. until evening purchasing tickets, so that there is a sell out for approximately the next eight weeks.

The process is still being perfected and the enthusiastic premiere audience occasionally noticed the merging of the three images thrown on the oversized curved screen by the three projectors. A slight, vertical shadow gap appeared at the joining point of the images but Cinerama experts advised that this is a since-remedied condition inherent in the original camera and was not due to the projection equipment.

Aside from the different size equipment including reels, sprockets, camera, projectors and screen, Cinerama offers a technical challenge to the industry. While its visual range is almost as far as the human eye and the illusion of depth is greatly enchanced thus making for unsurpassed panorama views, it will require discretion and skill for the depiction of dramatic continuity with human beings instead of mountains as the objects viewed.

### Best Moments

In "This Is Cinerama" the best moments were those in which vast landscapes or spectacles were shown or in which the camera "participated" in thrilling atcion. Thus, the final sequence viewing such scenic beauties of the United States as Crater Lake, Yellowstone National Park, Bridal Veil Falls, Yosemite National Park, and including a thrilling airplane ride through Zion National Park, was the best.

The opening roller-coaster ride was most realistic and the Saragossa bull fight with the roaring crowd sound enveloping the audience was extremely effective. On the other hand, the Vienna Boys Choir singing showed to no especial advantage as they just stood and sang. An airplane landing and a speedboat going through a sheet of flame pointed up the value of rapid motion.

Therefore, it could be that eventually outdoor adventure pictures, musicals and westerns could be made in Cinerama, and any spectacle would be greatly effective. Sporting events and musical pagents in the new process would have an immense presence of reality. However, it remains to be seen how this process would be used in dramas.

WALTER PASHKIN

# Skouras to Survey

(Continued from page 1)

is scheduled to arrive in Tokyo on Thursday, leaving from there on a journey through the Far East and the Antipodes.

Skouras will confer with 20th Century-Fox representatives throughout his trip on forthcoming product, as well as meet with exhibitors and government officials in the various nations to discuss mutual cooperation of the American and foreign film industries.

# "Operation Secret"




# ACTION IN THE BIG WARNER WAY AT THE TRADE SHOW OCT. 8!

**ALBANY**
Warner Screening Room
110 N. Pearl St. • 12:30 P.M.

**ATLANTA**
20th Century-Fox Screening Room
197 Walton St. N.W • 2:00 P.M.

**BOSTON**
RKO Screening Room
122 Arlington St. • 2:30 P.M.

**BUFFALO**
Paramount Screening Room
464 Franklin St. • 8:00 P.M.

**CHARLOTTE**
20th Century-Fox Screening Room
308 S. Church St. • 2:00 P.M.

**CHICAGO**
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.

**CINCINNATI**
RKO Palace Th. Screening Room
Palace Th. Bldg. E. 6th • 8:00 P.M.

**CLEVELAND**
Warner Screening Room
2300 Payne Ave. • 8:30 P.M.

**DALLAS**
Republic Screening Room
410 So. Harwoo St. • 2:00 P.M.

**DENVER**
Paramount Screening Room
2100 Stout St. • 2:00 P.M.

**DES MOINES**
Paramount Screening Room
1125 High St. • 12:45 P.M.

**DETROIT**
Film Exchange Building
2310 Coss Ave. • 2:00 P.M.

**INDIANAPOLIS**
20th Century-Fox Screening Room
326 No. Illinois St. • 1:00 P.M.

**JACKSONVILLE**
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 2:00 P.M.

**KANSAS CITY**
20th Century-Fox Screening Room
1720 Wyandotte St. • 1:30 P.M.

**LOS ANGELES**
Warner Screening Room
2025 S. Vermont Ave. • 2:00 P.M.

**MEMPHIS**
20th Century-Fox Screening Room
151 Vance Ave. • 12:15 P.M.

**MILWAUKEE**
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 2:00 P.M.

**MINNEAPOLIS**
Warner Screening Room
1000 Currie Ave. • 2:00 P.M.

**NEW HAVEN**
Warner Theatre Projection Room
70 College St. • 2:00 P.M.

**NEW ORLEANS**
20th Century-Fox Screening Room
200 S. Liberty St. • 8:00 P.M.

**NEW YORK**
Home Office
321 W. 44th St. • 2:15 P.M.

**OKLAHOMA**
20th Century-Fox Screening Room
10 North Lee St. • 1:30 P.M.

**OMAHA**
20th Century-Fox Screening Room
1502 Davenport St. • 1:30 P.M.

**PHILADELPHIA**
Warner Screening Room
230 No. 13th St. • 2:30 P.M.

**PITTSBURGH**
20th Century-Fox Screening Room
1715 Blvd. of Allies • 1:30 P.M.

**PORTLAND**
Jewel Box Screening Room
1947 N.W. Kearney St. • 2:00 P.M.

**SALT LAKE**
20th Century-Fox Screening Room
216 East 1st South • 2:00 P.M.

**SAN FRANCISCO**
Paramount Screening Room
205 Golden Gate Ave. • 1:30 P.M.

**SEATTLE**
Modern Theatre
2400 Third Ave. • 10:30 A.M.

**ST. LOUIS**
S'renco Screening Room
3143 Olive St. • 1: P.M.

**WASHINGTON**
Warner Theatre Building
13th & E. Sts. N.W. • 7:30 P.M.





STARRING

# CORNEL WILDE
# STEVE COCHRAN
## PHYLLIS THAXTER
## KARL MALDEN

WITH PAUL PICERNI • LESTER MATTHEWS
DAN O'HERLIHY • JAY NOVELLO

SCREEN PLAY BY
JAMES R. WEBB AND HAROLD MEDFORD

PRODUCED BY HENRY BLANKE

DIRECTED BY LEWIS SEILER

BEN KALMENSON DRIVE

FIRST IN FILM NEWS

# MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 67 NEW YORK, U. S. A., FRIDAY, OCTOBER 3, 1952 TEN CENTS

# Stolkin Succeeds Depinet As RKO Radio President

## *Arnold Grant Is New Board Chairman and General Counsel; Sherrill Corwin, Vice President in Charge of Studio; Board Named*

The resignation of Ned E. Depinet as president and member of the board of directors of RKO Radio Pictures Corp. was accepted yesterday by the Ralph Stolkin syndicate, which last week acquired the controlling stock interest in the company from Howard Hughes. Stolkin, the syndicate's head, took over the presidency.

The action by the new owners came as a shock to the industry which had regarded such a move earlier as unlikely to occur. Depinet, one of the best liked and most experienced executives in the industry, likewise had not been apprised in advance that the action was contemplated, although rumors to that effect had circulated in the trade on Tuesday and were reported in MOTION PICTURE DAILY on Wednesday. It was stated that Depinet will act as "consultant and adviser to the corporation."



Ralph Stolkin

The other executive changes announced yesterday at the conclusion of two days of meetings of the new controlling group were, as reported in MOTION PICTURE DAILY Wednesday: Arnold Grant, attorney for the new group, becomes chairman of the board, succeeding Noah Dietrich, and also was named general counsel of the company; Sherrill Corwin, Los Angeles exhibitor and a member of the syndidate, was named vice-president and will supervise studio operations.

Corwin will not head production. The new group still is looking over the field for a new head of production and this week approached Jerry Wald and William Dozier, among others, for that post.

The new members of the RKO Pictures board elected yesterday are: Stolkin, Corwin, Grant, Edward Burke and A. L. Koolish, members of

(Continued on page 4)

## Depinet Resignation Stirs Widespread Regret in Industry

Expressions of surprise and regret throughout the industry met the announcement yesterday that Ned E. Depinet's resignation as president of RKO Pictures Corp. had been accepted by the new owners of the controlling stock interest in the company.



Ned Depinet

One of the best known and best liked chief executives in the in-

(Continued on page 4)

## *Bid Dozier to Head RKO Production*

William Dozier, executive-producer of CBS-TV dramatic shows, yesterday confirmed reports that he had received overtures to head production at the RKO Pictures studio.

Dozier, who has a long backlog of

(Continued on page 4)

## *SAYS SALE OF RKO FILMS TO TV IS NOW MATTER FOR STUDY*

Reversing the positive statement it made in Hollywood last week that it had no intention of releasing RKO Radio films to television, the Ralph Stolkin syndicate in control of the company yesterday stated that the matter will be determined "with unprejudiced minds which will seek solutions looking to the future unbound by any dedication to the past."

"Solutions which seem the best answer for the benefit of the corporation will be adopted," the statement continued. "Speculation as to the ultimate results of such approach is futile. There has been no pre-determination thereof."

The statement issued by the Stolkin group in Hollywood last week on closing the deal for the purchase of the Howard Hughes controlling stock interest in RKO Pictures was:

"We want to make it clear that at this time we have no intention of releasing any of the studio's stock of films for the use of television. Such a move is a part of a much broader economic question involving a tremendous investment on the part of theatre owners, and it is our intention to assist exhibitors in every way possible to protect such investments."

## *New RKO Owners to 'Screen' Executives*

**The new RKO Pictures owners announced yesterday that they would begin an immediate "screening" of all executives in the distribution operations of the company, including exchanges, with the hope that it could be completed "in the very near future."**

**Thereafter, it was stated, a similar screening of studio executives will be undertaken.**

# Presidents to ActWednesday On Arbitration

## *Johnston Foregoes Trips Until Issue Is Settled*

Eric A. Johnston, Motion Picture Association of America president, yesterday told distributor company presidents that he plans to forego overseas trips pending the arrival at a final exhibition-distribution agreement on the question of arbitration. Johnston said arbitration is the number one subject on his agenda.

**The company presidents, who met at MPAA headquarters here with Johnston and foreign managers, have scheduled a meeting on arbitration for next Wednesday. At that time they will act on distributor attorneys' proposals for changes in the draft of a projected industry system.**

Johnston told yesterday's meeting that he expected to receive from American diplomatic sources in Paris

(Continued on page 6)

## NPA Officially Sets May 1 Controls Cut

WASHINGTON, Oct 2.—The anticipated National Production Authority order officially relaxing theatre construction controls, effective May 1, was announced here today by Richard McDonald, new NPA director.

The relaxation will permit theatre builders to self-authorize up to five tons of carbon steel per quarter per project, up to 500 pounds of copper and up to 300 pounds of aluminum. At present, no self-authorization is

(Continued on page 4)

## Big Drop in '51-52 Ticket Tax Income

WASHINGTON, Oct. 2.—General admission tax collections during fiscal 1951-1952 dropped more than $15,000,000 from the previous fiscal total, the Bureau of Internal Revenue reported today.

The 1952 collections for general admissions were reported at $330,782,072. This compares with the 1951 figure of $346,491,715.

The figures for general admissions

(Continued on page 6)

# Personal Mention

CECIL B. DEMILLE will be in San Francisco today from Hollywood to attend the sixth annual meeting of the American Cancer Society.

•

MARTIN QUIGLEY, JR., editor of *Motion Picture Herald*, is a contributor to the book, "Off the Record," written by members of the Overseas Press Club of America and published yesterday by Doubleday.

•

MAX E. YOUNGSTEIN, United Artists vice-president, and MRS. YOUNGSTEIN, will leave here Oct. 10 by plane for London. They will visit the Continent before returning.

•

TESS WILLIAMS, press editor of *Seventeen* magazine, will return here Monday on the *S.S. Caronia* from a three-month vacation and honeymoon in Europe.

•

WILLIAM BENDIX will be a guest at the annual convention of the MPTO of St. Louis, Eastern Missouri and Southern Illinois in St. Louis on Tuesday.

•

ALLEN M. WIDEM, Hartford *Times* motion picture editor, will return to his desk Monday following a vacation in Connecticut and New York.

•

JOHN P. BYRNE, Eastern M-G-M sales manager, will return to New York from New Haven today.

•

GEORGE GLASS, Stanley Kramer Co. vice-president, will arrive in New York today from the Coast.

•

NORMAN GLUCK, vice-president of United World Films, left here last night for the Coast.

•

W. M. RICHARDSON, president of Astor Pictures of Georgia, was in New Orleans from Atlanta.

## *Several Holdovers For WB's 'Fatima'*

Warner Brothers' "The Miracle of Our Lady of Fatima,"following three weeks in each city, begins a fourth week today at the Allen Theatre in Cleveland and the Warner in Pittsburgh.

Second week holdovers have been set at the Blue Mouse, Seattle; Center, Buffalo; Madison, Detroit; Boyd, Philadelphia; Astor, Boston; St. Francis, San Francisco, and the Broadway, Denver.

The picture is currently in its seventh week at the Astor on Broadway. In New Bedford, Mass., it moves over from the State to the New Bedford.

## *$1.06 Columbia Dividend*

Columbia Pictures' board of directors has declared a quarterly dividend of $1.06¼ per share on the $4.25 cumulative preferred stock, payable on Nov. 15, to stockholders of record on Oct. 31.

# *Attendance of U. S. Films Abroad Attains New Peak*

Despite certain trade obstacles that still exist, the foreign market has not reached its full potential yet and global theatre expansion and worldwide attendance of American films have reached new highs during the past year, it was disclosed in the annual "The World Market" section of the *Motion Picture Herald* issue out today. It further revealed that production in many countries is returning to pre-war levels and in some cases exceeding them despite rising costs and high taxes.

"The World Market" appraises motion picture activities for the past year and the future prospects in the important nations in the world in text and photographs by *Herald* correspondents. Special attention has been devoted to Italian Films Export and Italian films, currently of considerable significance in the United States. The usual thorough listing of supply dealers is included.

Among the many countries reported on are: Great Britain by Peter Burnup; France by Henry Kahn; Italy by Argeo Santucci; Germany by Bolkmar Zuehlsdorff; Belgium by Marc Turfkruyer; Scandinavia by Lars-Eric Svensson; Switzerland by Arthur Goepfert; Holland by Philip De Schaap; Spain by Joseph E. Dorrell; India by V. Doraiswamy; Australia by Frank O'Connell; New Zealand by R. A. Usmar; Japan by Joseph Webster; Mexico by Louis Becerra Celis; Brazil by R. Ekerman; Argentina by Natalio Bruski; Venezuela by Mona London Caldwell; and South Africa by S. M. Kirsch.

Included in the feature articles are: a pictorial display on "Production Around the World"; a picture and text feature on "New Theatres Abroad"; "Equipment Abroad"; a feature saluting Italian Films containing an Eric A. Johnston statement in which he greets the Italian motion picture industry on the occasion of "Salute to Italian Films Week," Oct. 6-12; and the "World Market Buyers Index," a classified directory of manufacturers and distributors who are leading sources of motion picture equipment and supplies.

## *Chaplin 'Must Meet Re-entry Standards'*

**Washington, Oct. 2. — Attorney-General James P. McGranery said today that if Charles Chaplin can satisfy the immigration authorities that he can "meet the standards for re-entry" to this country, he will be admitted on his return from Europe.**

**McGranery told a press conference that when the public knows the facts on Chaplin "my action will be justified." He said Chaplin has been accused "in the newspapers" of Communism and "of grave moral charges."**

## Memphis Censors Ban 'Limelight'

MEMPHIS, Oct. 2.—The refusal of a permit for even an exhibitors' trade screening in Memphis of Charlie Chaplin's new picture, "Limelight," was disclosed here today. Lloyd T. Binford is chairman of the Memphis and Shelby County Board of Censors. Any public screening of the film was also banned.

In his decision, Binford excoriated Chaplin personally. In past rulings, Binford had made his views on Chaplin clear by banning the comedian's "Monsieur Verdoux" in 1947 and a revival of his "City Lights" in 1951.

A second action by the board resulted in the shift of a film from one theatre to another.

Refusal of the censors to permit white and Negro patrons to see at the same showing newsreels of the recent Rocky Marciano-Joe Walcott heavyweight championship fight resulted in the film being shown at the theatre which offered the second highest bid—but had no seating arrangement for Negroes.

Carroll Beasley, manager of the Strand, where the fight films were shown, and James McCarthy, manager of the high-bidding but unsuccessful Warner (which has a Negro gallery), agreed that the Warner outbid the Strand, and that the Warner's Negro gallery was the reason its bid was rejected.

## *Harold Cohen, 51, Dies*

Harold Cohen, 51, Warner Brothers home office projectionist for the past 28 years, died here yesterday at Beth David Hospital. Services will be held today at the Parke West Memorial Chapel.

## *'Thief' Will Premiere At Roxy Oct. 15*

"The Thief" will have its world premiere at the Roxy Theatre here on Wednesday, Oct. 15, it was announced yesterday by William J. Heineman, distribution vice-president of United Artists.

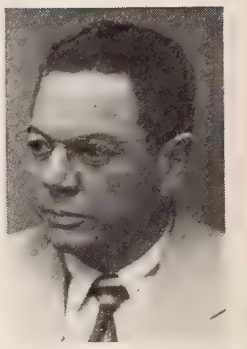
"The Thief," a Harry M. Popkin production, is the first release to be shown at the Roxy under the theatre's new policy of presenting films of all companies, not only those of 20th Century-Fox.

## *Sarah Eidelsberg, 72*

Sarah Eidelsberg, 72, mother of Fredrica Eidelsberg, Council of Motion Picture Organizations secretary, died yesterday of a heart ailment. Funeral services are being held today. Other daughters surviving are Mrs. Rose Schmeltzer, Mrs. Mary Rosenzweig and Mrs. Ethel Appleman.

## ANNOUNCEMENT

CHARLES S. AARONSON, who has been a member of the editorial staff of Quigley Publications since 1930, has been appointed editor of *Motion Picture and Television Almanac*, succeeding the late Maurice D. Kann. Mr. Aaronson is Production Editor of *Motion Picture Herald* and assumes in addition to the duties of that post the editorship of the annual motion picture and television reference book, which is expected to be available for distribution some time later this month.



Charles Aaronson

He was born in New York City and is a graduate of the School of Journalism of Columbia University.

*—MARTIN QUIGLEY*

## *Ranger Addresses Meet*

Richard H. Ranger, president of Rangertone, Inc., last night addressed the Atlantic Coast section of the Society of Motion Picture and Television Engineers at the Henry Hudson Hotel here on the subject of "Portable Magnetic Sound Recording Equipment."


## NEW YORK THEATRES

**RADIO CITY MUSIC HALL**
Rockefeller Center
MARIO LANZA in
"BECAUSE YOU'RE MINE"
introducing DORETTA MORROW
Color by TECHNICOLOR - An M-G-M Picture
plus
SPECTACULAR STAGE PRESENTATION

BOB HOPE · JANE RUSSELL
ROY ROGERS and TRIGGER
in SON of Paleface
Color by Technicolor
A Paramount Picture
PARAMOUNT
in person
LOUIS PRIMA
AND HIS ORCHESTRA
"KEELY" SMITH · LOS GATOS
Extra — The FIVE DE MARCO SISTERS
Midnight Feature Nightly

HOWARD HUGHES presents
"ONE MINUTE TO ZERO"
Starring ROBERT MITCHUM - ANN BLYTH
CRITERION BROADWAY AND 45th ST.


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# LANZA BONANZA!

## They're Standing on Line for M-G-M's "BECAUSE YOU'RE MINE"!



*M-G-M presents Mario Lanza in "BECAUSE YOU'RE MINE" • Introducing Doretta Morrow with James Whitmore • Color by Technicolor • Screen Play by Karl Tunberg and Leonard Spigelgass • Based on a Story by Ruth Brooks Flippen and Sy Gomberg Directed by Alexander Hall • Produced by Joe Pasternak*

*Getting the dough like "Ivanhoe"*




ANOTHER M-G-M LION-UP AT RADIO CITY MUSIC HALL

*Typical audience reaction reflected by newspaper acclaim:* "DROVES WHO FLOCK TO SEE AND HEAR MARIO LANZA SHOULD DO SO AGAIN . . . BEST YET . . . A BOXOFFICE BONANZA, AN ENTERTAINMENT WHIZBANG!"

**MIAMI BEACH BONANZA!**
Second highest M-G-M opening in more than two years!

**DAYTONA BONANZA!**
Best M-G-M week-day opening in more than a year!

**ROYAL COMMAND CHOICE!**
Chosen for the Royal Film Performance in London, October 27. Great Britain's highest film honor!

**Remember "The Great Caruso"!**

**SAVE TOP PLAYING TIME! M-G-M**

# Depinet

(Continued from page 1)

dustry, Depinet's friends in every branch and nook of the industry, throughout the country and around the world, are legion. He is highly respected by those in modest as well as high positions and is as well known for his untiring efforts on behalf of the industry as a whole as he is for his many years of distinguished service to his company.

Depinet, who sold his own stock, some 36,000 shares, to the Ralph Stolkin syndicate, along with Howard Hughes last week, will continue as adviser and consultant to the company, the new owners said yesterday.

Depinet's most recent service to the improvement of internal and external industry welfare was the leadership he gave to the Council of Motion Picture Organizations, whose president he was for the first three years of its existence. Only recently he was chosen toastmaster to preside at the annual Picture Pioneers dinner here next month.

All of Depinet's business life has been spent in the industry. He started in 1907 with Imported Film & Supply Co. as New Orleans booker and salesman immediately upon leaving high school. Now 62 years old, Depinet became Southern division manager when his company was taken over by General Film. He joined Universal Pictures in 1911 and in 1924 was made one of the company's three home office sales directors. Later he joined First National as a member of its sales cabinet, soon becoming general sales manager.

With First National's merger with Pathe, he became identified with the company and, through it, with RKO. He was elected president of RKO Distributing Corp. in 1934; vice-president of RKO Radio and Pathe News in 1937; executive vice-president and vice-chairman of the board of RKO, the parent company, and in 1942 was named president of that company. Prior to divorcement, he also was president and chairman of the board of RKO Theatre Corp.

# 'Compo Day' Monday At Texas Fair

DALLAS, Oct. 2.—The Texas State Fair has designated Monday as "Texas COMPO Day" in "honor of a great industry," James Stewart, executive vice-president and general manager of the fair, disclosed here. The fair, which will open Saturday, runs through Oct. 19.

In designating a day for the state's Council of Motion Picture Organizations, Stewart listed many of the benefits offered by the industry and derived by the state from motion picture theatres. Among those listed were:

"Approximately 3,500,000 persons go to films in Texas every week, attending 1,485 conventional and 375 drive-in theatres. These theatres employ more than 15,000 people, and their combined weekly payroll is more than $650,000.

"The average price of admission to a Texas theatre is only 36 cents. Since most of these theatres show single features and the average program lasts two hours and eight minutes, Texans are enjoying the world's finest entertainment for only 17 cents an hour."

# Stolkin Succeeds Depinet

(Continued from page 1)

the syndicate; Gordon Youngman, a member of the New York and Los Angeles law firm of Bautzer, Grant, Youngman and Silbert, and William Gorman, an associate of Stolkin's.

**W. H. Clark, RKO Pictures treasurer, was the only member of the old board reelected. Those going off the board, in addition to Depinet and Dietrich, were: Robert Mochrie, vice-president and general sales manager; J. Miller Walker, secretary and former general counsel, Francis O'Hara and Hughes.**

The company's announcement covered only the board and executive changes in RKO Radio Pictures, Inc., which is the producing and distributing subsidiary of RKO Pictures Corp., parent company. Absence of any reference in the statement to changes in the board of the parent company was ascribed unofficially to technical reasons. A formal explanation could not be obtained as all officials of the company, both new and old, repaired to the 21 Club for a reception following yesterday's business meeting and were not available to reporters.

### Meet Press Today

The new slate will meet press representatives today at a reception at Toots Shor's restaurant.

It was also announced that the Bautzer, Grant, Youngman and Silbert law firm was appointed counsel for the company in California, succeeding the firm of Mitchell, Silberberg and Knupp. That change will not be effective until next Dec. 31, it was stated, and the latter firm also will conclude litigation being handled by it which still is pending after that date.

In addition, it was announced that Sidney Korshak, Chicago attorney who also participated in the Stolkin negotiations with Hughes, had been retained as labor counsel for RKO Radio.

### No Other Changes

No other executive changes or appointments were announced, leaving a number of question marks in the executive set-up of RKO Radio as well as RKO Pictures Corp.

Perhaps referring to that circumstance, a "message to employes," the text of which was included in the company's press statement, said:

**"Of necessity, a number of executive changes will be made to bring in and promote youth with its vitality, fresh approach and aggressive thinking. Changes below the executive level will be kept to a minimum."**

The message to employes also said that "It is not their (the purchasers) intent, and they do not believe it the desire of the majority of the stockholders, to liquidate or destroy. Rather, the objective is to revitalize and build.

"A realistic approach," the message continued, "must recognize the company's large losses and the urgent need for sure steps to stem and turn the tide."

The press statement announced that an immediate screening of all executives in the "sales and distribution offices" will be undertaken and will be followed by "a similar job" in the exchanges and at the studio. It is hoped, the statement said, that all "major" changes may be consummated in the "very near future."

### Look to the Future

The statement then said that the problem of "the use of television as a film outlet" will be determined "with unprejudiced minds which will seek solutions looking to the future unbound by any dedication to the past."

Text of the statement follows:

"The problems of the company are manifold and extremely difficult but not insoluble or insurmountable. The job at hand is a careful screening of all executives in the sales and distribution offices. This will be done immediately and on a daily basis in the hope that all major changes may be determined and consummated within the very near future. Thereafter, a similar job will be undertaken in the exchanges and at the studio. From this reshuffling the rebuilding process will go forward, perhaps not with the speed that those who do not have the job to do like but with all the speed that thoughtful, unhurried judgment will allow.

**"While production of new film is of major importance, because it is so important, deals for product and personnel will proceed slowly and carefully. The studio problems cannot and will not be solved overnight.**

"Problems that have plagued the industry as a whole for a long time, such as the use of television as a film outlet, will be approached, analyzed, and determined with unprejudiced minds which will seek solutions looking to the future unbound by any dedication to the past, and such solutions which seem the best answer for the benefit of the corporation will be adopted. Speculation as to the ultimate results of such approach is futile. There has been no predetermination thereof.

"It is and will be impossible to listen to, deny, or comment on all the rumors and gossip that flow from a change such as this. Stockholders, employees, and the public to the extent that it has any proper interest therein, will be promptly notified by the board of directors of the corporation as soon as further changes of policy or personnel are decided upon."

### Was With RKO Before

Youngman, one of the new board members, is a former vice-president and general counsel of RKO Pictures. He was transferred from New York to the studio by Hughes and resigned from the company early last year to join the Gregson Bautzer law firm in Hollywood. Grant also has been identified with the industry for many years as attorney for David Selznick and Mary Pickford and until recently was a member of the board of Columbia Pictures.

# May 1 Controls Cut

(Continued from page 1)

allowed except minimum amounts for maintainance, repair and operating work. In addition to the self-authorizations under the new order, would-be theatre builders can now apply for NPA allotments of additional amounts of the three metals with much better chances of success than heretofore.

# Dozier

(Continued from page 1)

experience as a production executive in Hollywood, said the overtures came from a "purported representative" of the Stolkin group. He declined to give any further details, explaining that, as yet, there has not been any serious discussion on the offer.

Dozier's experience encompasses the post of general production aide to the vice-president in charge of production of RKO in 1944. Two years later he joined Universal-International as vice-president and associate head of production. His association with CBS-TV began in Oct., 1951.

The approach to Dozier is the second such move made by representatives of the Stolkin group. Jerry Wald was approached recently by Sherrill Corwin, a member of the Stolkin group.

# Upholds Lobby Firm

A Supreme Court ruling has upheld the claim of the Lobby Display Frame Corp. to compel Nat Steinberg of the Square Theatre, Bronx, to defend in court an action based on a judgment for $6,750 against the Westchester Square Theatre Corp.

STATEMENT REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, AND JULY 2, 1946

(Title 39, United States Code, Section 233) SHOWING THE OWNERSHIP, MANAGEMENT AND CIRCULATION.

Of MOTION PICTURE DAILY, published daily (except Saturdays, Sundays and holidays), at New York, New York, for October 1, 1952.

1. The names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, and Editor-in-Chief, Martin Quigley, 1270 Sixth Ave., New York City; Editor, Sherwin Kane, 1270 Sixth Avenue, New York City; Managing Editor, Sherwin Kane, 1270 Sixth Avenue, New York City; Business Manager, Theo. J. Sullivan, 1270 Sixth Avenue, New York City.

2. The owner is: (if owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual member, must be given.) Quigley Publishing Company, Inc., 1270 Sixth Avenue, New York City; Martin J. Quigley, 1270 Sixth Avenue, New York City; Gertrude S. Quigley, 1270 Sixth Avenue, New York City; Martin Quigley, Jr., 1270 Sixth Avenue, New York City.

3. The known bondholders mortgagees, and other security holders owning or holding one per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

5. The average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the twelve months preceding the date shown above was: (This information is required from daily, weekly, semi-weekly and tri-weekly newspapers only.) 5,322.

(Signed) THEO. J. SULLIVAN,
Business Manager

Sworn to and subscribed before me this 29th day of September, 1952.

(SEAL) ROSE W. HORNSTEIN.
(My commission expires March 30, 1953.)



# TALK ABOUT A WHISTLE STOP!

*M-G-M presents Lana Turner as "THE MERRY WIDOW" co-starring Fernando Lamas with Una Merkel • Richard Haydn • Thomas Gomez • Color by Technicolor • Screen Play by Sonya Levien and William Ludwig • Based on the Operetta Written by Composer Franz Lehar and Authors Victor Leon and Leo Stein • Directed by Curtis Bernhardt • Produced by Joe Pasternak*

**LANA TURNER as "THE MERRY WIDOW" is giving box-offices from Coast to Coast the BUSINESS!**

Hold Lana! That's what theatres are doing everywhere!

And the Second Week biz equals "Singin' In The Rain"!

For merry box-offices play "THE MERRY WIDOW"

*(M-G-M and Technicolor make happy music!)*

## *Eidophor and 'Snows' Cited*

Twentieth Century-Fox's Eidophor, the large-screen color television process, and Darryl F. Zanuck's "The Snows of Kilimanjaro" are featured in the Oct. 6 issue of *Life* magazine.

The publication, which hits the newsstands today, devotes two illustrated pages to the television process which was demonstrated recently. A full-color photograph showing an audience watching an experimental Eidophor program and a diagram explaining how the system brings stage images to theatre screens illustrate the text.

"The Snows of Kilimanjaro" is given three picture pages. They present the story line of the color in Technicolor adaptation of Ernest Hemingway's short story. Stars Gregory Peck, Susan Hayward and Ava Gardner are pictured in key scenes from the story in the layout dramatizing how Hollywood adapts a Hemingway work.

## Engineers Will Map Technical Advances

HOLLYWOOD, Oct. 2. — Approximately 100 to 150 industry engineers who serve on Society of Motion Picture and Television Engineers' technical committees will confer on ways to improve theatre exhibition of films through better sound, screen brightness, improved film laboratory practices and release print inspection, at the forthcoming 72nd semi-annual convention in Washington all next week, stated Peter Mole, president of SMPTE, prior to his leaving here for the meetings.

The committee meetings, 14 in all, will be open to the press and to others in the trade who have interest in the subjects. All will be arranged by Hank Kogel, SMPTE staff engineer from the New York office.

Scheduled subjects are the following, with other meetings also on the agenda: film projection practice, under the direction of Ralph Heacock of RCA; screen brightness, led by Wallace Lozier of National Carbon, and theatre engineering, conducted by Jack Servies of National Theatre Supply.

## *Zukor Feted Oct. 6 By Midwest Owners*

Adolph Zukor, chairman of the board of Paramount Pictures, will be paid tribute at a luncheon to be given him by more than 100 Midwestern exhibitors on Oct. 6 at the Bismarck Hotel, Chicago.

Zukor and other Paramount home office executives will also attend the company's three-day division sales managers meeting.




## Says Italian Films' Popularity Rising

"Italian pictures are constantly increasing in popularity in the United States," Eric Johnston, president of the Motion Picture Association of America, declared in a letter to Winthrop W. Aldrich, honorary chairman of "Salute to Italian Films Week" which will begin on Monday.

Johnston will honor Nicola De Pirro, director general of Italy's Entertainment Industry Bureau; Eitel Monaco, president of the National Association of the Motion Picture and Allied Industries of Italy and of Italian Films Export, and other members of the delegation of film stars, directors and executives who arrive this weekend from Rome at a luncheon at the Waldorf Astoria Hotel on Tuesday.

In his letter to Aldrich, the MPAA head who is a member of the "Salute Week" sponsoring committee said:

"It is a pleasure to greet the Italian motion picture industry on the occasion. Italian producers are making pictures that Americans audiences like.

"Good pictures are good for everyone. They are good for the producer, wherever he lives, and they are good for his competitors as well. Good pictures bring audiences into the theatres, just as poor pictures keep people away from theatres. Good pictures enrich the cultural experience and the enjoyment of movie-goers everywhere."

## *MGM Will Distribute Cinema Prod. Film*

HOLLYWOOD, Oct. 2.—M-G-M will distribute Cinema Productions' "Main Street to Broadway," CP president M. A. Lightman told MOTION PICTURE DAILY on his arrival here for a fortnight's conferences with Lester Cowan, who will produce the multi-starred feature in cooperation with the Council of Living Theatre.

Lightman said the deal with M-G-M, which is tantamount to partnership, was finalized with Nicholas Schenck after conferences resulting in complete agreement on all aspects of the undertaking.

## *Brooklyn Theatre Files Trust Suit*

A triple-damage $375,000 anti-trust suit against eight majors and a number of exhibitor corporations was filed here in Federal District Court by the Charben Cinema Corp., which owns the Jewel Theatre, Brooklyn, N. Y.

The Jewel claimed "discrimation" by the defendants and complained of its inability to procure feature films. The period of its alleged damages runs from Aug. 13, 1951 to the present, according to the suit. Others named include Randforce Amusement Corp., Metropolitan Playhouses Inc. Rantru Operating Corp., and Springer Theatres Inc.

## *Reports on OMPI Today*

An 18-month report on progress achieved by the Organization of the Motion Picture Industry of New York City will be delivered by Fred J. Schwartz, OMPI executive, at a meeting of the organization here today. Following the meeting, which will be held at the Hotel Astor, Schwartz will hold a press conference.

## *Chi. Tax Collections Show Summer Gains*

**Chicago, Oct. 2.—The city of Chicago's three per cent city amusement tax collections for September (on August receipts) reflect the upsurge of business experienced by theatres here from midsummer to Labor Day, showing an increase of approximately 20 per cent over the previous month's collections (on July receipts).**

**September collections this year were $93,939, a drop of roughly 10 per cent from the corresponding month last year, when collections were $104,868. The year to date also shows a drop of 10 per cent with collections down about $76,000 from 1951 to $758,000 in 1952. Part of this drop undoubtedly is due to a large number of theatre closings in 1951 and early 1952.**

## Enrollment Heavy For Rogers Drive

Enrollments of individual theatres and circuits in the Will Rogers Memorial Hospital collection-can campaign have now passed the 3,000-mark, nationally, according to drive officials. The mark was topped by the addition of Schine's 91 houses. Other new additions include: The Trueman Rembusch circuit in Indiana, Penn-Paramount's theatres and the Los Angeles Paramount Theatres.

### 100% Circuits Listed

Circuits now enrolled 100 per cent in the hospital campaign include the following:

Affiliated Theatres, Basil Enterprises, Bijou Amusement Co., Comerford Circuit, Commonwealth Amusement Corp., Community Theatre Circuit, Dipson Theatres, Florida State Theatres, Fox Intermountain Theatres, Fox Midwest Circuit, Fox Wisconsin Circuit, Intermountain Theatres, Interstate Circuit, Kerasotes Theatres, Loew's Theatres, E. M. Loew Theatre Circuit, Malco Theatres, Neighborhood Theatres, Northio Theatres, Paramount Buffalo Theatres, United Paramount Theatres, Penn-Paramount Corp.

Also, RKO Theatres, Rowley-United Theatres, Schine Circuit, Strand Amusement Co., Syndicate Theatres of Indiana, Tenarken-Paramount Corp., Warner Brothers, Yamins Theatrical Enterprises, Brandt Circuit, Leo Brecher Theatres, Century Circuit, Interboro Circuit, Randforce Circuit, Walter Reade Theatres.

## *'U' Branch Managers To Tour Coast Studio*

ALBANY, N. Y., Oct. 2.—Universal is sending branch managers in groups of 10 to Hollywood for tours of its studios, the company here discloses. Leo Greenfield of Albany is flying tomorrow with the second contingent, which will remain on the Coast for a week.

## Ticket Tax

(*Continued from page* 1)

reported by the Bureau have shown a steady annual drop during the past six or seven years

The general admissions category includes taxes on admissions to motion picture theatres, legitimate theatres, concerts, sports events and other general amusement events.

## Arbitration

(*Continued from page* 1)

within the next few days advice regarding "the best time" for him to arrive in the French capital to reopen negotiations for a new Franco-American film pact. Negotiations between French and U. S. government officials collapsed a few weeks ago.

Unless such advice bespoke genuine urgency, Johnston said, he would not make the trip until the arbitration situation had been settled to the satisfaction of all parties to the drafting.

The presidents' meeting failed to solve the problem of dividing among their companies the 59 Japanese import permits which have been allocated to them for the second half of the fiscal year ending next March. They decided to tackle the problem again at a meeting scheduled for Oct. 14, if, in the meantime, efforts to get the Japanese to raise the allotment to 63, the first half's quota, do not meet with success.

Col. Richard T. McDonnell, MPAA foreign remittances expert, was reported to be en route to Tokyo where he will join with Irving Maas, Motion Picture Export Association official, in pressing for the higher allotment. Maas has been in Tokyo several weeks.

The presidents were informed by Johnston, who previously conferred with government officials in Washington, that Western Europe's economic position is at present at a low ebb and the outlook is not bright. Johnston did not refer specifically to theatre business prospects in Europe, but his listeners were not optimistic about them after hearing the MPAA president's over-all report.

**Johnston reported that MPAA efforts to win repeal of Brazil's restrictions on American films have not been successful. He said he still intended to go to Rio de Janeiro in the not-too-distant future.**

The meeting yesterday did not touch on the reports from Mexico City about Mexico's efforts to limit the screening time of foreign films to half of the usual time. When questioned about this, John G. McCarthy, MPAA international division chief, explained that only the lower house of the Mexican Congress has voted the action, and the Senate has yet to act. Other sources said there apparently was not much chance of heading off Senate approval of the measure, since the incumbent Mexican president, whose term expires on Nov. 30, has backed it.

A similar bill was defeated last year when Mexican exhibitors secured a court injunction against it and later won a ruling that the measure was unconstitutional. The MPAA is expected to throw its weight behind the exhibitors this time if there is any threat of a reverse decision.

## *Sidney Wins MGM Promotion Prize*

Jack Sidney, manager of Loew's Century Theatre in Baltimore, has been named winner of M-G-M's first prize of $500 for his "Promotion-Prize - of - the - Month" campaign on "When in Rome." The judges were Walter Brooks, conductor of the *Motion Picture Herald's* Round Table; Tom Kennedy, executive editor of *Showmen's Trade Review;* and Chester Friedman, of *Boxoffice.*



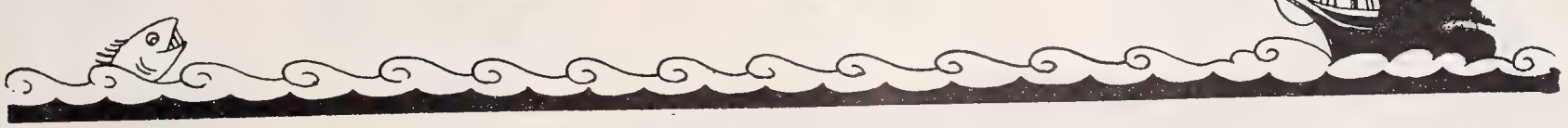
Of especial
significance
at this time...

# The WORLD MARKET

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In this week's issue of

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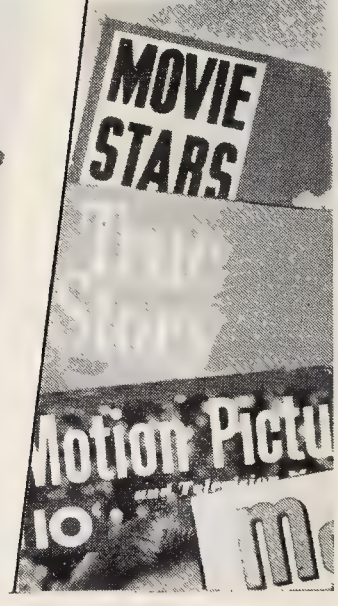
LORETTA YOUNG
JEFF CHANDLER
in
"Because of You"

CO-STARRING
ALEX NICOL
FRANCES DEE

with ALEXANDER SCOURBY • Directed by JOSEPH PEVNEY • Screenplay by KETTI FRINGS
Produced by ALBERT J. COHEN • *Musical Theme, "Because Of You" by Arthur Hammerstein and Dudley Wilkinson*

Universal International

RELEASED IN NOVEMBER



NEWS WHILE IT IS NEWS

# MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 72. NO. 68 NEW YORK, U. S. A., MONDAY, OCTOBER 6, 1952 TEN CENTS

## *Tradewise...*

By SHERWIN KANE

THE ACCENT on youth program which the Ralph Stolkin syndicate last week said would guide it in making executive changes in RKO Pictures will be an experience which, if carried to a conclusion, will be watched with the utmost interest by every company in the industry.

In recent years, when problem was added to problem in a seemingly endless succession and it often appeared to responsible observers that the industry lacked the determined leadership and agressiveness that is commonly associated with the young, who perhaps have it because they are untamed by experience, there was a widespread belief that the industry was sorely in need of new blood.

It was voiced not only by the "outs" but also by many who were "in." The criticism that too many in high places in the industry had served their best days and there were too few capable of succeeding them or in training to replace them was to be heard at representative industry meetings of many kinds. Generally, it appeared to be agreed that, at least, the industry had not encouraged promising, new executive blood and had given little thought to providing its leadership of tomorrow.

New blood in any industry is a good thing but free-running sap in the veins is not the only requisite

(Continued on page 7)

## FCC Bureau Calls UPT, Para. Station Ownership 'Illegal'

WASHINGTON, Oct. 5.—The Broadcast Bureau of the Federal Communications Commission told the FCC at the weekend that Paramount Pictures and United Paramount Theatres have been operating their radio and television stations illegally and said that if their licenses were not surrendered the FCC may have to seek injunctive relief.

The broadcast bureau also asked the FCC not to approve the UPT-American Broadcasting Co. merger on the grounds that a grant of the merger might lead to monopolistic patterns within the TV industry.

The broadcast bureau made these allegations in the proposed findings relating to the issues involved in the

(Continued on page 7)

## *RKO Radio Board Members*



NEW RKO RADIO board members: (Left to right) A. L. Koolish, Ralph E. Stolkin, new president of RKO Radio; Arnold Grant, chairman of the board and Sherrill Corwin, vice-president who will supervise studio operations. Gregson Bautzer (right) is a member of the law firm of Bautzer, Grant, Youngman and Silbert, which has been appointed counsel for the company in California. Members of the board not appearing in the photo are Edward Burke, Gordon Youngman, William Gorman and William Clark.

## *800 At SMPTE Meeting Opening in Capital Today*

WASHINGTON, Oct. 5.—The Society of Motion Picture and Television Engineers' 72nd semi-annual convention will open here tomorrow with a luncheon in the Congressional Room of the Statler Hotel at which guest speakers will be Major General George I. Back, Chief Signal Officer of the United States Army; Brigadier General Brooke E. Allen, Commanding General of the Air Photographic and Charting Service, U. S. Air Force, and Captain A. D. Fraser, Chief of Naval Photography.

Approximately 800 members from all parts of the U. S. and several foreign countries—a record registration—are expected. During the week-long convention 93 papers and reports on equipment and technical advancement in motion pictures and television will be presented by leading scientists, engineers and industry leaders from England, France, Germany, Canada, and the U. S.

The new SMPTE president will be announced at the luncheon. Newly elected officers and governors of the

(Continued on page 6)

## Disney, Goldwyn Await RKO Changes

Roy Disney, president of Walt Disney Productions, at the weekend expressed "shock" at the resignation of Ned E. Depinet as president of RKO Radio Pictures Corp., but added that it would be "premature" now to comment on the future relationship of his company with RKO.

Meanwhile, Ralph Stolkin, the new RKO Radio Pictures president, visited and conferred with Samuel Goldwyn, another leading independent producer releasing through RKO. Neither

(Continued on page 7)

## Product Seen First Problem By RKO Group

### *Financing, Executive Plans in Fore, Also*

The most pressing problems confronting the new RKO Pictures owners are product supply and long-range financing, in that order, according to a consensus of views of members of the Ralph Stolkin syndicate expressed at a press reception here on Friday.

**The company has no plans for any attempt to buy a block of completed pictures from another company to tide it over future months until the studio again is in full activity, it was stated. Instead, it will rely on available product, either new and unreleased, or reissues to tide it over what might be an 18-month period when it expects to have a steady flow of pictures coming from the studio again.**

It was estimated by members of

(Continued on page 7)

## NEWS FLASHES

Distributors have abandoned the proposal that newsreels be produced in color, it was learned here at the weekend.

The reasons given for dropping the idea were that it would prove too costly in light of what the newsreels earn and that the mechanical difficulties pose too big a hurdle.

•

CHICAGO, Oct. 5.--Three trust suits brought by the Nicker Park Amusement Co. against the major film companies, Balaban & Katz Theatres, Warner Brothers Theatres and Warner Brothers Circuit Management were settled out of court here through negotiations between opposing attorneys.

# Personal Mention

ARTHUR DE BRA, director of community relations of the Motion Picture Association of America, and MARJORIE DAWSON, assistant director, on Friday will address the Films Councils of Chicago and Detroit, respectively.

•

LT. COL. VINCENT G. HART, who for 10 years headed the Eastern office of the Production Code for the former Motion Picture Producers and Distributors of America, will be awarded the degree of Doctor of Laws for outstanding Americanism, at St. Bonaventure University, on Saturday.

•

EDWARD L. HYMAN, United Paramount Theatres vice-president, and assistants BERNARD LEVY and AL SICIGNANO, will be in Buffalo today, from here.

•

IRVING SOCHIN, Universal short subjects sales manager, left here last night for a trip through the Midwest and South.

•

DAVID LIPTON, Universal advertising-publicity vice-persident, is due to arrive here from the Coast on Wednesday.

•

JOHN P. BYRNE, M-G-M Eastern sales manager, will be in Buffalo today from New York.

•

SAM SHAIN, Council of Motion Picture Organizations field officer, will be in Buffalo today from New York.

•

DONALD A. HENDERSON, 20th Century-Fox secretary-treasurer, is vacationing this week.

## Paramount Chicago Sales Meet Opens

CHICAGO, Oct. 5.—A. W. Schwalberg, president of Paramount Film Distributing Corp., will preside at the special three-day division sales manager meeting that opens at the Bismarck Hotel here tomorrow. The meeting will be devoted to a discussion of the company's sales and merchandising plans for forthcoming product.

Division managers who will attend include J. J. Donohue, Central; A. M. Kane, South Central; Howard Minsky, Mideastern; Hugh Owen, Eastern-Southern; George A. Smith, Western, and Gordon Livingstone, Canadian general manager.

Home office officials who will be present include Adolph Zukor, chairman of the board; E. K. O'Shea, vice-president of Paramount Film Distributing Corp.; Jerry Pickman, vice-president and director of advertising, publicity and exploitation; Oscar A. Morgan, general sales manager of short subjects and Paramount News; Sid Blumenstock, advertising manager and assistant to Pickman; Robert J. Rubin, assistant to Barney Balaban; and Monroe R. Goodman, executive assistant to Schwalberg.

# FCC Sets Agenda For Theatre TV Hearing

WASHINGTON, Oct. 5.—The Federal Communications Commission over the week-end made formal announcement of the time and place for the Oct. 20 hearing on the engineering and accounting phases of the theatre television case.

This portion of the hearing is not expected to last over a week, with the major portion of the case to be presented beginning Jan. 12. The Commission noted that the Oct. 20 session would cover only direct testimony, cross-questioning put off to the January portion of the hearing. The Commission asked that a list of witnesses and a summary of their testimony be filed by Oct. 9.

Attorneys for the Motion Picture Association of America and the National Exhibitors Theatre Television Committee, who will present the industry's coordinated case to the Commission, have estimated that there will probably be less than a dozen witnesses at the Oct. 20 phase. These will include among the engineering witnesses Earl Sponable, Stuart Bailey, Andrew Inglis and a witness on tubes. In addition, there will be several occounting witnesses.

### 'Price Quotations'

The FCC included in its list of matters on which it expects to hear testimony "price quotations" from the American Telephone and Telegraph Company. It said the list had been "tentatively outlined" by MPAA and NETTC in their joint petition, filed last summer, requesting an early date for the technical phase of the case. At that time attorneys and engineers for NETTC and MPAA expected that A. T. and T. would be able to supply the data by Oct. 20.

Last week, however, A. T. and T. said it would be unable to supply the information before the end of the year. NETTC attorney Marcus Cohn said over the week-end that the theatre television attorneys would inform the Commission of the delay on the part of A. T. and T. and that they would present the A. T. and T. data during the January phase of the hearing.

Among the other points on which the Commission said it expects to hear testimony were: technical requirements and standards for theatre television; sample theatre television microwave distribution systems; matters relating to the accounting phase of the theatre television hearing.

The FCC said the hearing would be held before the Commission *en banc* and would open at 10 A.M. on Oct. 20 in the auditorium of the National Museum here.

## *Ambrose Guest of Tent*

CINCINNATI, Oct. 5.—James S. (Jimmy) Ambrose will be honor guest at a testimonial dinner to be given by the Cincinnati Variety Club, Tent No. 3, here at the Netherland Plaza, tomorrow, in recognition of his recent promotion from local Warner Brothers branch manager to district manager. He will continue to make his headquarters here.

## Myers Tells Allied TOA Meet 'Failed'

WASHINGTON, Oct. 5.—In a special bulletin setting forth plans for Allied's national convention next month in Chicago, Abram F. Myers, Allied board chairman and general counsel, has cautioned the organization's leaders in various parts of the country against the pitfalls which he said contributed to the "failure" of the Theatre Owners of America's recent national convention in Washington.

Myers said the TOA convention was a "fiasco" and that "the whole advertised program blew up" because of "TOA's weak and vacillating performance" at that time in handling "the larger issues—arbitration, the 16mm. case and the tax campaign."

Wrote Myers: "We do not gloat over the failure of TOA's 'national' convention, nor do we delight in its present difficulties. On the contrary, we sincerely smpathize with those independent exhibitors who joined TOA in good faith and relied on it for protection. Their disillusionment following the fiasco in Washington must be very great. Perhaps it is just as well so few of them were on hand to witness the dismal proceedings."

He added that Allied now has a "great opportunity and a grave responsibility" to see that it stages "a truly great convention."

The Allied convention plans, according to Myers, "contemplate a minimum of set speeches and ample time for open discussion. Instead of another of those boring first sessions with a lot of hot air from the dais, there will be only a short prayer, the Mayor's address of welcome and the keynote address. The session will then adjourn so that the exhibitors can attend the (trade practice film) clinics. In this way they can become acquainted, can 'loosen up' and gain the necessary confidence to plunge into the discussion at the next general session."

## *Dezel Now Operates Branch in Chicago*

CHICAGO, Oct. 5.—Albert Dezel tomorrow will start operating the Lippert exchange here. Contracts were executed between Dezel and Ed Baumgarten, representing Lippert Productions. Harris Dudelson remains as district manager for Lippert, supervising the Midwest territory, and will also have charge of the Chicago exchange. Sam Kaplan takes over as booker and office manager and Jack Rubin has been added to the sales staff.

## *Traub's Name on Seal*

BALTIMORE, Oct. 5.—The name of Sydney Traub, Maryland State Board of Motion Picture Censors chairman, has been ordered returned to the censor board seal after it had been omitted since last July.

## OMPI May Extend Its Air Promotions Over N.Y. Stations

Further tie-ups with other radio-TV stations by the Organization of Motion Picture Industries here in publicizing good motion pictures, similar to the current three-program deal with National Broadcasting, are a definite possibility in the near future, it was revealed by OMPI chairman Fred Schwartz after his organization reported to exhibitor members on Friday.

### No Deals Yet

Schwartz emphasized that no commitments had been made but that interest had been evinced by other air chains. He said the general reaction to the five-minute "plugs" on the Skitch Henderson, Herb Sheldon, and Conrad Nagel daily programs was extremely favorable. Within the next week or two the theatres involved will start showing a trailer with every program plugging the programs and display posters doing likewise.

An unfriendly press, quick to print film industry stories without checking the accuracy of facts, caused the formation of the organization. Its policy of only checking facts without attempting to sway opinion is said to account for the organization's continued existence. The membership is comprised of exhibitors and the MPAA. Close touch has been maintained with the Council of Motion Picture Organizations.

OMPI has provided the information on films for use in the NBC-NBT tie-up; special care has been taken to plug only pictures of merit.

Intentions of holding the long-planned Grand Central Palace exposition were proclaimed by Schwartz. The contemplated date is Dec. 1953 for when a commitment is held on the Palace. However, this will be discussed at the next seminar in January or February and it is hoped that plans may be finalized thereafter.

### Exposition Plans

Exposition plans originally called for the transporting from Hollywood of actors, technicians and equipment for public display. The idea was to inform the public of the various operations involved in producing and distributing motion pictures and produce more goodwill thereby.

OMPI is participating in the current campaign against the admission tax. Morton Sunshine of the ITOA and D. John Philips, of MMPTA have been in charge of OMPI publicity.

## *Harry H. Beal, 63*

HOLLYWOOD, Oct. 5.—Harry Hammond Beal, 63, veteran film publicity, died unexpectedly at home here Thursday afternoon. One time a leading independent publicist he had been active in other fields for the past number of years.

## *Snaper Press Confab*

Wilbur Snaper, president of national Allied, today will hold a trade press conference at his office here.

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# Pathe-Loew's-RKO Trial in $15,000,000 Suit in 3 Months

The $15,000,000 triple-damage anti-trust suit which Chesapeake Industries (formerly Pathe Industries) filed in U. S. District Court here against Loew's and RKO Theatres will come to trial in three months, according to William C. MacMillen, Jr., Chesapeake president.

The action, filed over a year ago, charged that the defendants conspired to exclude independently-produced pictures from the Metropolitan New York market. Pathe Industries was at the time the parent company of Eagle Lion Classics, distributor of independently-produced films, whose physical assets were acquired in the interim by United Artists.

MacMillen said that pre-trial hearings have been completed so far as Chesapeake is concerned. Whether depositions will be sought between now and the end of the year by the defendants remains to be seen.

## *Raibourn Sees Bright Future for Cinerama*

Paul Raibourn, Paramount Pictures vice-president, who on Sept. 12 told the Centennial of Engineering Symposium in Chicago concerning Cinerama that "public response in revenue as compared with costs incurred will determine the final acceptance of the idea," at the weekend declared in New York that he considers the triple-projection, three-dimensional "effect" system to be economically feasible for the motion picture industry.

Cinerama was introduced to the public last Tueseday evening at the Broadway Theatre here.

## *13 U-I Exploitation Men on 'Willie'*

Thirteen exploitation representatives have been assigned by Universal-International to help promote "Willie and Joe Back At the Front" in key dates when it opens Coast to Coast on Oct. 15. Included are Ben Katz, Robert Ungerfeld, A. Mike Vogel, Guy Biondi, John McGrail, Ben Hill, Julian Bowes, Duke Hickey, David Pollard, Maurice (Bucky) Harris, Ed Borgan, William Gandall and Joe Blaufox.

The film is slated to play more than 1,000 dates in the 30-day period starting Oct. 15.

## *Manny Wolfe Story Editor for Small*

HOLLYWOOD, Oct. 5.—Manny Wolfe has been named story editor for Edward Small Productions. He was formerly story editor and head of the writing staff at Paramount and subsequently at RKO Radio.

Wolfe will primarily scout material.

## *Boston Astor Books 'Hans' on Pre-release*

Samuel Goldwyn's Technicolor production "Hans Christian Andersen" has been booked into the Astor Theatre in Boston for a pre-release engagement starting Dec. 26, James A. Mulvey, president of Samuel Goldwyn productions, announced.

# *Reviews*

## *"The Stooge"*

*(Wallis-Paramount)* *Hollywood, Oct. 5*

THIS vehicle for the dynamic Dean Martin-Jerry Lewis duo happens to have been made before some of their pictures that hold house records throughout the country, but that's no reason why it shouldn't better even the standing Martin-Lewis marks. As a matter of fact, it has more of story and a deal more of heart than the boys' later productions, and these points could make a difference in the attitude of the middle-aged toward these young men's robust talents, if that attitude isn't already perfect. It is a favorable circumstance, too, that the picture is beneficiary of a more orthodox structure and development than some of their others, with the result that it builds more steadily and satisfyingly from a relatively moderate beginning to a powerful finish in which a tear divides importance with the laughs. The attraction is as nearly failure-proof as a picture can be.

Eight songs from various sources are handled in the course of a story (by Fred F. Finklehoffe and Sid Silvers, scripted by Finkelhoffe and Martin Rackin) of the days when vaudeville was in its prime and playing the Palace was the professional's loftiest ambition, unless it were starring for Ziegfeld in a Follies. The story has Martin marrying Polly Bergen at the opening and setting out to do a single in vaudeville, against the advice of his agent and former partner. He flops, and is persuaded to pick up a song-plugger (Lewis) to be used as a stooge in the audience. (With Martin using an accordion in his singing act, this gets to look very similar to the Phil Baker routine, but that does it no damage.) From this start the story follows plausible and logical lines, with Lewis faithfully sticking to Martin through adversity and fame, despite Martin's neglect, until each comes into his own finally in an all-around happy ending. Marion Marshall, Eddie Mayehoff, Richard Erdman and Frances Bavier lead the supporting cast.

The attraction appears certain to add another box-office smash to producer Hal B. Wallis' long list of successes, and it is a notoble directorial credit for Norman Taurog.

Running time, 100 minutes. General audience classification. Release date, not set.

WILLIAM R. WEAVER

## *"My Wife's Best Friend"*

*(20th Century-Fox)*

ANNE BAXTER and MacDonald Carey are the stars of this amusing comedy built around the novel situation in which a husband confesses to his wife a slight affair with her best friend several years before, because the plane carrying them to a wedding anniversary vacation seems destined to crash.

The engine trouble that caused the plane to turn back is remedied before the safe landing and wife Baxter, a domineering shrew, goes into a raging silence although Carey assures her that "nothing happened" outside of a few Martinis. Best friend Catherine McLeod is unaware of the damaging revelation and when Miss Baxter becomes sickeningly noble and forgives everyone ceaselessly, Miss McLeod suffers barbed taunts and Miss Baxter twice spills coffee on her hand.

Richard Sale directed with an eye toward broad comedy which should please some audiences. There are fantasy sequences in which Miss Baxter thinks herself Joan of Arc, a medieval slaving wife, and character switches accordingly. While this ensues Carey tries to put over a lumber deal with cash-needing sophisticate "millionaire" Leif Erickson. Miss Baxter as the plain wife almost ruins the deal but when she becomes her sophisticated, well-dressed self the deal is consummated.

When Carey and Miss McLeod get caught in a rainstorm and go to his house to change clothes separately, the wife catches them as Carey emerges from the shower wearing a bathrobe and Miss McLeod is putting on stockings. Miss Baxter assumes the worst, quarrels vulgarly with her best friend and takes up with Erickson. The final complication has Miss Baxter leaving for a weekend with Erickson but changing her mind, only to come back to an empty house. She traces Carey to a sanitarium, and he happily accepts her back.

Robert Bassler produced and Isobel Lennart wrote the screenplay, based on a story by John Briard Harding. The story sometimes becomes confusingly serious but is usually overcome by the fine performances of the stars and a supporting cast headed by Cecil Kellaway, Casey Adams and Miss McLeod, that includes Frances Bavier, Mary Sullivan, Martin Milner and Billie Bird.

Running time, 87 minutes. General audience classification. For October release.

## *Army Support for 'Rifle' Premiere*

SPRINGFIELD, Mass., Oct. 5.—The United States Army is lending its support to the world premiere of "Springfield Rifle," WarnerColor production starring Gary Cooper, Phyllis Thaxter and David Brian, at the Capitol Theatre here Tuesday evening. The picture will begin regular performances at the Capitol and Art theatres on the following day. A contingent of stars will participate in the ceremonies.

## *Texas Compo In 'Ivanhoe' Drive*

DALLAS, Oct. 5.—"Ivanhoe" merchandising in Texas is being handled jointly by M-G-M, the Council of Motion Picture Organizations and National Screen. Circuit heads and advertising directors have pledged complete support in the merchanising of the film.

Raymond Willie, Jr., M-G-M exploitation director for the Southwest, announced the details at a special luncheon.

## *Lists Kodak as 50-Yr. Dividend-Payer*

**Eastman Kodak is listed in the 50th anniversary number of *Financial World* as a member of the "Fifty-Plus Club" of stocks listed on the New York Stock Exchange or New York Curb Exchange that have paid dividends for 50 years or more. According to the list, which cites 81 common stocks, Eastman has been paying dividends since 1902.**

**The company is said to have increased its stockholders from 39,014 to 69,510 and its employes from 21,100 to 49,400 in the 20 years from 1931 to 1951.**

# Skouras Honored on 10th Anniversary

Honoring Spyros P. Skouras, on his 10th anniversary as president of 20th Century-Fox, and wishing him a bon voyage on the eve of his trip to the Far East and Australia, 20th Century-Fox executives feted the company head on Friday at a luncheon held at the home office.

The luncheon also served as an advance bow to Skouras whose name will be given to the week of Oct. 12-18 in the key period of the company's current "Branch Managers' Testimonial," annual sales drive salute to the exchange heads by distribution department personnel.

Skouras departed for the Far East Friday evening on a trip which will take him to the West Coast, then to Honolulu and Tokyo, before visits to the Far East and the Antipodes. He is expected to be away at least five weeks.

On his tour Skouras will survey company interests and confer with exhibitors and government officials on strengthening film industry ties with the United States.

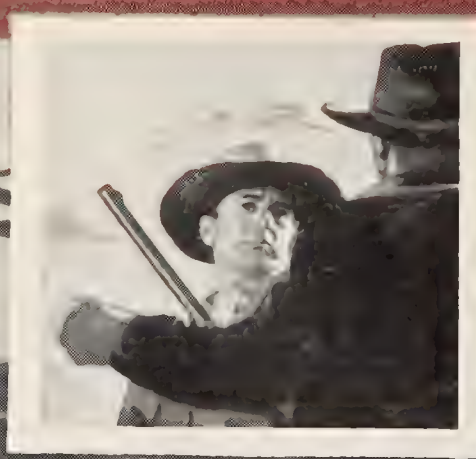
Attending the luncheon on Friday were W. C. Michel, Murray Silverstone, Al Litchtman, Charles Einfeld, Donald Henderson, W. C. Gehring, Joseph Pincus, Emanuel Silevrstone, Edwin W. Aaron, Arthur Silverstone, Spyros Skouras, Jr., Plato Skouras, Allan Freedman, Edmund Reek, Peter Levathes, Edward Cohen, Ulric Bell, Leslie Whelan, Roger Ferri, Otto Koegel, and Earl Sponable.

## *20th-Fox's Zanuck 'Plugs' 'Paleface'*

Paramount's "Son of Paleface," starring Bob Hope, Jane Russell, Roy Rogers and Trigger, gets an unprecedented "plug" from Darryl F. Zanuck, vice-president in charge of production for 20th Century-Fox, in the October issue of *Coronet* Magazine.

As guest reviewer for the publication, Zanuck writes: "A welcome sequel to the Bob Hope-Jane Russell satire on the Old West, 'Son of Paleface' adds Roy Rogers to the fun-making. With Bob as the offspring of a legendary Indian fighter, Jane as the head of a robber band, and all hands contributing a laugh a minute, Paramount has another winner."







Ready to shoot holes in every Gary Cooper record on your books!

# GARY COOPER

THE RIGHT MAN FOR THE RIGHT GUN!

# SPRINGFIELD RIFLE



When Kearny came back he came behind the Springfield, and only a fool would stand in front of him!

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SCREEN PLAY BY CHARLES MARQUIS WARREN & FRANK DAVIS MUSIC BY MAX STEINER PRODUCED BY LOUIS F. EDELMAN DIRECTED BY ANDRE DeTOTH

**WARNER BROS. SPRING IT FIRST IN SPRINGFIELD MASS. OCT. 7!**

Watch for the big coverage of the Spectacular World Premiere activities!

BEN KALMENSON DRIVE

# *In the THEATRE* Equipment World . . . *. . with RAY GALLO*

WASHINGTON, Oct. 5—It's the fall meeting of the Society of Motion Picture and Television Engineers that's on our mind as we put paper in typewriter for this column. This convention, opening at the Hotel Statler in Washington tomorrow for a five-day run, is the 72nd, a number that means the Society has figured in a lot of motion picture history.

•

**More than 300 wives of attending members will have tea at the White House Wednesday afternoon with the First Lady of the land. . . . Rose Golden, wife of N. D. Golden, government motion picture chief, and Mrs. Joseph E. Aiken are responsible for arranging the ladies' program. . . . The wives will also be feted at a reception to be given by the Greek Ambassador at the Embassy Friday afternoon.**

•

*Bill Kunzmann, who has handled all conventions since the Society began, is making his farewell appearance in that role this week. He is retiring from his position with National Carbon as well as his post as convention vice-president. (We'll all be missing you, Bill.)*

•

Another familiar face at Society conventions, H. F. Heidegger of International Projector is on hand to handle the motion picture projection, with capable aides and fine equipment. If you like the pictures he projects, thank Jack McCullough of the Eric Johnston office and Emerson Yorke.

•

**A lapel pin of the Society's insigne is now available to all accredited members. Those desiring to purchase one may do so by sending a check or money order for $4 to the Society's headquarters; or, better still, pick up one at the convention this week. It will be on display at the membership and subscription committee desk.**

•

*A. V. Loughren of Hazeltine corporation reports tomorrow evening on the accomplishments and recommendations of the NTSC in the field of theatre color television. . . . Eastman Korak's new 16mm. projector for optical and magnetic sound will be described on Thursday morning by John R. Rodgers. . . . Proper maintenance of equipment in the fast-developing 16mm. market will be an interesting report to hear from Bernard A. Cousino Thursday night. . . . And don't miss John J. Fraynes' discussion on Friday evening of the dual photomagnetic intermediate studio recording.*

# Reviews

## *"Tropical Heat Wave"*

*(Republic Pictures)*

ESTELITA portrays a fiery singer in a nightclub owned by her uncle, Martin Garralaga, in this better-than-average production. Robert Hutton, as the handsome college professor gathering data for a doctorate's thesis in criminal psychology, and Grant Withers, as a criminal big shot who muscles his way into a half interest in the club, provide veteran support.

Between dodging the passes of Withers and trying to wrest Hutton's attentions from his fiancee, Kristine Miller, Estelita sings three songs in pleasant style. They are "My Lonely Heart and I," "I Want To Be Kissed," and "What Should Happen to You." Her performance follows the successful broad comedy style of the late Lupe Velez. She bounces her way through a melodramatic plot deftly spiced with slapstick. R. G. Springsteen's direction keeps the pace going rapidly.

When Hutton's naive efforts to quiz criminals in jail fail, Estelita prevents his return to college with Miss Miller by spreading word around that a new big shot is moving in on the town hoodlums. She fronts as his "moll" and works a tape recorder while Hutton puts over the impersonation and gets much material. He is so successful he is jailed but released when he promises to turn over the recordings to imprison the crooks.

Withers is accidentally k.o.'d by Hutton in the first show-down but comes back with new hoods who mistakenly imprison Miss Miller and her dad. In the final showdown which evolves into a rooftop chase Withers and most of his gang follow the thread unravelling from Estelita's skirt and walk into the police station. Hutton and Estelita clinch for the happy ending.

Edwin Max, Lou Lubin, Lennie Bremen, Jack Kruschen and Earl Lee aid in comedy roles. The story was written by Arthur T. Horman. Sidney Picker was associate producer.

Running time, 74 minutes. General audience classification. Release date, Oct. 1.

## *"Strange Fascination"*

*(Columbia Pictures)*

HUGO HAAS has directed and produced this unimpressive drama in which he stars as a talented European pianist whose passion for an unintellectual night club dancer causes his undoing. The emphasis is on the tragedy of the romance of the middle-aged pianist for the physically amply endowed Cleo Moore, who is half his age, but Haas' screenplay does little to evolve characterization or make the story credible.

Haas' talent and personality attract wealthy widow Mona Barrie who brings him to the United States to further his career. He is progressively successful in the concert field until he meets and marries the blonde Miss Moore. His jealousy of his wife and fate combine to cause Haas various setbacks, including the loss of Miss Barrie's friendship and sponsorship. Eventually his wife leaves him and Haas' effort to mangle his hand for $100,000 insurance fails, leaving him a crippled, piano-playing bum on the Bowery.

An abundant amount of concert pieces are played throughout the film and the proceedings are also aided by the eye-arresting presence of Miss Moore and the acting of Miss Barrie. Also in the cast are Rick Vallin, Karen Sharpe, Marc Krah, Genevieve Aumont, Maura Murphy, and Patrick Holmes.

Running time, 80 minutes. Adult audience classification. September release.

**Have you seen Bill Kunzmann or Jack Servies about your banquet ticket yet? . . . Ben Schlanger will be made a Fellow at the banquet in recognition of his many contributions to theatre design. . . . We hope that at the fall convention many non-members attending this one will have become full-fledged members. Stop by the membership desk and ask Gerald Badgley how to go about it.**

•

*If you haven't seen Cinerama yet, ask Larry Davee of Century Projector Corp., or "Buzz" Reeves for further information on Fred Waller's invention. They are pretty proud of the Broadway reception. . . . And speaking of Cinerama, Earl Vallen supplied a special kind of curtain track for the Broadway theatre presentation.*

## *Coast Charity Continues*

HOLLYWOOD, Oct. 5. — A large group of Hollywood stars served as hosts and hostesses at the Holy Family Adoption Service Festival today, held Sunday at Gilmore Field, it was announced by Mrs. Bob Hope who was general chairman of the charity affair.

## Subscription TV Needed: McDonald

CHICAGO, Oct. 5.—Hopes for the expansion of theatre television throughout the country were coupled with enthusiasm for subscription home television in an address by Commander E. F. McDonald, Jr., president of Zenith Radio Corp., owner of the Phonevision "pay-as-you-see" TV system.

McDonald, speaking before a meeting of Zenith distributors at the week-end, said it would be "unfair and legally impossible to force sports or other producers to put their important spectacles on home TV at a financial disadvantage to themselves.

"Home television is a world's champion wrecker of box-office attendance," he added, explaining that home TV cannot reverse the trend until it can compete with theatres on a pay-per-viewer basis with subscription TV. He said with the advent of subcription TV, promoters and producers will find it advantageous to put top events on both home and theatre TV so that practically everybody will have an opportunity to view them.

# SMPTE

(*Continued from page* 1)

organization who will take office Jan. 1 will be introduced at the Wednesday night banquet.

At that time also, distinguished technical leaders will receive the SMPTE engineers' award, and fellowships will be awarded to 15 members of the Society.

**Recipients of the Society's annual award will be: "Progress Medal Award," John I. Crabtree, Eastman Kodak; "David Sarnoff Gold Medal Award" for outstanding achievement in television engineering, Axel G. Jensen, Bell Telephone Laboratories; "Samuel L. Warner Memorial Award" for outstanding achievement in motion picture engineering, Herbert T. Kalmus, Technicolor Motion Picture Corp.; "Journal Award" for the outstanding technical paper published in the SMPTE Journal during the preceding year, D. I. MacAdam, Eastman Kodak. Honorable mentions in the latter category go to F. C. Williams, Kodak, and to Otto H. Schade, RCA.**

Tomorrow afternoon and evening and Tuesday morning and afternoon sessions dealing with television equipment and technique will be held. At the luncheon Wednesday afternoon A. C. Keller of Bell Telephone, will speak on high-speed photography.

## Revenue Bureau Lists Tax Refunds

WASHINGTON, Oct. 5.—The Bureau of Internal Revenue has issued a list of companies in the industry which during the 1951-52 fiscal year got action on claims for relief from taxes levied under the World War II excess profits tax. The claims were all based on a contention that the government had not allowed the taxpayers sufficiently high excess profits credit.

**List Firms**

Firms receiving tax refunds of more than $5,000 follow: Paramount Hollywood Theatre Corp., 21,943; Shea Theatre Corp., $28,823; Parkchester Amusement Corp., $61,610; St. Louis Orpheum Corp., $28,936; Northwest Automatic Candy Corp., $14,651; Michigan Newsreel Co., $9,823; Buffalo 20th Century, Inc., $16,292; Allston Theatres, Inc., $10,861; United Theatre Enterprises, $6,256, and Palmetto Theatre Co., $7,518.

## *Says TV Production In August High*

WASHINGTON, Oct. 5. — Production of television receivers in August of this year was 171 per cent higher than production in August of 1951, the Radio-Television Manufacturers Association said over the week-end.

RTMA said that 397,769 television sets were manufactured in August of this year as against 146,705 units in August of the previous year.

The total number of television sets produced through August of this year was set at 2,914,926 by the RTMA.

# RKO Pictures

(*Continued from page* 1)

the group that within three months time the executive set-up at the studio will have been determined and full-scale production planning can be launched.

It was conceded by members of the syndicate that renegotiation of the RKO Pictures open loan with Bankers Trust Co. and the Mellon Bank of Pittsburgh will be necessary. However, it was stated, the company's current cash position is not strained and the new owners expressed the opinion that the company is qualified to obtain much larger bank credits than are available to it now.

It was made clear by several of the group that RKO Pictures' foreign income will be subjected to close scrutiny with the idea of establishing possibilities of increased revenue from the foreign markets.

Present at the press meeting, held at Toots Shor's restaurant, were: Stolkin, new RKO Pictures president; Arnold Grant, board chairman and general counsel; Sherrill Corwin, vice-president and head of studio operations; Edward Burke and A. L. Koolish, board members and members of the purchasing syndicate; Gordon Youngman, attorney and director; William Gorman of Evansville, Ind., who is the representative on the board of Ray Ryan, Texas oil operator and member of the syndicate, and William H. Clark, RKO Pictures treasurer and the only member of the old board to be reelected.

**Stolkin said he would spend approximately half his time in New York at the home office and the other half in Hollywood. He has no immediate plans to establish residence here. Grant and Burke are scheduled to make New York their headquarters, devoting virtually all of their time to the company here. The three will be the most active of the new group in administrative operations of the company here.**

Members of the syndicate declined comment on further executive changes in RKO Radio, explaining that the operations of individual executives, both in distribution and production, will be studied carefully before decisions are made either on their retention or replacement. The home office and distribution organization in the field, both domestic and foreign, will be surveyed first and every effort will be made to complete the work in as short a time as possible, perhaps one month, it was stated. Thereafter, a similar survey will be made of studio operations.

Burke will devote particular attention to the foreign operations, it was indicated.

**Members of the syndicate declined to be drawn out on the possibilities of the sale of RKO Radio's backlog films for television use. They rested on the statement issued Thursday which said that no pre-determination of the question has been made and that after thorough study they will do what is best for the company and stockholders in the best judgment of minds "unbound by any dedication to the past."**

Grant explained restriction of the company's announcement of a new board of directors last Thursday to RKO Radio Pictures, the operating subsidiary, rather than to RKO Pictures Corp., the parent company, as a consequence of a decision of the new owners to regard the subsidiary as the important functioning company and the parent as a technical holding company which owes its existence only to Securities and Exchange Commission requirements.

Members of the syndicate showed reluctance to discuss the commitment by Howard Hughes to loan the corporation $8,000,000 if called upon to do so. They left the impression that it was bound up with supplementary conditions and would not be resorted to under normal circumstances.

All of the partners appeared agreed that young blood is desired in the company, with or without experience in motion pictures.

"The personal traits that make for successful administration in one industry," one said, "are equally useful in the motion picture industry. The same basic, general problems are present in all industry."

Most members of the group, other than Stolkin, Grant and Burke, plan to leave here early this week for their respective headquarters in the West and on the Coast.

# FCC Bureau Calls

(*Continued from page* 1)

catch-all UPT-ABC merger hearings.

At the same time, Allen B. DuMont Laboratories Inc., in its proposed findings, asked the commission not to approve the merger because the merged companies would be in violation of the Clayton Anti-Trust Act and would be "an overwhelming danger to the public interest."

In addition to declaring that the Paramount companies have been and were still operating their stations illegally, the broadcast bureau maintained that neither UPT nor Paramount "possessed the necessary character and conduct to be a licensee."

The bureau's 345 page-findings applied to KTLA, Paramount Television Productions' Los Angeles station; WBKB, Balaban and Katz' Chicago TV station; three DuMont Television network stations—WDTE, Pittsburgh, WTTG, Washington, WABD, New York, and WSMB, Paramount Gulf Theatres, New Orleans, AM and FM stations.

### Next Step

The next step will be the examiners' initial decision, which will probably come down in about a month. Following that the commision will put out its final decision. Since the commission has indicated that it would like a speedy determination on the merger case the period for filing objections to the proposed findings will probably be quite short.

The bureau based its charge that Paramount and UPT were operating their stations illegally on the grounds that although the companies characterized as "involuntary" the transfer of control of the stations from the parent company to Paramount Pictures Corp. and UPT, the bureau found the transfer in fact "voluntary." As such, it pointed out, the rules set down by the commission for a voluntary transfer have not been observed by the transferor or the transferee.

"The applicant in this proceeding has committed clear and absolute violation of the commission's rules and regulations," the bureau said, "in connection with the unauthorized transfer of control involved in these proceedings for which there appeared to be no condonation."

To grant the merger, the bureau said, would "sow the seeds in the same fertile grounds from which sprung monopoly in the Paramount case—namely, concentration of the production, distribution and exhibition phases of network theatre television programs in the hands of a few large companies.

### DuMont Says

Much of the DuMont proposed findings attacked the commision's August 1 order, declaring that the order "prevents a fair determination of the record and perverts the entire record." With the order, DuMont said, "the commission chose to aid a competitor of DuMont" by ignoring 35 years of "activities constituting anti-trust violations" on the part of "individuals constituting the top management of the merged company." In addition, DuMont said, by making a finding of financial difficulty on the part of ABC in the August 1 order, the commission prejudiced the record.

If the commission carries out the order, DuMont declared, the result will be "an arbitrary distortion of essential evidence designed under the stated issues solely to qualify the merged company as a licensee and would be in disregard for the public interest."

### Hits Order

Characterizing the order as "a retraction of the courageous anti-trust policy which the commission promulgated one year ago," DuMont declared that the order was "a scheme designed to white-wash the qualifications of the merged company and foreclose the thorough investigation to which the merged company would ordinarily be subjected after January 1953.

DuMont attacked UPT as well, declaring that "the record makes it extremely doubtful that the management of the home office of United Paramount Theatres has any desire to cleanse itself of its dangerous proclivities," and adding that UPT's New York management "failed to sustain its burden of proving that it has purged itself of unlawful proclivities."

# Disney-Goldwyn

(*Continued from page* 1)

Stolkin nor Goldwyn, who left for the Coast at the weekend, would comment on the meeting.

Under his contract, Goldwyn's "Hans Christian Andersen" is believed to be committed to RKO, but he has an option to cancel before the next picture is due. Presumably, Goldwyn will await the results of any changes the Stolkin group will make in its distribution organization before taking any action.

### Praises Depinet

Disney praised Depinet, not only for his successful handling of personnel, but his long leadership in the industry. The Disney contract with RKO Radio Pictures expires in May of next year. Disney, who is due to remain in New York for the next two weeks, may confer with Stolkin before leaving for the Coast.

# *Coming Events*

**Oct. 6-7** — Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois annual meeting, Chase Hotel, St. Louis.

**Oct. 6-10**—Society of Motion Picture and Television Engineers 72nd semi-annual convention, Hotel Statler, Washington.

**Oct. 19-21**—Motion Picture Exhibitors of Florida annual convention, Jacksonville.

**Oct. 20-22** — Allied Theatres of Michigan annual convention, Tuller Hotel, Detroit.

**Oct. 27-29** — Motion Picture Theatre Owners of Tennessee, Arkansas and Mississippi annual convention, Hotel Gayoso, Memphis.

**Oct. 27-29**—Motion Picture Industry Council of Canada and national committee of the Motion Picture Exhibitors' Association of Canada joint annual conventions, Chateau Laurier, Ottawa.

# *Tradewise...*

(*Continued from page* 1)

of success. There are young failures, too.

Of late, the industry has been observing the brilliant handling of at least two important companies by sons of its younger generation—United Artists, headed by Arthur Krim, and United Paramount Thetres, under Leonard Goldenson. Both have weathered some very trying times with a full measure of distinction. While young, the executive personnel of both companies was well trained and thoroughly experienced in the complexities of this sometimes baffling industry when it took over.

The Stolkin group would be well-advised to look for know-how as well as youth. One is as important as the other. And they are not always found together.

## *Reade Will Continue Foreign Film Plan*

"Curtain at 8:40," the program devised last year by the Walter Reade Theatres to bring key foreign films to smaller communities which normally could not support such pictures, will be a part of the circuit's program this fall.

Walter Reade Jr. announced that a fall series of four evenings of such films will be started this month at the four theatres which tested the program last year—the Carlton in Red Bank, N. J., Paramount in Plainfield, N. J., Kingston, Kingston, N. Y., and the Community in Saratoga Springs, N. Y.

## *Contest Promotion Kit*

A promotional setup designed to power campaigns in the $7,500 exhibitor showmanship contest for "Something for the Birds" will be made available shortly by 20th Century-Fox in an advertising, publicity and exploitation kit.

# AN EVENT OF UNUSUAL IMPORTANCE FOR THE SHOWMEN OF AMERICA

## "Salute to Italian Film Week"

## October 6th THROUGH 12th

*Little* CARNEGIE
THEATRE · NEW YORK, N.Y.

PRESENTING SEVEN IMPORTANT NEW ITALIAN MOTION PICTURES WHICH WILL SOON BE AVAILABLE FOR AMERICAN EXHIBITION!

**ORGANIZED WITH THE COOPERATION OF THE**
**HON. ALBERTO TARCHIANI,** Italian Ambassador to the United States

**PRESENTED UNDER THE SPONSORSHIP OF:**
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FIRST IN FILM NEWS

# MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 68 NEW YORK, U. S. A., MONDAY, OCTOBER 6, 1952 TEN CENTS

## *Tradewise...*

By SHERWIN KANE

THE ACCENT on youth program which the Ralph Stolkin syndicate last week said would guide it in making executive changes in RKO Pictures will be an experience which, if carried to a conclusion, will be watched with the utmost interest by every company in the industry.

In recent years, when problem was added to problem in a seemingly endless succession and it often appeared to responsible observers that the industry lacked the determined leadership and agressiveness that is commonly associated with the young, who perhaps have it because they are untamed by experience, there was a widespread belief that the industry was sorely in need of new blood.

It was voiced not only by the "outs" but also by many who were "in." The criticism that too many in high places in the industry had served their best days and there were too few capable of succeeding them or in training to replace them was to be heard at representative industry meetings of many kinds. Generally, it appeared to be agreed that, at least, the industry had not encouraged promising, new executive blood and had given little thought to providing its leadership of tomorrow.

New blood in any industry is a good thing but free-running sap in the veins is not the only requisite

(*Continued on page 7*)

## FCC Bureau Calls UPT, Para. Station Ownership 'Illegal'

WASHINGTON, Oct. 5.—The Broadcast Bureau of the Federal Communications Commission told the FCC at the weekend that Paramount Pictures and United Paramount Theatres have been operating their radio and television stations illegally and said that if their licenses were not surrendered the FCC may have to seek injunctive relief.

The broadcast bureau also asked the FCC not to approve the UPT-American Broadcasting Co. merger on the grounds that a grant of the merger might lead to monopolistic patterns within the TV industry.

The broadcast bureau made these allegations in the proposed findings relating to the issues involved in the

(*Continued on page 7*)

## *RKO Radio Board Members*



**NEW RKO RADIO board members: (Left to right) A. L. Koolish, Ralph E. Stolkin, new president of RKO Radio; Arnold Grant, chairman of the board and Sherrill Corwin, vice-president who will supervise studio operations. Gregson Bautzer (right) is a member of the law firm of Bautzer, Grant, Youngman and Silbert, which has been appointed counsel for the company in California. Members of the board not appearing in the photo are Edward Burke, Gordon Youngman, William Gorman and William Clark.**

## *800 At SMPTE Meeting Opening in Capital Today*

WASHINGTON, Oct. 5.—The Society of Motion Picture and Television Engineers' 72nd semi-annual convention will open here tomorrow with a luncheon in the Congressional Room of the Statler Hotel at which guest speakers will be Major General George I. Back, Chief Signal Officer of the United States Army; Brigadier General Brooke E. Allen, Commanding General of the Air Photographic and Charting Service, U. S. Air Force, and Captain A. D. Fraser, Chief of Naval Photography.

Approximately 800 members from all parts of the U. S. and several foreign countries—a record registration—are expected. During the week-long convention 93 papers and reports on equipment and technical advancement in motion pictures and television will be presented by leading scientists, engineers and industry leaders from England, France, Germany, Canada, and the U. S.

The new SMPTE president will be announced at the luncheon. Newly elected officers and governors of the

(*Continued on page 6*)

## Disney, Goldwyn Await RKO Changes

Roy Disney, president of Walt Disney Productions, at the weekend expressed "shock" at the resignation of Ned E. Depinet as president of RKO Radio Pictures Corp., but added that it would be "premature" now to comment on the future relationship of his company with RKO.

Meanwhile, Ralph Stolkin, the new RKO Radio Pictures president, visited and conferred with Samuel Goldwyn, another leading independent producer releasing through RKO. Neither

(*Continued on page 7*)

## Product Seen First Problem By RKO Group

### *Financing, Executive Plans in Fore, Also*

The most pressing problems confronting the new RKO Pictures owners are product supply and long-range financing, in that order, according to a consensus of views of members of the Ralph Stolkin syndicate expressed at a press reception here on Friday.

**The company has no plans for any attempt to buy a block of completed pictures from another company to tide it over future months until the studio again is in full activity, it was stated. Instead, it will rely on available product, either new and unreleased, or reissues to tide it over what might be an 18-month period when it expects to have a steady flow of pictures coming from the studio again.**

It was estimated by members of

(*Continued on page 7*)

## Newsreels in Color Plan Abandoned

The proposal that newsreels be produced in color has been abandoned by the distributors, it was learned here at the weekend. Two reasons were given for dropping the idea: (1) color would prove to be too costly in light of what the newsreels earn, (2) mechanical difficulties pose too big a hurdle.

The mechanical difficulties which were foreseen for production of newsreels in color relate to the additional time and effort which would be required to turn out such reels.

## *Settle 3 Chicago Anti-Trust Suits*

CHICAGO, Oct. 5.—Three theatre anti-trust suits against the major film companies, Balaban & Katz Theatres, Warner Brothers Theatres, and Warner Brothers Circuit Management were settled out of court here through negotiations between attorneys for the plaintiffs and defendants.

The three suits were brought by the Wicker Park Amusement Co. (operating the Royal Theatre) asking $750,000 damages, after trebling.

# Personal Mention

ARTHUR DE BRA, director of community relations of the Motion Picture Association of America, and MARJORIE DAWSON, assistant director, on Friday will address the Films Councils of Chicago and Detroit, respectively.

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LT. COL. VINCENT G. HART, who for 10 years headed the Eastern office of the Production Code for the former Motion Picture Producers and Distributors of America, will be awarded the degree of Doctor of Laws for outstanding Americanism, at St. Bonaventure University, on Saturday.

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EDWARD L. HYMAN, United Paramount Theatres vice-president, and assistants BERNARD LEVY and AL SICIGNANO, will be in Buffalo today, from here.

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IRVING SOCHIN, Universal short subjects sales manager, left here last night for a trip through the Midwest and South.

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DAVID LIPTON, Universal advertising-publicity vice-persident, is due to arrive here from the Coast on Wednesday.

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JOHN P. BYRNE, M-G-M Eastern sales manager, will be in Buffalo today from New York.

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SAM SHAIN, Council of Motion Picture Organizations field officer, will be in Buffalo today from New York.

•

DONALD A. HENDERSON, 20th Century-Fox secretary-treasurer, is vacationing this week.

## Paramount Chicago Sales Meet Opens

CHICAGO, Oct. 5.—A. W. Schwalberg, president of Paramount Film Distributing Corp., will preside at the special three-day division sales manager meeting that opens at the Bismarck Hotel here tomorrow. The meeting will be devoted to a discussion of the company's sales and merchandising plans for forthcoming product.

Division managers who will attend include J. J. Donohue, Central; A. M. Kane, South Central; Howard Minsky, Mideastern; Hugh Owen, Eastern-Southern; George A. Smith, Western, and Gordon Livingstone, Canadian general manager.

Home office officials who will be present include Adolph Zukor, chairman of the board; E. K. O'Shea, vice-president of Paramount Film Distributing Corp.; Jerry Pickman, vice-president and director of advertising, publicity and exploitation; Oscar A. Morgan, general sales manager of short subjects and Paramount News; Sid Blumenstock, advertising manager and assistant to Pickman; Robert J. Rubin, assistant to Barney Balaban; and Monroe R. Goodman, executive assistant to Schwalberg.

# FCC Sets Agenda For Theatre TV Hearing

WASHINGTON, Oct. 5.—The Federal Communications Commission over the week-end made formal announcement of the time and place for the Oct. 20 hearing on the engineering and accounting phases of the theatre television case.

This portion of the hearing is not expected to last over a week, with the major portion of the case to be presented beginning Jan. 12. The Commission noted that the Oct. 20 session would cover only direct testimony, cross-questioning put off to the January portion of the hearing. The Commission asked that a list of witnesses and a summary of their testimony be filed by Oct. 9.

Attorneys for the Motion Picture Association of America and the National Exhibitors Theatre Television Committee, who will present the industry's coordinated case to the Commission, have estimated that there will probably be less than a dozen witnesses at the Oct. 20 phase. These will include among the engineering witnesses Earl Sponable, Stuart Bailey, Andrew Inglis and a witness on tubes. In addition, there will be several accounting witnesses.

### 'Price Quotations'

The FCC included in its list of matters on which it expects to hear testimony "price quotations" from the American Telephone and Telegraph Company. It said the list had been "tentatively outlined" by MPAA and NETTC in their joint petition, filed last summer, requesting an early date for the technical phase of the case. At that time attorneys and engineers for NETTC and MPAA expected that A. T. and T. would be able to supply the data by Oct. 20.

Last week, however, A. T. and T. said it would be unable to supply the information before the end of the year. NETTC attorney Marcus Cohn said over the week-end that the theatre television attorneys would inform the Commission of the delay on the part of A. T. and T. and that they would present the A. T. and T. data during the January phase of the hearing.

Among the other points on which the Commission said it expects to hear testimony were: technical requirements and standards for theatre television; sample theatre television microwave distribution systems; matters relating to the accounting phase of the theatre television hearing.

The FCC said the hearing would be held before the Commission *en banc* and would open at 10 A.M. on Oct. 20 in the auditorium of the National Museum here.

## Ambrose Guest of Tent

CINCINNATI, Oct. 5.—James S. (Jimmy) Ambrose will be honor guest at a testimonial dinner to be given by the Cincinnati Variety Club, Tent No. 3, here at the Netherland Plaza, tomorrow, in recognition of his recent promotion from local Warner Brothers branch manager to district manager. He will continue to make his headquarters here.

## Myers Tells Allied TOA Meet 'Failed'

WASHINGTON, Oct. 5.—In a special bulletin setting forth plans for Allied's national convention next month in Chicago, Abram F. Myers, Allied board chairman and general counsel, has cautioned the organization's leaders in various parts of the country against the pitfalls which he said contributed to the "failure" of the Theatre Owners of America's recent national convention in Washington.

Myers said the TOA convention was a "fiasco" and that "the whole advertised program blew up" because of "TOA's weak and vacillating performance" at that time in handling "the larger issues—arbitration, the 16mm. case and the tax campaign."

Wrote Myers: "We do not gloat over the failure of TOA's 'national' convention, nor do we delight in its present difficulties. On the contrary, we sincerely smpathize with those independent exhibitors who joined TOA in good faith and relied on it for protection. Their disillusionment following the fiasco in Washington must be very great. Perhaps it is just as well so few of them were on hand to witness the dismal proceedings."

He added that Allied now has a "great opportunity and a grave responsibility" to see that it stages "a truly great convention."

The Allied convention plans, according to Myers, "contemplate a minimum of set speeches and ample time for open discussion. Instead of another of those boring first sessions with a lot of hot air from the dais, there will be only a short prayer, the Mayor's address of welcome and the keynote address. The session will then adjourn so that the exhibitors can attend the (trade practice film) clinics. In this way they can become acquainted, can 'loosen up' and gain the necessary confidence to plunge into the discussion at the next general session."

## Dezel Now Operates Branch in Chicago

CHICAGO, Oct. 5.—Albert Dezel tomorrow will start operating the Lippert exchange here. Contracts were executed between Dezel and Ed Baumgarten, representing Lippert Productions. Harris Dudelson remains as district manager for Lippert, supervising the Midwest territory, and will also have charge of the Chicago exchange. Sam Kaplan takes over as booker and office manager and Jack Rubin has been added to the sales staff.

## Traub's Name on Seal

BALTIMORE, Oct. 5.—The name of Sydney Traub, Maryland State Board of Motion Picture Censors chairman, has been ordered returned to the censor board seal after it had been omitted since last July.

## OMPI May Extend Its Air Promotions Over N.Y. Stations

Further tie-ups with other radio-TV stations by the Organization of Motion Picture Industries here in publicizing good motion pictures, similar to the current three-program deal with National Broadcasting, are a definite possibility in the near future, it was revealed by OMPI chairman Fred Schwartz after his organization reported to exhibitor members on Friday.

### No Deals Yet

Schwartz emphasized that no commitments had been made but that interest had been evinced by other air chains. He said the general reaction to the five-minute "plugs" on the Skitch Henderson, Herb Sheldon, and Conrad Nagel daily programs was extremely favorable. Within the next week or two the theatres involved will start showing a trailer with every program plugging the programs and display posters doing likewise.

An unfriendly press, quick to print film industry stories without checking the accuracy of facts, caused the formation of the organization. Its policy of only checking facts without attempting to sway opinion is said to account for the organization's continued existence. The membership is comprised of exhibitors and the MPAA. Close touch has been maintained with the Council of Motion Picture Organizations.

OMPI has provided the information on films for use in the NBC-NBT tie-up; special care has been taken to plug only pictures of merit.

Intentions of holding the long-planned Grand Central Palace exposition were proclaimed by Schwartz. The contemplated date is Dec. 1953 for when a commitment is held on the Palace. However, this will be discussed at the next seminar in January or February and it is hoped that plans may be finalized thereafter.

### Exposition Plans

Exposition plans originally called for the transporting from Hollywood of actors, technicians and equipment for public display. The idea was to inform the public of the various operations involved in producing and distributing motion pictures and produce more goodwill thereby.

OMPI is participating in the current campaign against the admission tax. Morton Sunshine of the ITOA and D. John Philips, of MMPTA have been in charge of OMPI publicity.

## Harry H. Beal, 63

HOLLYWOOD, Oct. 5.—Harry Hammond Beal, 63, veteran film publicity, died unexpectedly at home here Thursday afternoon. One time a leading independent publicist he had been active in other fields for the past number of years.

## Snaper Press Confab

Wilbur Snaper, president of national Allied, today will hold a trade press conference at his office here.

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# Pathe-Loew's-RKO Trial in $15,000,000 Suit in 3 Months

The $15,000,000 triple-damage anti-trust suit which Chesapeake Industries (formerly Pathe Industries) filed in U. S. District Court here against Loew's and RKO Theatres will come to trial in three months, according to William C. MacMillen, Jr., Chesapeake president.

The action, filed over a year ago, charged that the defendants conspired to exclude independently-produced pictures from the Metropolitan New York market. Pathe Industries was at the time the parent company of Eagle Lion Classics, distributor of independently-produced films, whose physical assets were acquired in the interim by United Artists.

MacMillen said that pre-trial hearings have been completed so far as Chesapeake is concerned. Whether depositions will be sought between now and the end of the year by the defendants remains to be seen.

## *Raibourn Sees Bright Future for Cinerama*

Paul Raibourn, Paramount Pictures vice-president, who on Sept. 12 told the Centennial of Engineering Symposium in Chicago concerning Cinerama that "public response in revenue as compared with costs incurred will determine the final acceptance of the idea," at the weekend declared in New York that he considers the triple-projection, three-dimensional "effect" system to be economically feasible for the motion picture industry.

Cinerama was introduced to the public last Tueseday evening at the Broadway Theatre here.

## *13 U-I Exploitation Men on 'Willie'*

Thirteen exploitation representatives have been assigned by Universal-International to help promote "Willie and Joe Back At the Front" in key dates when it opens Coast to Coast on Oct. 15. Included are Ben Katz, Robert Ungerfeld, A. Mike Vogel, Guy Biondi, John McGrail, Ben Hill, Julian Bowes, Duke Hickey, David Pollard, Maurice (Bucky) Harris, Ed Borgan, William Gandall and Joe Blaufox.

The film is slated to play more than 1,000 dates in the 30-day period starting Oct. 15.

## *Manny Wolfe Story Editor for Small*

HOLLYWOOD, Oct. 5.—Manny Wolfe has been named story editor for Edward Small Productions. He was formerly story editor and head of the writing staff at Paramount and subsequently at RKO Radio.

Wolfe will primarily scout material.

## *Boston Astor Books 'Hans' on Pre-release*

Samuel Goldwyn's Technicolor production "Hans Christian Andersen" has been booked into the Astor Theatre in Boston for a pre-release engagement starting Dec. 26, James A. Mulvey, president of Samuel Goldwyn productions, announced.

# *Reviews*

## *"The Stooge"*

*(Wallis-Paramount)* *Hollywood, Oct. 5*

THIS vehicle for the dynamic Dean Martin-Jerry Lewis duo happens to have been made before some of their pictures that hold house records throughout the country, but that's no reason why it shouldn't better even the standing Martin-Lewis marks. As a matter of fact, it has more of story and a deal more of heart than the boys' later productions, and these points could make a difference in the attitude of the middle-aged toward these young men's robust talents, if that attitude isn't already perfect. It is a favorable circumstance, too, that the picture is beneficiary of a more orthodox structure and development than some of their others, with the result that it builds more steadily and satisfyingly from a relatively moderate beginning to a powerful finish in which a tear divides importance with the laughs. The attraction is as nearly failure-proof as a picture can be.

Eight songs from various sources are handled in the course of a story (by Fred F. Finklehoffe and Sid Silvers, scripted by Finkelhoffe and Martin Rackin) of the days when vaudeville was in its prime and playing the Palace was the professional's loftiest ambition, unless it were starring for Ziegfeld in a Follies. The story has Martin marrying Polly Bergen at the opening and setting out to do a single in vaudeville, against the advice of his agent and former partner. He flops, and is persuaded to pick up a song-plugger (Lewis) to be used as a stooge in the audience. (With Martin using an accordion in his singing act, this gets to look very similar to the Phil Baker routine, but that does it no damage.) From this start the story follows plausible and logical lines, with Lewis faithfully sticking to Martin through adversity and fame, despite Martin's neglect, until each comes into his own finally in an all-around happy ending. Marion Marshall, Eddie Mayehoff, Richard Erdman and Frances Bavier lead the supporting cast.

The attraction appears certain to add another box-office smash to producer Hal B. Wallis' long list of successes, and it is a notoble directorial credit for Norman Taurog.

Running time, 100 minutes. General audience classification. Release date, not set.

WILLIAM R. WEAVER

## *"My Wife's Best Friend"*

*(20th Century-Fox)*

ANNE BAXTER and MacDonald Carey are the stars of this amusing comedy built around the novel situation in which a husband confesses to his wife a slight affair with her best friend several years before, because the plane carrying them to a wedding anniversary vacation seems destined to crash.

The engine trouble that caused the plane to turn back is remedied before the safe landing and wife Baxter, a domineering shrew, goes into a raging silence although Carey assures her that "nothing happened" outside of a few Martinis. Best friend Catherine McLeod is unaware of the damaging revelation and when Miss Baxter becomes sickeningly noble and forgives everyone ceaselessly, Miss McLeod suffers barbed taunts and Miss Baxter twice spills coffee on her hand.

Richard Sale directed with an eye toward broad comedy which should please some audiences. There are fantasy sequences in which Miss Baxter thinks herself Joan of Arc, a medieval slaving wife, and character switches accordingly. While this ensues Carey tries to put over a lumber deal with cash-needing sophisticate "millionaire" Leif Erickson. Miss Baxter as the plain wife almost ruins the deal but when she becomes her sophisticated, well-dressed self the deal is consummated.

When Carey and Miss McLeod get caught in a rainstorm and go to his house to change clothes separately, the wife catches them as Carey emerges from the shower wearing a bathrobe and Miss McLeod is putting on stockings. Miss Baxter assumes the worst, quarrels vulgarly with her best friend and takes up with Erickson. The final complication has Miss Baxter leaving for a weekend with Erickson but changing her mind, only to come back to an empty house. She traces Carey to a sanitarium, and he happily accepts her back.

Robert Bassler produced and Isobel Lennart wrote the screenplay, based on a story by John Briard Harding. The story sometimes becomes confusingly serious but is usually overcome by the fine performances of the stars and a supporting cast headed by Cecil Kellaway, Casey Adams and Miss McLeod, that includes Frances Bavier, Mary Sullivan, Martin Milner and Billie Bird.

Running time, 87 minutes. General audience classification. For October release.

## *Army Support for 'Rifle' Premiere*

SPRINGFIELD, Mass., Oct. 5.—The United States Army is lending its support to the world premiere of "Springfield Rifle," WarnerColor production starring Gary Cooper, Phyllis Thaxter and David Brian, at the Capitol Theatre here Tuesday evening. The picture will begin regular performances at the Capitol and Art theatres on the following day. A contingent of stars will participate in the ceremonies.

## *Texas Compo In 'Ivanhoe' Drive*

DALLAS, Oct. 5.—"Ivanhoe" merchandising in Texas is being handled jointly by M-G-M, the Council of Motion Picture Organizations and National Screen. Circuit heads and advertising directors have pledged complete support in the merchanising of the film.

Raymond Willie, Jr., M-G-M exploitation director for the Southwest, announced the details at a special luncheon.

## *Lists Kodak as 50-Yr. Dividend-Payer*

**Eastman Kodak is listed in the 50th anniversary number of *Financial World* as a member of the "Fifty-Plus Club" of stocks listed on the New York Stock Exchange or New York Curb Exchange that have paid dividends for 50 years or more. According to the list, which cites 81 common stocks, Eastman has been paying dividends since 1902.**

**The company is said to have increased its stockholders from 39,014 to 69,510 and its employes from 21,100 to 49,400 in the 20 years from 1931 to 1951.**

# Skouras Honored on 10th Anniversary

Honoring Spyros P. Skouras, on his 10th anniversary as president of 20th Century-Fox, and wishing him a bon voyage on the eve of his trip to the Far East and Australia, 20th Century-Fox executives feted the company head on Friday at a luncheon held at the home office.

The luncheon also served as an advance bow to Skouras whose name will be given to the week of Oct. 12-18 in the key period of the company's current "Branch Managers' Testimonial," annual sales drive salute to the exchange heads by distribution department personnel.

Skouras departed for the Far East Friday evening on a trip which will take him to the West Coast, then to Honolulu and Tokyo, before visits to the Far East and the Antipodes. He is expected to be away at least five weeks.

On his tour Skouras will survey company interests and confer with exhibitors and government officials on strengthening film industry ties with the United States.

Attending the luncheon on Friday were W. C. Michel, Murray Silverstone, Al Litchtman, Charles Einfeld, Donald Henderson, W. C. Gehring, Joseph Pincus, Emanuel Silevrstone, Edwin W. Aaron, Arthur Silverstone, Spyros Skouras, Jr., Plato Skouras, Allan Freedman, Edmund Reek, Peter Levathes, Edward Cohen, Ulric Bell, Leslie Whelan, Roger Ferri, Otto Koegel, and Earl Sponable.

## *20th-Fox's Zanuck 'Plugs' 'Paleface'*

Paramount's "Son of Paleface," starring Bob Hope, Jane Russell, Roy Rogers and Trigger, gets an unprecedented "plug" from Darryl F. Zanuck, vice-president in charge of production for 20th Century-Fox, in the October issue of *Coronet* Magazine.

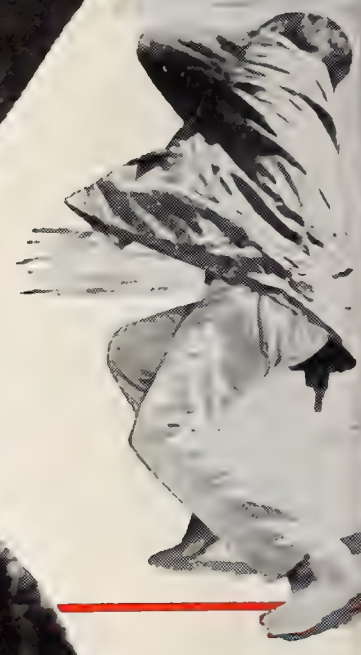
As guest reviewer for the publication, Zanuck writes: "A welcome sequel to the Bob Hope-Jane Russell satire on the Old West, 'Son of Paleface' adds Roy Rogers to the fun-making. With Bob as the offspring of a legendary Indian fighter, Jane as the head of a robber band, and all hands contributing a laugh a minute, Paramount has another winner."







Ready to shoot holes in every Gary Cooper record on your books!



# GARY COOPER

THE RIGHT MAN FOR THE RIGHT GUN!

# SPRINGFIELD RIFLE



When Kearny came back he came behind the Springfield, and only a fool would stand in front of him!

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SCREEN PLAY BY CHARLES MARQUIS WARREN & FRANK DAVIS MUSIC BY MAX STEINER PRODUCED BY LOUIS F. EDELMAN DIRECTED BY ANDRE DeTOTH

**WARNER BROS. SPRING IT FIRST IN SPRINGFIELD MASS. OCT. 7!**

Watch for the big coverage of the Spectacular World Premiere activities!

BEN KALMENSON DRIVE

# *In the THEATRE* Equipment World . . . *. . with RAY GALLO*

WASHINGTON, Oct. 5—It's the fall meeting of the Society of Motion Picture and Television Engineers that's on our mind as we put paper in typewriter for this column. This convention, opening at the Hotel Statler in Washington tomorrow for a five-day run, is the 72nd, a number that means the Society has figured in a lot of motion picture history.

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**More than 300 wives of attending members will have tea at the White House Wednesday afternoon with the First Lady of the land. . . . Rose Golden, wife of N. D. Golden, government motion picture chief, and Mrs. Joseph E. Aiken are responsible for arranging the ladies' program. . . . The wives will also be feted at a reception to be given by the Greek Ambassador at the Embassy Friday afternoon.**

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*Bill Kunzmann, who has handled all conventions since the Society began, is making his farewell appearance in that role this week. He is retiring from his position with National Carbon as well as his post as convention vice-president. (We'll all be missing you, Bill.)*

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Another familiar face at Society conventions, H. F. Heidegger of International Projector is on hand to handle the motion picture projection, with capable aides and fine equipment. If you like the pictures he projects, thank Jack McCullough of the Eric Johnston office and Emerson Yorke.

•

**A lapel pin of the Society's insigne is now available to all accredited members. Those desiring to purchase one may do so by sending a check or money order for $4 to the Society's headquarters; or, better still, pick up one at the convention this week. It will be on display at the membership and subscription committee desk.**

•

*A. V. Loughren of Hazeltine corporation reports tomorrow evening on the accomplishments and recommendations of the NTSC in the field of theatre color television. . . . Eastman Korak's new 16mm. projector for optical and magnetic sound will be described on Thursday morning by John R. Rodgers. . . . Proper maintenance of equipment in the fast-developing 16mm. market will be an interesting report to hear from Bernard A. Cousino Thursday night. . . . And don't miss John J. Fraynes' discussion on Friday evening of the dual photomagnetic intermediate studio recording.*

# Reviews

## *"Tropical Heat Wave"*

*(Republic Pictures)*

ESTELITA portrays a fiery singer in a nightclub owned by her uncle, Martin Garralaga, in this better-than-average production. Robert Hutton, as the handsome college professor gathering data for a doctorate's thesis in criminal psychology, and Grant Withers, as a criminal big shot who muscles his way into a half interest in the club, provide veteran support.

Between dodging the passes of Withers and trying to wrest Hutton's attentions from his fiancee, Kristine Miller, Estelita sings three songs in pleasant style. They are "My Lonely Heart and I," "I Want To Be Kissed," and "What Should Happen to You." Her performance follows the successful broad comedy style of the late Lupe Velez. She bounces her way through a melodramatic plot deftly spiced with slapstick. R. G. Springsteen's direction keeps the pace going rapidly.

When Hutton's naive efforts to quiz criminals in jail fail, Estelita prevents his return to college with Miss Miller by spreading word around that a new big shot is moving in on the town hoodlums. She fronts as his "moll" and works a tape recorder while Hutton puts over the impersonation and gets much material. He is so successful he is jailed but released when he promises to turn over the recordings to imprison the crooks.

Withers is accidentally k.o.'d by Hutton in the first show-down but comes back with new hoods who mistakenly imprison Miss Miller and her dad. In the final showdown which evolves into a rooftop chase Withers and most of his gang follow the thread unravelling from Estelita's skirt and walk into the police station. Hutton and Estelita clinch for the happy ending.

Edwin Max, Lou Lubin, Lennie Bremen, Jack Kruschen and Earl Lee aid in comedy roles. The story was written by Arthur T. Horman. Sidney Picker was associate producer.

Running time, 74 minutes. General audience classification. Release date, Oct. 1.

## *"Strange Fascination"*

*(Columbia Pictures)*

HUGO HAAS has directed and produced this unimpressive drama in which he stars as a talented European pianist whose passion for an unintellectual night club dancer causes his undoing. The emphasis is on the tragedy of the romance of the middle-aged pianist for the physically amply endowed Cleo Moore, who is half his age, but Haas' screenplay does little to evolve characterization or make the story credible.

Haas' talent and personality attract wealthy widow Mona Barrie who brings him to the United States to further his career. He is progressively successful in the concert field until he meets and marries the blonde Miss Moore. His jealousy of his wife and fate combine to cause Haas various setbacks, including the loss of Miss Barrie's friendship and sponsorship. Eventually his wife leaves him and Haas' effort to mangle his hand for $100,000 insurance fails, leaving him a crippled, piano-playing bum on the Bowery.

An abundant amount of concert pieces are played throughout the film and the proceedings are also aided by the eye-arresting presence of Miss Moore and the acting of Miss Barrie. Also in the cast are Rick Vallin, Karen Sharpe, Marc Krah, Genevieve Aumont, Maura Murphy, and Patrick Holmes.

Running time, 80 minutes. Adult audience classification. September release.

**Have you seen Bill Kunzmann or Jack Servies about your banquet ticket yet? . . . Ben Schlanger will be made a Fellow at the banquet in recognition of his many contributions to theatre design. . . . We hope that at the fall convention many non-members attending this one will have become full-fledged members. Stop by the membership desk and ask Gerald Badgley how to go about it.**

•

*If you haven't seen Cinerama yet, ask Larry Davee of Century Projector Corp., or "Buzz" Reeves for further information on Fred Waller's invention. They are pretty proud of the Broadway reception. . . . And speaking of Cinerama, Earl Vallen supplied a special kind of curtain track for the Broadway theatre presentation.*

## *Coast Charity Continues*

HOLLYWOOD, Oct. 5. — A large group of Hollywood stars served as hosts and hostesses at the Holy Family Adoption Service Festival today, held Sunday at Gilmore Field, it was announced by Mrs. Bob Hope who was general chairman of the charity affair.

## Subscription TV Needed: McDonald

CHICAGO, Oct. 5.—Hopes for the expansion of theatre television throughout the country were coupled with enthusiasm for subscription home television in an address by Commander E. F. McDonald, Jr., president of Zenith Radio Corp., owner of the Phonevision "pay-as-you-see" TV system.

McDonald, speaking before a meeting of Zenith distributors at the week-end, said it would be "unfair and legally impossible to force sports or other producers to put their important spectacles on home TV at a financial disadvantage to themselves.

"Home television is a world's champion wrecker of box-office attendance," he added, explaining that home TV cannot reverse the trend until it can compete with theatres on a pay-per-viewer basis with subscription TV. He said with the advent of subcription TV, promoters and producers will find it advantageous to put top events on both home and theatre TV so that practically everybody will have an opportunity to view them.

# SMPTE

(*Continued from page* 1)

organization who will take office Jan. 1 will be introduced at the Wednesday night banquet.

At that time also, distinguished technical leaders will receive the SMPTE engineers' award, and fellowships will be awarded to 15 members of the Society.

**Recipients of the Society's annual award will be: "Progress Medal Award," John I. Crabtree, Eastman Kodak; "David Sarnoff Gold Medal Award" for outstanding achievement in television engineering, Axel G. Jensen, Bell Telephone Laboratories; "Samuel L. Warner Memorial Award" for outstanding achievement in motion picture engineering, Herbert T. Kalmus, Technicolor Motion Picture Corp.; "Journal Award" for the outstanding technical paper published in the SMPTE Journal during the preceding year, D. I. MacAdam, Eastman Kodak. Honorable mentions in the latter category go to F. C. Williams, Kodak, and to Otto H. Schade, RCA.**

Tomorrow afternoon and evening and Tuesday morning and afternoon sessions dealing with television equipment and technique will be held. At the luncheon Wednesday afternoon A. C. Keller of Bell Telephone, will speak on high-speed photography.

## Revenue Bureau Lists Tax Refunds

WASHINGTON, Oct. 5.—The Bureau of Internal Revenue has issued a list of companies in the industry which during the 1951-52 fiscal year got action on claims for relief from taxes levied under the World War II excess profits tax. The claims were all based on a contention that the government had not allowed the taxpayers sufficiently high excess profits credit.

**List Firms**

Firms receiving tax refunds of more than $5,000 follow: Paramount Hollywood Theatre Corp., 21,943; Shea Theatre Corp., $28,823; Parkchester Amusement Corp., $61,610; St. Louis Orpheum Corp., $28,936; Northwest Automatic Candy Corp., $14,651; Michigan Newsreel Co., $9,823; Buffalo 20th Century, Inc., $16,292; Allston Theatres, Inc., $10,861; United Theatre Enterprises, $6,256, and Palmetto Theatre Co., $7,518.

## *Says TV Production In August High*

WASHINGTON, Oct. 5. — Production of television receivers in August of this year was 171 per cent higher than production in August of 1951, the Radio-Television Manufacturers Association said over the week-end.

RTMA said that 397,769 television sets were manufactured in August of this year as against 146,705 units in August of the previous year.

The total number of television sets produced through August of this year was set at 2,914,926 by the RTMA.

# RKO Pictures

(*Continued from page* 1)

the group that within three months time the executive set-up at the studio will have been determined and full-scale production planning can be launched.

It was conceded by members of the syndicate that renegotiation of the RKO Pictures open loan with Bankers Trust Co. and the Mellon Bank of Pittsburgh will be necessary. However, it was stated, the company's current cash position is not strained and the new owners expressed the opinion that the company is qualified to obtain much larger bank credits than are available to it now.

It was made clear by several of the group that RKO Pictures' foreign income will be subjected to close scrutiny with the idea of establishing possibilities of increased revenue from the foreign markets.

Present at the press meeting, held at Toots Shor's restaurant, were: Stolkin, new RKO Pictures president; Arnold Grant, board chairman and general counsel; Sherrill Corwin, vice-president and head of studio operations; Edward Burke and A. L. Koolish, board members and members of the purchasing syndicate; Gordon Youngman, attorney and director; William Gorman of Evansville, Ind., who is the representative on the board of Ray Ryan, Texas oil operator and member of the syndicate, and William H. Clark, RKO Pictures treasurer and the only member of the old board to be reelected.

**Stolkin said he would spend approximately half his time in New York at the home office and the other half in Hollywood. He has no immediate plans to establish residence here. Grant and Burke are scheduled to make New York their headquarters, devoting virtually all of their time to the company here. The three will be the most active of the new group in administrative operations of the company here.**

Members of the syndicate declined comment on further executive changes in RKO Radio, explaining that the operations of individual executives, both in distribution and production, will be studied carefully before decisions are made either on their retention or replacement. The home office and distribution organization in the field, both domestic and foreign, will be surveyed first and every effort will be made to complete the work in as short a time as possible, perhaps one month, it was stated. Thereafter, a similar survey will be made of studio operations.

Burke will devote particular attention to the foreign operations, it was indicated.

**Members of the syndicate declined to be drawn out on the possibilities of the sale of RKO Radio's backlog films for television use. They rested on the statement issued Thursday which said that no pre-determination of the question has been made and that after thorough study they will do what is best for the company and stockholders in the best judgment of minds "unbound by any dedication to the past."**

Grant explained restriction of the company's announcement of a new board of directors last Thursday to RKO Radio Pictures, the operating subsidiary, rather than to RKO Pictures Corp., the parent company, as a consequence of a decision of the new owners to regard the subsidiary as the important functioning company and the parent as a technical holding company which owes its existence only to Securities and Exchange Commission requirements.

Members of the syndicate showed reluctance to discuss the commitment by Howard Hughes to loan the corporation $8,000,000 if called upon to do so. They left the impression that it was bound up with supplementary conditions and would not be resorted to under normal circumstances.

All of the partners appeared agreed that young blood is desired in the company, with or without experience in motion pictures.

"The personal traits that make for successful administration in one industry," one said, "are equally useful in the motion picture industry. The same basic, general problems are present in all industry."

Most members of the group, other than Stolkin, Grant and Burke, plan to leave here early this week for their respective headquarters in the West and on the Coast.

# FCC Bureau Calls

(*Continued from page* 1)

catch-all UPT-ABC merger hearings.

At the same time, Allen B. DuMont Laboratories Inc., in its proposed findings, asked the commission not to approve the merger because the merged companies would be in violation of the Clayton Anti-Trust Act and would be "an overwhelming danger to the public interest."

In addition to declaring that the Paramount companies have been and were still operating their stations illegally, the broadcast bureau maintained that neither UPT nor Paramount "possessed the necessary character and conduct to be a licensee."

The bureau's 345 page-findings applied to KTLA, Paramount Television Productions' Los Angeles station; WBKB, Balaban and Katz' Chicago TV station; three DuMont Television network stations—WDTE, Pittsburgh, WTTG, Washington, WABD, New York, and WSMB, Paramount Gulf Theatres, New Orleans, AM and FM stations.

### Next Step

The next step will be the examiners' initial decision, which will probably come down in about a month. Following that the commision will put out its final decision. Since the commission has indicated that it would like a speedy determination on the merger case the period for filing objections to the proposed findings will probably be quite short.

The bureau based its charge that Paramount and UPT were operating their stations illegally on the grounds that although the companies characterized as "involuntary" the transfer of control of the stations from the parent company to Paramount Pictures Corp. and UPT, the bureau found the transfer in fact "voluntary." As such, it pointed out, the rules set down by the commission for a voluntary transfer have not been observed by the transferor or the transferee.

"The applicant in this proceeding has committed clear and absolute violation of the commission's rules and regulations," the bureau said, "in connection with the unauthorized transfer of control involved in these proceedings for which there appeared to be no condonation."

To grant the merger, the bureau said, would "sow the seeds in the same fertile grounds from which sprung monopoly in the Paramount case—namely, concentration of the production, distribution and exhibition phases of network theatre television programs in the hands of a few large companies.

### DuMont Says

Much of the DuMont proposed findings attacked the commision's August 1 order, declaring that the order "prevents a fair determination of the record and perverts the entire record." With the order, DuMont said, "the commission chose to aid a competitor of DuMont" by ignoring 35 years of "activities constituting anti-trust violations" on the part of "individuals constituting the top management of the merged company." In addition, DuMont said, by making a finding of financial difficulty on the part of ABC in the August 1 order, the commission prejudiced the record.

If the commission carries out the order, DuMont declared, the result will be "an arbitrary distortion of essential evidence designed under the stated issues solely to qualify the merged company as a licensee and would be in disregard for the public interest."

### Hits Order

Characterizing the order as "a retraction of the courageous anti-trust policy which the commission promulgated one year ago," DuMont declared that the order was "a scheme designed to white-wash the qualifications of the merged company and foreclose the thorough investigation to which the merged company would ordinarily be subjected after January 1953.

DuMont attacked UPT as well, declaring that "the record makes it extremely doubtful that the management of the home office of United Paramount Theatres has any desire to cleanse itself of its dangerous proclivities," and adding that UPT's New York management "failed to sustain its burden of proving that it has purged itself of unlawful proclivities."

# Disney-Goldwyn

(*Continued from page* 1)

Stolkin nor Goldwyn, who left for the Coast at the weekend, would comment on the meeting.

Under his contract, Goldwyn's "Hans Christian Andersen" is believed to be committed to RKO, but he has an option to cancel before the next picture is due. Presumably, Goldwyn will await the results of any changes the Stolkin group will make in its distribution organization before taking any action.

### Praises Depinet

Disney praised Depinet, not only for his successful handling of personnel, but his long leadership in the industry. The Disney contract with RKO Radio Pictures expires in May of next year. Disney, who is due to remain in New York for the next two weeks, may confer with Stolkin before leaving for the Coast.

# *Coming Events*

**Oct. 6-7** — Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois annual meeting, Chase Hotel, St. Louis.

**Oct. 6-10**—Society of Motion Picture and Television Engineers 72nd semi-annual convention, Hotel Statler, Washington.

**Oct. 19-21**—Motion Picture Exhibitors of Florida annual convention, Jacksonville.

**Oct. 20-22** — Allied Theatres of Michigan annual convention, Tuller Hotel, Detroit.

**Oct. 27-29** — Motion Picture Theatre Owners of Tennessee, Arkansas and Mississippi annual convention, Hotel Gayoso, Memphis.

**Oct. 27-29**—Motion Picture Industry Council of Canada and national committee of the Motion Picture Exhibitors' Association of Canada joint annual conventions, Chateau Laurier, Ottawa.

# *Tradewise...*

(*Continued from page* 1)

of success. There are young failures, too.

Of late, the industry has been observing the brilliant handling of at least two important companies by sons of its younger generation—United Artists, headed by Arthur Krim, and United Paramount Thetres, under Leonard Goldenson. Both have weathered some very trying times with a full measure of distinction. While young, the executive personnel of both companies was well trained and thoroughly experienced in the complexities of this sometimes baffling industry when it took over.

The Stolkin group would be well-advised to look for know-how as well as youth. One is as important as the other. And they are not always found together.

## *Reade Will Continue Foreign Film Plan*

"Curtain at 8:40," the program devised last year by the Walter Reade Theatres to bring key foreign films to smaller communities which normally could not support such pictures, will be a part of the circuit's program this fall.

Walter Reade Jr. announced that a fall series of four evenings of such films will be started this month at the four theatres which tested the program last year—the Carlton in Red Bank, N. J., Paramount in Plainfield, N. J., Kingston, Kingston, N. Y., and the Community in Saratoga Springs, N. Y.

## *Contest Promotion Kit*

A promotional setup designed to power campaigns in the $7,500 exhibitor showmanship contest for "Something for the Birds" will be made available shortly by 20th Century-Fox in an advertising, publicity and exploitation kit.

# AN EVENT OF UNUSUAL IMPORTANCE FOR THE SHOWMEN OF AMERICA

## "Salute to Italian Film Week"

## October 6th THROUGH 12th

*Little* CARNEGIE
THEATRE · NEW YORK, N.Y.

PRESENTING SEVEN IMPORTANT NEW ITALIAN MOTION PICTURES WHICH WILL SOON BE AVAILABLE FOR AMERICAN EXHIBITION!

**ORGANIZED WITH THE COOPERATION OF TH**
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FLOYD BLAIR, Pres. Philharmonic Symphony Society of N.Y. · DR. CLEMENTE BONIVER, Commerc
Counsellor Italian Embassy · CHARLES BRACKETT, Pres. Academy of Motion Picture Arts & Scienc
GEORGE BRAGALINI, Acting Postmaster of New York · HARRY BRANDT, P.es. Independent Theatre Own
Assn. · VALENTINE DAVIES, Pres. Screen Writers Guild · BARON CARLO de FERRARIIS SALZA
Consul General of Italy · RENE D'HARNONCOURT, Director of Board, Museum of Modern
MRS. MANOLITA DOELGER, U. S. Director, Italian State Tourist Office · DR. MARCELLO EGIDI, Ital
Commercial Attache · MOSS HART, Pres. Dramatists Guild · HELEN HAYES, Pres. American Theatre Wi
QUINCY HOWE, Pres. National Board of Review · HON. VINCENT R. IMPELLITTERI, Mayor, New York C
HON. IRVING IVES, U. S. Senator, N.Y. · ERIC JOHNSTON, Pres. Motion Picture Association of Amer
MERLE MILLER, Pres. Authors Guild · RONALD REAGAN, Pres. Screen Actors Gu
ROLAND REDMOND, Pres. Metropolitan Museum of Art · GEORGE SIDNEY, Pres. Screen Directors Gu
WILBUR SNAPER, Pres. Allied State Assn. of Motion Picture Exhibitors · REX STOUT, P
Authors League of America · FRANCIS HENRY TAYLOR, Director of Metropolitan Museum of
ROBERT WHITEHEAD, Director of American National Theatre and Academy · MITCHELL WOLFS

NEWS WHILE IT IS NEWS

# MOTION PICTURE DAILY

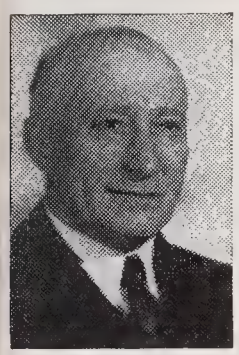
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VOL. 72. NO. 69 NEW YORK, U.S.A., TUESDAY, OCTOBER 7, 1952 TEN CENTS

## Films' Future Is Assured, Zukor Asserts

### *'Rebuild Confidence,' He Urges Midwest Showmen*

CHICAGO, Oct. 6.—"Motion pictures will live forever," Adolph Zukor, chairman of the board of Paramount Pictures, today told the special Paramount division managers meeting in his honor at the Bismark Hotel. He called for more showmanship so that "the public will know in advance what is to come to their theatres and not after the product has come and gone."



Adolph Zukor

After reciting his experiences as a boy in Chicago where he was born, lived, and married, Zukor stated: "I have not

(Continued on page 3)

## Cinerama Pays for Four Installations

BOSTON, Oct. 6.—Costs for the first four theatre installations of Cinerama equipment and a part of film production costs are to be borne by Cinerama, according to a report on the company just issued by Lamont & Co., local investment firm.

The report, written since the opening of the "This Is Cinerama" program at the Broadway Theatre in New York, also states that Cinerama's share in exhibition receipts is 25 per

(Continued on page 3)

## Rackmil Buys 1,000 Universal Shares

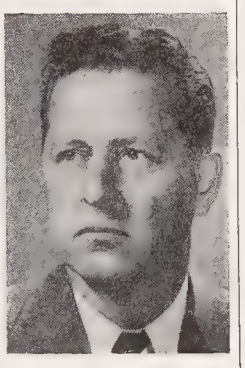
WASHINGTON, Oct. 6.—Milton R. Rackmil, president of Decca Records, which owns 43 per cent of Universal Pictures, and also president of the latter company, has personally purchased his first 1,000 shares of Universal common, according to a Securities and Exchange Commission report today.

An SEC report on stock trading by company officers and directors,

(Continued on page 3)

## *Barnett Is Named SMPTE President; Frayne, Top 'V-P'*

WASHINGTON, Oct. 6.—Herbert Barnett, assistant to the president of General Precision Equipment Corp., has been elected president of the Society of Motion Picture and Television Engineers for a two-year term, it was announced today at the organization's 72nd convention at the Statler Hotel here.



Herbert Barnett

Other officers elected for the same term were: executive vice-president, Dr. John G. Frayne, Westrex Corp.; editorial vice-president, Dr. Norwood L. Simmons, Eastman Kodak Co.;

(Continued on page 6)

## MPTO of St. Louis Meet Big Success

ST. LOUIS, Oct. 6. — The annual meeting of the Motion Picture Theatre Owners St. Louis, Eastern Missouri and Southern Illinois got under way here at the Chase Hotel today in what promises to be the most successful meeting in the unit's history.

A kickoff luncheon followed by important trade speeches by visiting

(Continued on page 3)

# ALLIED DECLARES WAR ON SALESMEN

## N.Y. First-Runs Firm; 'Paleface,' Cinerama Bow Big

With hold-overs predominating, New York's first-run theatres this week are enjoying good business. Newcomers "Son of Paleface" and accompanying stage show at the Paramount, and "This Is Cinerama" at the Broadway bowed to strong grosses, the former indicated as drawing $75,000 for the first week, and the latter $3,500 for advanced-sale, capacity-house revenue. "Cinerama" was said to be assured of that figure each week for at least six weeks.

Strong in their second weeks are "Because You're Mine" at Radio City

(Continued on page 3)

## Italian Films Week Festivities Begin

"Salute to Italian Films Week," the first film festival of its kind to be held in the United States, was officially proclaimed here last night by Mayor Vicent M. Impellitteri at the Little Carnegie Theatre before an audience of American motion picture executives, Italian government and film notables, United Nations

(Continued on page 3)

### *Would Expose Managers, Too, Who Offend in Dealings, Snaper Says*

One of the bitterest public blasts at distributor sales policies to come from an exhibitor leader in recent memory was issued here yesterday by Wilbur Snaper, national Allied president, with a warning that "if exhibitor-distributor relations don't improve" the organization will publicize the names of branch managers and salesmen who, he charged, have been using questionable tactics in dealing with theatremen.



Wilbur Snaper

At a trade press conference designed to provide reporters with a

(Continued on page 2)

## *'MOVIETIME U.S.A.' TOURS ARE ONE YEAR OLD TODAY*

Today is the first birthday of the Council of Motion Picture Organizations' "Movietime U.S.A." tours. Since they were launched, 360 Hollywood personalities have each given a week's time to make 38 tours to 1,300 cities and towns from Coast to Coast to promote industry goodwill.

Movietime U.S.A. is the first public relations operation of its kind ever undertaken by the industry in its 50 years of existence.

Many advances have been made in the operation during the year. Under the guidance of national chairman R. J. O'Donnell and Hollywood chairman Marvin Schenck, the tours have been streamlined and perfected.

Launched with no precedent or pattern for a guide, the tours had to proceed by a trial and error method. The original plan of blanketing the U. S. in one week with the tours was replaced by a policy of staggered tours sent out weekly during the spring and fall.

Both chairmen urge the need for more active participation on the part of players in giving a week for the tours.

"If every actor on the rolls of the Screen Actors Guild would give one week to Movietime," Schenck stated, "the list would not be exhausted for four years. There are many towns and cities yet in the United States which have not had these tours. Exhibitors want them. They help the industry

(Continued on page 6)

## NEWS FLASHES

LOUISVILLE, Oct. 6. -- Kentucky Association of Theatre Owners has disclosed plans to prepare a film for showing in the state's theatres, much like the one made several years ago, which will emphasize the hardship forced upon theatre owners by Federal and state admission taxes. This was decided at a meeting here to discuss ways of aiding COMPO's tax fight.

•

HOLLYWOOD, Oct. 6. -- The first meeting of the board of directors of National Theatres since its divorcement from 20th Century-Fox will be held at company headquarters here on Oct. 23, it was disclosed by NT president Charles Skouras.

# Personal Mention

PHIL REISMAN, head of RKO Radio foreign distribution, is scheduled to return here tomorrow from Europe.

•

CHARLES J. FELDMAN, Universal general sales manager, and F. J. A. MCCARTHY, Southern and Canadian sales manager, left here yesterday for Cincinnati.

•

HAROLD BOXALL, director of London Film Productions, will arrive here today from Europe aboard the *S.S. Queen Mary*.

•

JOHN FORD, M-G-M director, is due here today from the Coast en route to Nairobi, Africa, tomorrow via London.

•

ARTHUR WILLI, RKO Radio's Eastern talent head, has returned here from Chicago.

## New Jersey Allied To Elect Oct. 14

A one-day meeting highlighted by election of officers will be held by New Jersey Allied on Oct. 14 at the Hotel Astor here, Wilbur Snaper, national Allied president who also heads the New Jersey unit, announced yesterday.

Asked if he is a candidate for re-election to the unit's presidency, Snaper said he had not given the matter consideration. At present, he said, "there are no candidates."

The meeting will feature a luncheon at the Astor for members and a dinner following adjournment for members and their wives at the Latin Quarter here.

Snaper, as national Allied president, will address the annual convention of Allied Theatres of Michigan at the Tuller Hotel, Detroit, Oct. 20-22, he said. His topic will be arbitration, he added, if the final draft of an industry system of arbitration is in shape by that time.

## *Depinet Gets New RKO Radio Office*

Ned E. Depinet, former RKO Radio president, now adviser and consultant to the new management group, has been given a 14th floor office at the company's headquarters in the RKO Building, Rockefeller Center.

Depinet's former office on the 16th floor is being used by Ralph Stolkin, the new president.

## *L. A. Date for 'Hans'*

Samuel Goldwyn's "Hans Christian Andersen" has been set for a Los Angeles pre-release engagement at the Warner Beverly Theatre on Dec. 26, according to an announcement by James A. Mulvey, president of the company.

# Allied Declares War

(*Continued from page* 1)

preview of the tone which could be expected at Allied's annual convention in Chicago, Nov. 17-19, Snaper spoke also in terms of "going to the government for regulations" to restrict certain sales practices.

These were two of three steps he indicated Allied was in a mood to take against distributors. The third would be "a stronger set-up for the interchange of information among exhibitors," with the specific aim of "deterring over-aggressive salesmen."

This third step, Snaper said, envisaged the broadening of the scope of Allied's "Caravan," a vehicle for disseminating information on rentals and other sales policies among Allied and non-Allied exhibitors.

**Snaper said that during the past eight months he, in his capacity as Allied film committee co-ordinator, has been "overwhelmed by a deluge of exhibitor complaints and requests for solutions" in the area of trade practices. He said distributors "have lost sight of the fact that they're dealing with customers." Acknowledging that as co-ordinator he has been "criticized by some members for trying to work out a broad, national basis for settling difficulties instead of narrowing down the issues," Snaper said the criticism was justified.**

"There's no sense kidding any more," Snaper exclaimed. He said distribution home offices disavow charges against practices, attribute difficulties to "over-aggressive salesmen," and the practices continue.

The practices he chose to specify were "advanced admission pictures on which exhibitors can't make a profit," percentage selling, "exorbitant rentals, such as 60-40," and "specializing pictures out of existence."

Snaper said distributors regard percentage selling as a "panacea" in dealing with exhibitors and "as the only logical, businesslike way of merchandising." Taking exception to this approach, he said "certain heads of distribution have agreed with me—but what do they do about it?" He added that while big key runs do lend themselves to percentage deals, the vast majority of small independents "would do better, from a profit and loss standpoint, to close down Monday through Thursday" in the absence of a sliding-scale "incentive" selling approach which would allow them a larger margin of profit after grosses reach a certain figure.

**The Allied president contended that some salesmen have "personal" policies in dealing with exhibitors. The salesmen have a "get-even-with-the-exhibitor" attitude, he maintained.**

"Allied doesn't want government control in the industry," Snaper said. "That would be an extreme measure," he acknowledged when reminded by a reporter that Abram F. Myers, Allied general counsel, admonished last year's convention that government control of the industry was to be disdained.

When asked if his proposal for "a stronger set-up for the interchange of information among exhibitors" fitted in with the recently-announced intention of Alfred Starr, Theatre Owners of America president, to strive for an all-embracing single exhibitor organization or "forum," Snaper said he had no comment on Starr's plan.

Asked also if he did not think arbitration would be the solution to some of the problems he enumerated, Snaper replied that he believed Myers was "conservative" in estimating that "it would be a matter of months" before an arbitration system was agreed upon. Snaper said he would advise that distributors "go in for some soul-searching." "Frankly," he added, "we don't care who gets hurt—when branch managers and salesmen are proven to have injured exhibitors they should be discharged or pensioned off."

**In the Allied president's opinion producers "need exhibitor advice" in making pictures. He claimed that remakes and biographical pictures seldom succeed at the box-office. When exhibitors participate in conferences with producers, such as those sponsored by the Council of Motion Picture Organizations, "it's like talking to a blank wall," he said.**

However, he said he was pleased to note the naming of Sherrill Corwin, West Coast circuit owner, as head of the RKO Radio studio under the new management arrangement. "That's what I mean is needed," he said. Corwin is a member of TOA.

Snaper said that perhaps many an exhibitor's financial problems would be solved if top pictures were provided for mid-week showings as well as on week-ends. However, he added despairingly that "when we pleaded for big pictures in September with the return of top TV shows we didn't get them."

The convention, Snaper said, is expected to set forth "concrete action against the policies" in consequence of meetings of trade practice film clinics which will be a part of the annual meeting. Convention clinics will be staffed as follows, he announced: small-towns of 3,500 population or less—Charles Niles (chairman), Col. H. A. Cole, John Mohrstadt, A. B. Jeffries and J. R. Smith; large towns up to 25,000 population—Ben Marcus (chairman), Trueman T. Rembusch, Snaper, Fred Beedle and Max Matz; large cities—John Wolfberg (chairman), Nathan Yamins, Ben Berger, Alan Johnson and Henry Greenberger; key neighborhood and subruns—Morris Finkle (chairman), Leon Back, Norman Glassman, Louis Gold and S. G. Prat; outdoor theatres—Rube Shor (chairman), C. Elmer Nolte, O. F. Sullivan, Jay Wooten and Leo T. Jones; circuit buyers and bidding—Irving Dollinger (chairman), A. Berenson, Jack Kirsch and Arthur Howard.

## *100 Booths Rented For TESMA Show*

**The Theatre Equipment Supply Manufacturers Association trade show, which will be held in conjunction with the national Allied convention in Chicago, Nov. 17-19, already has rented space for 100 booths and more space will be rented before convention time, Wilbur Snaper, Allied president, reported here yesterday.**

## 'Wide Open' Allied Meeting for Press

The national Allied convention in Chicago, Nov. 17-19, will be "wide open" to the trade press, Wilbur Snaper, president of the exhibitor organization, declared here yesterday.

He pointed out that it has been customary for Allied conventions to exclude the press from trade practice film clinic sessions, although he ackowledged that at last year's convention in New York "a few" reporters were permitted to sit in on these meetings for background purposes.

At the private board meeting which will precede the Chicago convention, Snaper will recommend that this year's clinics be opened to all trade press repersentatives on an off-the-record basis so that when the same subjects are taken up on the floor of the convention proper the reporters will have a fuller grasp of what transpires. Floor proceedings, he added, will be open to unqualified press coverage.


NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
MARIO LANZA in
"BECAUSE YOU'RE MINE"
introducing DORETTA MORROW
Color by TECHNICOLOR - An M-G-M Picture
plus
SPECTACULAR STAGE PRESENTATION

BOB HOPE · JANE RUSSELL
ROY ROGERS and TRIGGER
in SON of Paleface
Color by Technicolor
A Paramount Picture
PARAMOUNT
in person
LOUIS PRIMA
AND HIS ORCHESTRA
"KEELY" SMITH - LOS GATOS
Extra — The FIVE DE MARCO SISTERS
Midnight Feature Nightly

HOWARD HUGHES presents
"ONE MINUTE TO ZERO"
Starring ROBERT MITCHUM - ANN BLYTH
CRITERION BROADWAY AND 45th ST.


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# NY First-runs

(Continued from page 1)

Music Hall with $132,000 indicated, and "Somebody Loves Me" at the Roxy with $75,000. Both houses are presenting spectacular stage shows as well. The Roxy has "The Thief" scheduled to open Oct. 15.

Still doing big business at the Rivoli is "Snows of Kilimanjaro," the third stanza being on the way to $57,000. "The Merry Widow" is in store for a hefty $35,000 for the second week.

"Just for You" is scheduled to bow tomorrow at the Capitol, replacing "The Quiet Man," for which a solid $30,000 is being chalked up for the seventh frame. The Criterion still is going strong with "One Minute to Zero," with $20,000 indicated for the third week. "Lure of the Wilderness" is seen grossing a nice $15,000 in its initial week at the Globe.

Thursday will see "The World In His Arms" taking over at the Mayfair where "High Noon" is bringing $15,000 for the 11th and final seven days. At the Astor, "The Miracle of Our Lady of Fatima" is holding firm with $15,000 due for the seventh week. Tenth week of "Affair in Trinidad" is giving the Victoria a satisfactory $11,000.

The off-Broadway houses are continuing to do nicely with their holdovers: "The Amazing M. Fabre," Park Avenue, fourth week, $4,700; "Man In the White Suit," Sutton, 27th week, $5,000; "Stranger in Between," Fine Arts, eighth week, $3,900; "Ivory Hunter," 52nd Street Trans-Lux, seventh week, $4,900. "O. Henry's Full House" will take over at the 52nd Street house on Oct. 16.

## MPTO of St. Louis

(Continued from page 1)

dignitaries paved the way. Leon Bamberger, sales promotion manager for RKO Radio, spoke on film advertising in newspapers, stating that in some parts of the country newspapers were taking advantage of the exhibitor. While stressing the importance of newspaper advertising, the speaker spotlighted the fair and desirable insertion rate advertising extended by some newspapers.

Larry W. Davee, sales manager-engineer for the Century Projecto Corp. of New York, spoke on "three dimensional projection." Davee pointed to the recent successful debut of Cinerama—the three camera, three projector—process in the Broadway Theatre in New York as a sign of the future.

Also on today's program were William Powell, district manager for the Mid-West Drive-in Theatres, speaking on "new product" of the major film companies, illustrating his talk with trailers of forthcoming pictures; Herman Levy, general counsel of Theatre Owners of America, on "industry arbitration;" and Ray Colvin, executive director of Theatre Equipment Dealers Association, who talked on "The Motion Picture Industry as A Business, An Art and A Social Force."

The estimated 500 guests in attendance were invited to a cocktail party at the close of business. "The Way of The Gaucho" was screened for the gathering in the evening.

Tuesday's program, which gets under way at 10 A. M. will feature the election of officers.

# Review

## "Way of a Gaucho"

*(20th Century-Fox)*

TWENTIETH CENTURY-FOX and the Moore-McCormack Lines combined to present the world premiere of "Way of a Gaucho" in a fine festive Oriental-lantern-lighted setting with loads of fun and food aboard the deck of the South American plying steamer *S. S. Argentine,* tied to a dock in New York's North River.

The production is a very robust "Western"-type affair produced in the Argentine in color by Technicolor with the Pampas and the Andes in beauteous display for background. As a matter of fact one of the main achievements of producer Philip Dunne and director Jacques Tourneur is the scenic splendor which at times resembles fine pastel etchings. Then, too, there are remarkable native horses who streak over the plains guided by the thrilling horsemanship of scads of Argentians who are known far and wide for their prowess in the saddle.

Except for some slowly-paced intervals the production is pretty good entertainment which could be improved by cutting a bit from its 91 minutes.

The marketable names of Rory Calhoun and Gene Tierney are at hand for the use of the showman, capably aided and abetted by the leading support of Richard Boone, Hugh Marlowe and Everett Sloane, with hundreds of extras lending impressive color in their many hued native costumes.

The screenplay by producer Dunne, based on the novel by Herbert Childs, is explained in a foreword and tells about how, "three quarters of a century ago, the Argentine Pampas still lay virtually unfenced, the free preserve of those spirits who for many generations had called it their own—the gauchos. As a special breed of men, answering only to their own laws and codes, they have vanished. The pampa they knew is fenced and cultivated. The lean cattle they herded have been replaced by blooded stock of modern Argentina. But the memory of the gauchos still lives—enshrined forever in the heart of the nation."

It is against this invasion by modern men that head gaucho Rory Calhoun rides with his roaring fellow horsemen in some mighty bloody and at times intriguing fighting. Calhoun and Miss Tierney are the principals in a romance that is threaded through the tale and results in her being with child as the gauchos all around them in the over-long tale-telling live gaily and freely with utter disregard and contempt for established government. Many capable Argentine performers helped to put on the show.

Running time, 91 minutes. Adult classification. For October release.

JAMES P. CUNNINGHAM

## Rackmil Buys

(Continued from page 1)

also noted that the David J. Greene Trust had acquired 5,000 shares of RKO Theatres common, bringing its holdings to 30,800. Besides this, Greene holds 10,000 shares in partnership and 3,600 with members of his family.

Steve Broidy, Monogram president, purchased 2,000 shares of common, bringing his holdings to 45,299, in addition to the options which he holds for 2,000 shares. Norton V. Ritchey gave away 1,000 shares of Monogram common, reducing his holdings to 2,594.

Other SEC transactions reported were: Austin Keough's acquisition of 100 shares of Paramount Pictures common, bringing his holdings to 350 shares; the acquisition of 750 shares of Trans-Lux common, his entire holdings, by Joseph M. Viertel; and Loew's, Inc. acquisition of 57 shares of Loew's Boston Theatres common, making total holdings of 129,991 shares.

## *Services Held for James G. Doyle*

BOSTON, Oct. 6.—Funeral services were held today in Jamaica Plain, Mass., for James G. Doyle, theatre owner and ex-state Senator, who died there at his home on Friday at the age of 85.

Owner of the Broadway Theatre in South Boston, he was a partner of the American Theatres Corp. of Boston in the Embassy and Central Square theatres in Waltham, and the Newton in West Newton. Doyle, who retired from public life 40 years ago after serving three terms in the State Senate, is survived by a son and two daughters.

## Italian Film Week

(Continued from page 1)

officials, and cultural, economic and civic leaders of New York.

Floyd Blair, president of the Philharmonic Symphony Society, accepted the scroll of proclamation, on behalf of honorary chairman Winthrop W. Aldrich, after the Mayor noted that "it was the critics and public of the city of New York who first acclaimed and popularized the merits of post-war Italian films, inspiring a group of representative citizens to organize a city-wide tribute to honor and encourage these achievements." Noted arrivals were interviewed in the lobby by Martin Starr on a live WINS broadcast while WOV and the Voice of America tape-recorded interviews. The opening night film was "The Overcoat."

Earlier in the day the first event of the Festival was the presentation of two stones from the ancient Forum of Rome by the Italian motion picture industry to the people of New York "as a symbol of the cultural and democratic heritage that America and contemporary Italy share." Nelson A. Rockefeller and Deputy Mayor Charles Horowitz acknowledged the gift on the roof of the Palazzo d'Italia building in Rockefeller Center.

## *Lipton to Confer on Four New Releases*

David A. Lipton, Universal Pictures vice-president in charge of advertising and publicity, will arrive here tomorrow for 10 days of conferences with home office executives on promotion plans on four releases for the coming three months.

He will outline promotional plans on "Because of You," starring Loretta Young and Jeff Chandler; "Against All Flags," starring Errol Flynn and Maureen O'Hara; "It Grows on Trees," starring Irene Dunne, and "Meet Me at the Fair," starring Dan Dailey and Diana Lynn.

# Zukor Asserts

(Continued from page 1)

changed my opinion about motion pictures since it all began 50 years ago. I feel as strongly today about the future of our business as I did when I financed, caused to be produced and distributed the first feature length motion picture, 'Queen Elizabeth,' 40 years ago"

Zukor told the more than 100 Midwestern exhibitors present that "everyone must devote all their time and energy to rebuild the public's confidence in motion pictures. We must work harder in this transition period until the public is sold on the idea that motion picture entertainment is worthwhile."

He closed by stating, "If exhibitors expect pictures of the size, scope, and quality of those that are now being turned out by all Hollywood studios, which are proving their ability to attract the public, you must put forth extra effort and employ all your ingenuity in presenting these pictures to the public."

Zukor expressed considerable interest in doing everything possible "to get the widest possible support by the industry for smaller theatres in smaller communities."

James J. Donohue, Central division manager, presided over the special meeting. Donohue introduced A. W. Schwalberg, president of Paramount Film Distributing Co., who in turn introduced Zukor at the luncheon. Schwalberg and Jerry Pickman, vice-president in charge of advertising-publicity, conducted discussions on product and promotion later in the day.

Also present at the meetings were E. K. O'Shea, vice-president of Paramount Film Distributing Corp., and Oscar A. Morgan, general sales manager of short subjects and Paramount News.

Zukor returned to New York late tonight, accompanied by Sid Blumenstock, advertising manager and assistant to Pickman.

## Cinerama

(Continued from page 1)

cent, after certain operating costs but before taxes, under its agreement with Thomas-Todd Productions, which runs to Dec. 31, 1956. After the first $1,000,000 gross, Cinerama's percentage declines gradually to 10 per cent, the report states.

Thomas-Todd Productions and /or Reeves Soundcraft Corp. owned about 53 per cent of Cinerama's common stock as last reported in March, 1952, according to the report. Cinerama does not own the patents to the three-dimensional process, but is licensed by their owner, Vitarama Corp. Royalties- payable range from five to 10 per cent of Cinerama's gross income, the report states.

The report concludes that Cinerama would have to gross approximately $35,000,000 to earn $1 per share on its presently outstanding common stock, and if outstanding debentures were converted and all stock options and stock purchase warrents were exercised, the gross would have to be approximately $50,000,000 to assure the same $1 per share earnings.

# They're All Vo



20th CENTURY-FOX

*Outgrossing "Song In My Heart"!*

**LURE OF THE WILDERNESS**

*Technicolor*

Jean Peters • Jeffrey Hunter
Constance Smith

Based on a Story by Vereen Bell

*New Record, Los Angeles!*

**O. Henry's FULL HOUSE**

12 GREAT STARS!
5 GREAT DIRECTORS!
5 GREAT WRITERS!

*Top Money Everywhere!*

**MONKEY BUSINESS**

Cary Grant • Ginger Rogers
Charles Coburn • Marilyn Monroe

20th CENTURY-FOX

*Super-Tension!*

**THE STEEL TRAP**

Joseph Cotten • Teresa Wright

A Bert Friedlob Production
Released by 20th Century-Fox

*The Year's Hottest Musical!*

**Damon Runyon's BLOODHOUNDS OF BROADWAY**

*Technicolor*

Mitzi Gaynor • Scott Brady

*Spectacle... Adventure!*

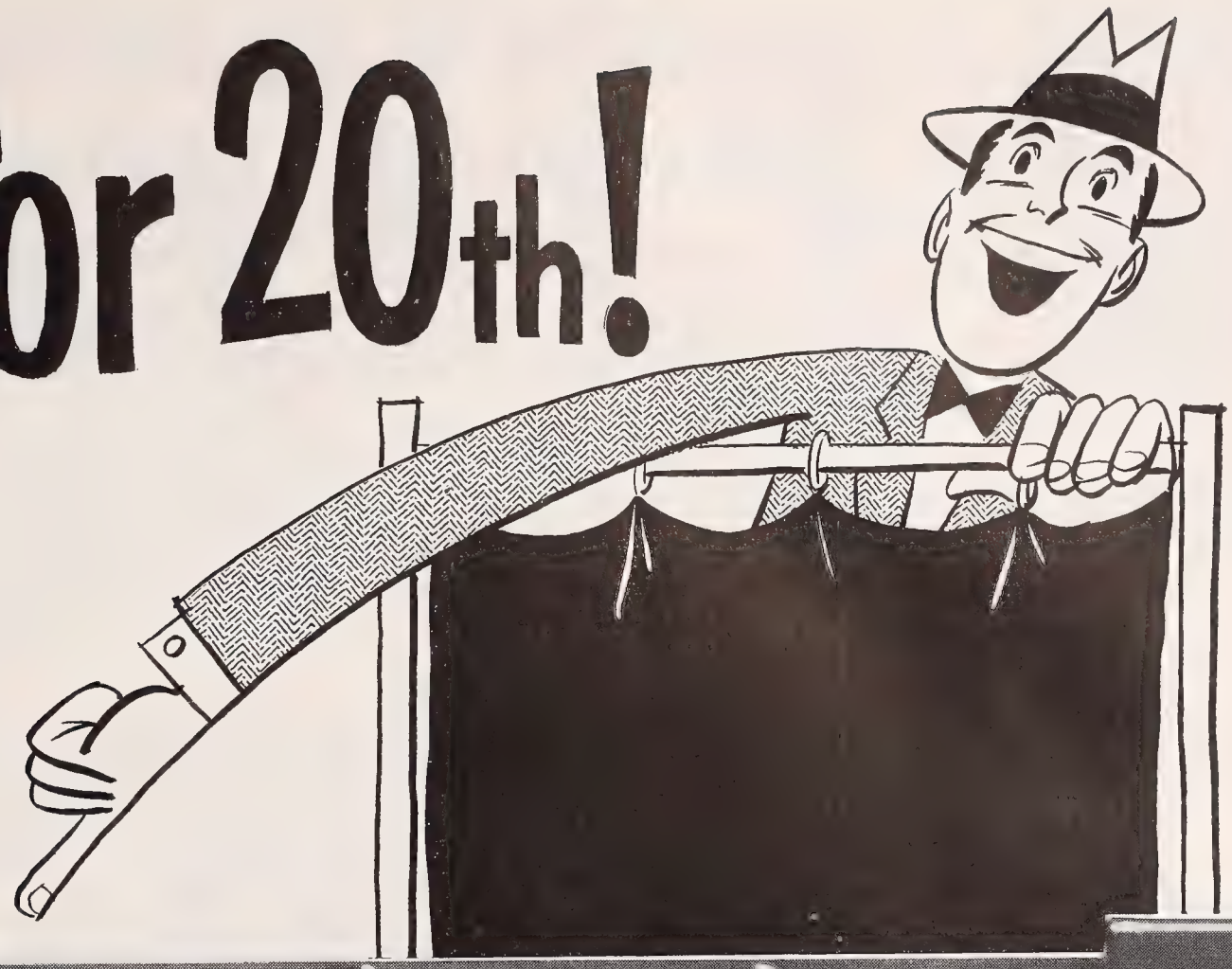
**THE THIEF OF VENICE**

Maria Montez • Paul Christian

A Robert Haggiag Production
Released by 20th Century-Fox

# There's No Business Like

# ting for 20th!



*They'll Love This One!*

**MY WIFE'S BEST FRIEND**

Anne Baxter · Macdonald Carey

*Big In 3-Theatre Miami Premiere!*

**WAY OF A GAUCHO**

*Technicolor*

Rory Calhoun · Gene Tierney

*Mr. 880 Is Back— 881 Times Funnier!*

**SOMETHING FOR THE BIRDS**

Victor Mature · Patricia Neal
Edmund Gwenn

*Boxoffice Excitement!*

**NIGHT WITHOUT SLEEP**

Linda Darnell · Gary Merrill
Hildegarde Neff

## —AND TO TOP THEM ALL

*Your Thanksgiving Date!*

**PONY SOLDIER**

*Technicolor*

Tyrone Power
Cameron Mitchell

*It'll Steal Your Heart!*

**MY PAL GUS**

Richard Widmark
Joanne Dru
Audrey Totter
George (Foghorn) Winslow

*Your Big One For Christmas!*

CLIFTON WEBB in
JOHN PHILIP SOUSA'S
**STARS AND STRIPES FOREVER**

*Technicolor*

Debra Paget · Robert Wagner
Ruth Hussey

ERNEST HEMINGWAY'S
**THE SNOWS OF KILIMANJARO**

*Technicolor*

Gregory Peck · Susan Hayward · Ava Gardner

Produced by Darryl F. Zanuck · Directed by Henry King · Screen Play by Casey Robinson




# 20th Century-Fox Business!

## Barnett

(*Continued from page* 1)

convention vice-president, John W. Servies, vice-president, National Theatre Supply; secretary, Edward S. Seeley, Altec; governors—East, Gordon A. Chambers and Charles L. Townsend; governors—Central, Frank E. Carlson and Malcolm G. Townsley; governors—West, William A. Mueller and Leroy M. Dearing.

Assuming the office of engineering vice-president today, to serve through Dec. 31, 1953, is Henry J. Hood, Eastman Kodak. He was appointed last July to fill a vacancy.

All officers will start their terms on Jan. 1.

**Televised to Pentagon**

At today's luncheon, opening the convention, members heard three high level Army, Navy and Air Force officers discuss communications and photography in the service. The program was televised to a specially selected audience in the Pentagon by the Army. Captain A. D. Fraser, of the office of the chief of naval operations and chief of naval photography, told the group that the Navy was dependent on the motion picture films shown to its forces. "The entertainment motion pictures provide is probably our greatest morale booster," he said. He pointed out that the motion picture industry "very generously operates a comprehensive on-the-job training course for selected personnel," with a "completeness of instruction" that could not be given by a service school."

Major General George I. Back, chief signal officer of the Army, asked the group for its continued cooperation in the research and development of motion pictures and television. He emphasized the importance of sound motion picture films in training, in public information and as a means of "pictorially documenting military history," calling motion pictures "an irreplaceable tool." Television has become available as another medium of communications, he said, "which offers tremendous possibilities with its potential of speed and accuracy."

## 11 Branch Managers At U-I Studio

HOLLYWOOD, Oct. 6.—Universal Pictures' new program to acquaint its field sales executives with forthcoming product and studio operations is slated to get under way tomorrow when 11 branch managers from all sections of the country attend a series of conferences.

Besides viewing new films and getting a closeup of studio functions, the branch managers will meet with studio executives headed by N. J. Blumberg, chairman of the board; Milton R. Rackmil, president; William Goetz, in charge of production; Edward Muhl, vice-president and general manager of the studio.




# Television--Radio

## *with Pinky Herman*

BALLOTS FOR MOTION PICTURE DAILY—*FAME* poll (15th radio and fourth television, respectively) have already been sent out to more than 800 radio and TV editors, columnists and critics of newspapers, magazines and periodicals all over the country. This exclusive audit of personalities survey is more important today than ever due to the rapidly expanding TV field and the ever-increasing interdependence of both the motion picture and television industries upon each other. The winners and runners-up, based upon the combined opinions and votes of impartial judges, best qualified to pass on the merits of performers and programs, will be revealed near the end of the year. To all candidates we say, "Good Luck" and to our hundreds of friends who year after year have taken the time and trouble to fill out and mail in to us their selections, "Thanks again." . . .

☆ ☆ ☆

**In a most unusual step local 411, Bethlehem, Pa., of the American Federation of Musicians, has voted Charles Sanford, musical director of "Your Show of Shows" 'the man responsible for the finest music heard on TV today.' He will be feted next Monday with a testimonial dinner at the American Legion Hall in nearby Hellertown, Pa. and will be presented with a plaque. . . . Segmentation of the "Mike & Buff" 45-minute CBSeries of telecasts into three different 15-minute stanzas has resulted in a vast improvement. Change should attract a larger share of the 3:15 to 4:00 P.M. viewers. . . . Bill Slater's sparkling WABDuMontage, "Broadway To Hollywood," has been renewed for the tenth time by Tidewater Associated Oil Co. Agency is Lennen & Mitchell. . . . In the year since he started his WPTZippy series, "Let George Do It," emcee George Skinner has sold the good citizens of Philadelphia and environs a variety of household items. However, last Wednesday morning on his (9:00-10:00 A.M.) program George added another co-op sponsor, the Pineway Stables of Pineville, Pa. Believe it or not, he is SELLING thoroughbred race horses on easy payment terms. His punchline? "Skinner never skins you." . . .**



Charles Sanford

☆ ☆ ☆

*After a couple of semesters on his new CBSaturday* (8:00 P.M.) *telecasts, comic Jackie Gleason has definitely established himself as a formidable foe to NBC's "All-Star Revue." If he can maintain the pace he's been setting week in and week out, the initials 'J.G.' will also mean 'Just Great.' . . . Energetic and lovable Bob Ring of the Newark Public Safety Commission has recovered from a severe illness and his radio and TV performer pals (who've helped him countless times to put on successful shows for the PAL and other worthy causes) are much happier. . . . Sid Feller, Capitol Records A & R exec, who is responsible for the Jane Froman orchestral arrangements for her wax sessions, will likewise make all special arrangements for the thrush's new TVehicle "Canteen USA" which CBStarts next Tuesday. . . . This scribbler is neither a Yankee nor a Dodger Fan but rather a baseball fan so we've just got to bow low to the producers and cameramen for transmitting via WOR-TV practically every important bit of acton in the fifth World Series game Sunday at the Stadium. The stellar roles portrayed by Duke Snider, Andy Pafko, Bill Cox, Carl Erskine and Johnny Mize, were matched by Mutual's TV WORkers. . . .*

☆ ☆ ☆

LOTSA DOTS . . . Ventriloquist "Skeets" Minton will star on a new series of TV shows, "All Aboard," starting CBSunday, Oct. 19. Lionel (Trains) Corp. will sponsor the Lester Lewis Package, scripted by Lawrence Markes and Mort Lewis. . . . Football WABDopesters Win Elliot and Denny Meyer have teamed up to present an interesting series every Sunday following the pro games. . . . Former movie star Jeffrey Lynn's performance Sunday on Philco's "The Black Sheep," was a masterpiece of underplaying a difficult role. Jeff, who's been out of town playing stock, should be seen more often on TV. . . . Paula Stone, Mike Sloane and Jack Donohue, "Top Banana," execs have formed a company to discover new talent. . . .

# NEWS in Brief . . .

WASHINGTON, Oct. 6. — Atlantic Video was granted a permit for the construction of a commercial television station at Asbury Park, by the Federal Communications Commission.

President and majority stockholder of Atlantic Video is Walter Reade, Jr., head of Walter Reade Theatres.

•

SPRINGFIELD, MASS., Oct. 6. — A sellout at the Capitol and Art theatres here and a turnout of approximately 100,000 are expected at the world premiere of Warner's "Springfield Rifle" tomorrow night. Mayor Daniel Brunton has honored the Gary Cooper-starrer by declaring "Springfield Rifle Week." Cast notables on hand for the festivities are David Brian, Guinn (Big Boy) Williams and Phyllis Kirk.

•

The Century Room of the Hotel Woodstock here will become the permanent home for the Associated Motion Picture Advertisers' class in showmanship starting Thursday, according to Harry K. McWilliams, AMPA president. S. Barret McCormick, advertising director of RKO Radio, will be the guest lecturer for that, the third meeting.

•

M. R. (Duke) Clark, formerly Central South and Southwest division manager for Paramount Pictures, has been appointed special representative for the Council of Motion Picture Organizations, it was announced by Robert W. Coyne, COMPO special counsel.

## *Oct. 14 Pre-Hearing On Theatre TV*

WASHINGTON, Oct. 6.—A pre-hearing conference for attorneys at the theatre television hearing on Oct. 20 will be held on Oct. 14 to establish procedure and order of testimony at the hearing, the Federal Communications Commission announced today.

The main portion of the theatre TV hearing will commence on Jan. 12 but the first phase of the hearing, on engineering and accounting aspects, is slated to open here on Oct. 20 and run for about a week.

## 'Movietime' Tours

(*Continued from page* 1)

and stimulate business. This has been proven."

Movietime has not set any definite schedule for the number of tours to be sent out during the coming year, O'Donnell stated.

**MITCHELL MAY, Jr. CO., INC.**

**INSURANCE**

•

***Specializing***

***in requirements of the***

***Motion Picture Industry***

**75 Maiden Lane, New York**

**3720 W. 6th St., Los Angeles**

FIRST IN FILM NEWS

# MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 69 NEW YORK, U.S.A., TUESDAY, OCTOBER 7, 1952 TEN CENTS

## Films' Future Is Assured, Zukor Asserts

### *'Rebuild Confidence,' He Urges Midwest Showmen*

CHICAGO, Oct. 6.—"Motion pictures will live forever," Adolph Zukor, chairman of the board of Paramount Pictures, today told the special Paramount division managers meeting in his honor at the Bismark Hotel. He called for more showmanship so that "the public will know in advance what is to come to their theatres and not after the product has come and gone."



Adolph Zukor

After reciting his experiences as a boy in Chicago where he was born, lived, and married, Zukor stated: "I have not

(Continued on page 3)

## Cinerama Pays for Four Installations

BOSTON, Oct. 6.—Costs for the first four theatre installations of Cinerama equipment and a part of film production costs are to be borne by Cinerama, according to a report on the company just issued by Lamont & Co., local investment firm.

The report, written since the opening of the "This Is Cinerama" program at the Broadway Theatre in New York, also states that Cinerama's share in exhibition receipts is 25 per

(Continued on page 3)

## Rackmil Buys 1,000 Universal Shares

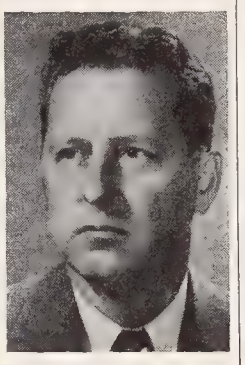
WASHINGTON, Oct. 6.—Milton R. Rackmil, president of Decca Records, which owns 43 per cent of Universal Pictures, and also president of the latter company, has personally purchased his first 1,000 shares of Universal common, according to a Securities and Exchange Commission report today.

An SEC report on stock trading by company officers and directors,

(Continued on page 3)

## *Barnett Is Named SMPTE President; Frayne, Top 'V-P'*

WASHINGTON, Oct. 6.—Herbert Barnett, assistant to the president of General Precision Equipment Corp., has been elected president of the Society of Motion Picture and Television Engineers for a two-year term, it was announced today at the organization's 72nd convention at the Statler Hotel here.



Herbert Barnett

Other officers elected for the same term were: executive vice-president, Dr. John G. Frayne, Westrex Corp.; editorial vice-president, Dr. Norwood L. Simmons, Eastman Kodak Co.;

(Continued on page 6)

## MPTO of St. Louis Meet Big Success

ST. LOUIS, Oct. 6. — The annual meeting of the Motion Picture Theatre Owners St. Louis, Eastern Missouri and Southern Illinois got under way here at the Chase Hotel today in what promises to be the most successful meeting in the unit's history.

A kickoff luncheon followed by important trade speeches by visiting

(Continued on page 3)

# ALLIED DECLARES WAR ON SALESMEN

## N.Y. First-Runs Firm; 'Paleface,' Cinerama Bow Big

With hold-overs predominating, New York's first-run theatres this week are enjoying good business. Newcomers "Son of Paleface" and accompanying stage show at the Paramount, and "This Is Cinerama" at the Broadway bowed to strong grosses, the former indicated as drawing $75,000 for the first week, and the latter $3,500 for advanced-sale, capacity-house revenue. "Cinerama" was said to be assured of that figure each week for at least six weeks.

Strong in their second weeks are "Because You're Mine" at Radio City

(Continued on page 3)

## Italian Films Week Festivities Begin

"Salute to Italian Films Week," the first film festival of its kind to be held in the United States, was officially proclaimed here last night by Mayor Vicent M. Impellitteri at the Little Carnegie Theatre before an audience of American motion picture executives, Italian government and film notables, United Nations

(Continued on page 3)

### *Would Expose Managers, Too, Who Offend in Dealings, Snaper Says*

One of the bitterest public blasts at distributor sales policies to come from an exhibitor leader in recent memory was issued here yesterday by Wilbur Snaper, national Allied president, with a warning that "if exhibitor-distributor relations don't improve" the organization will publicize the names of branch managers and salesmen who, he charged, have been using questionable tactics in dealing with theatremen.



Wilbur Snaper

At a trade press conference designed to provide reporters with a

(Continued on page 2)

## KATO to Make Film Aiding Tax Fight

LOUISVILLE, Oct. 6.—Noting that Kentucky and Federal amusement taxes together total about 30 per cent of the gross box-office collections in the state, the Kentucky Association of Theatre Owners has disclosed plans to prepare a film for showing in the state's theatres, much like one made several years ago, which will emphasize the hardship forced upon theatre owners by these taxes. This was decided at a meeting held to discuss ways of aiding COMPO's tax fight.

## *'MOVIETIME U.S.A.' TOURS ARE ONE YEAR OLD TODAY*

Today is the first birthday of the Council of Motion Picture Organizations' "Movietime U.S.A." tours. Since they were launched, 360 Hollywood personalities have each given a week's time to make 38 tours to 1,300 cities and towns from Coast to Coast to promote industry goodwill.

Movietime U.S.A. is the first public relations operation of its kind ever undertaken by the industry in its 50 years of existence.

Many advances have been made in the operation during the year. Under the guidance of national chairman R. J. O'Donnell and Hollywood chairman Marvin Schenck, the tours have been streamlined and perfected.

Launched with no precedent or pattern for a guide, the tours had to proceed by a trial and error method. The original plan of blanketing the U. S. in one week with the tours was replaced by a policy of staggered tours sent out weekly during the spring and fall.

Both chairmen urge the need for more active participation on the part of players in giving a week for the tours.

"If every actor on the rolls of the Screen Actors Guild would give one week to Movietime," Schenck stated, "the list would not be exhausted for four years. There are many towns and cities yet in the United States which have not had these tours. Exhibitors want them. They help the industry

(Continued on page 6)

### *1st NT Post-divorce Board Meet Oct. 23*

**Hollywood, Oct. 6.— National Theatres president Charles Skouras today announced that the first meeting of the board of directors of the newly organized company since its divorcement from 20th Century-Fox Film Corp. will be held at company headquarters here Oct. 23.**

# Personal Mention

PHIL REISMAN, head of RKO Radio foreign distribution, is scheduled to return here tomorrow from Europe.

•

CHARLES J. FELDMAN, Universal general sales manager, and F. J. A. MCCARTHY, Southern and Canadian sales manager, left here yesterday for Cincinnati.

•

HAROLD BOXALL, director of London Film Productions, will arrive here today from Europe aboard the *S.S. Queen Mary*.

•

JOHN FORD, M-G-M director, is due here today from the Coast en route to Nairobi, Africa, tomorrow via London.

•

ARTHUR WILLI, RKO Radio's Eastern talent head, has returned here from Chicago.

## New Jersey Allied To Elect Oct. 14

A one-day meeting highlighted by election of officers will be held by New Jersey Allied on Oct. 14 at the Hotel Astor here, Wilbur Snaper, national Allied president who also heads the New Jersey unit, announced yesterday.

Asked if he is a candidate for re-election to the unit's presidency, Snaper said he had not given the matter consideration. At present, he said, "there are no candidates."

The meeting will feature a luncheon at the Astor for members and a dinner following adjournment for members and their wives at the Latin Quarter here.

Snaper, as national Allied president, will address the annual convention of Allied Theatres of Michigan at the Tuller Hotel, Detroit, Oct. 20-22, he said. His topic will be arbitration, he added, if the final draft of an industry system of arbitration is in shape by that time.

## *Depinet Gets New RKO Radio Office*

Ned E. Depinet, former RKO Radio president, now adviser and consultant to the new management group, has been given a 14th floor office at the company's headquarters in the RKO Building, Rockefeller Center.

Depinet's former office on the 16th floor is being used by Ralph Stolkin, the new president.

## *L. A. Date for 'Hans'*

Samuel Goldwyn's "Hans Christian Andersen" has been set for a Los Angeles pre-release engagement at the Warner Beverly Theatre on Dec. 26, according to an announcement by James A. Mulvey, president of the company.

# Allied Declares War

(*Continued from page* 1)

preview of the tone which could be expected at Allied's annual convention in Chicago, Nov. 17-19, Snaper spoke also in terms of "going to the government for regulations" to restrict certain sales practices.

These were two of three steps he indicated Allied was in a mood to take against distributors. The third would be "a stronger set-up for the interchange of information among exhibitors," with the specific aim of "deterring over-aggressive salesmen."

This third step, Snaper said, envisaged the broadening of the scope of Allied's "Caravan," a vehicle for disseminating information on rentals and other sales policies among Allied and non-Allied exhibitors.

**Snaper said that during the past eight months he, in his capacity as Allied film committee co-ordinator, has been "overwhelmed by a deluge of exhibitor complaints and requests for solutions" in the area of trade practices. He said distributors "have lost sight of the fact that they're dealing with customers." Acknowledging that as co-ordinator he has been "criticized by some members for trying to work out a broad, national basis for settling difficulties instead of narrowing down the issues," Snaper said the criticism was justified.**

"There's no sense kidding any more," Snaper exclaimed. He said distribution home offices disavow charges against practices, attribute difficulties to "over-aggressive salesmen," and the practices continue.

The practices he chose to specify were "advanced admission pictures on which exhibitors can't make a profit," percentage selling, "exorbitant rentals, such as 60-40," and "specializing pictures out of existence."

Snaper said distributors regard percentage selling as a "panacea" in dealing with exhibitors and "as the only logical, businesslike way of merchandising." Taking exception to this approach, he said "certain heads of distribution have agreed with me—but what do they do about it?" He added that while big key runs do lend themselves to percentage deals, the vast majority of small independents "would do better, from a profit and loss standpoint, to close down Monday through Thursday" in the absence of a sliding-scale "incentive" selling approach which would allow them a larger margin of profit after grosses reach a certain figure.

**The Allied president contended that some salesmen have "personal" policies in dealing with exhibitors. The salesmen have a "get-even-with-the-exhibitor" attitude, he maintained.**

"Allied doesn't want government control in the industry," Snaper said. "That would be an extreme measure," he acknowledged when reminded by a reporter that Abram F. Myers, Allied general counsel, admonished last year's convention that government control of the industry was to be disdained.

When asked if his proposal for "a stronger set-up for the interchange of information among exhibitors" fitted in with the recently-announced intention of Alfred Starr, Theatre Owners of America president, to strive for an all-embracing single exhibitor organization or "forum," Snaper said he had no comment on Starr's plan.

Asked also if he did not think arbitration would be the solution to some of the problems he enumerated, Snaper replied that he believed Myers was "conservative" in estimating that "it would be a matter of months" before an arbitration system was agreed upon. Snaper said he would advise that distributors "go in for some soul-searching." "Frankly," he added, "we don't care who gets hurt—when branch managers and salesmen are proven to have injured exhibitors they should be discharged or pensioned off."

**In the Allied president's opinion producers "need exhibitor advice" in making pictures. He claimed that remakes and biographical pictures seldom succeed at the box-office. When exhibitors participate in conferences with producers, such as those sponsored by the Council of Motion Picture Organizations, "it's like talking to a blank wall," he said.**

However, he said he was pleased to note the naming of Sherrill Corwin, West Coast circuit owner, as head of the RKO Radio studio under the new management arrangement. "That's what I mean is needed," he said. Corwin is a member of TOA.

Snaper said that perhaps many an exhibitor's financial problems would be solved if top pictures were provided for mid-week showings as well as on week-ends. However, he added despairingly that "when we pleaded for big pictures in September with the return of top TV shows we didn't get them."

The convention, Snaper said, is expected to set forth "concrete action against the policies" in consequence of meetings of trade practice film clinics which will be a part of the annual meeting. Convention clinics will be staffed as follows, he announced: small-towns of 3,500 population or less—Charles Niles (chairman), Col. H. A. Cole, John Mohrstadt, A. B. Jeffries and J. R. Smith; large towns up to 25,000 population—Ben Marcus (chairman), Trueman T. Rembusch, Snaper, Fred Beedle and Max Matz; large cities—John Wolfberg (chairman), Nathan Yamins, Ben Berger, Alan Johnson and Henry Greenberger; key neighborhood and subruns—Morris Finkle (chairman), Leon Back, Norman Glassman, Louis Gold and S. G. Prat; outdoor theatres—Rube Shor (chairman), C. Elmer Nolte, O. F. Sullivan, Jay Wooten and Leo T. Jones; circuit buyers and bidding—Irving Dollinger (chairman), A. Berenson, Jack Kirsch and Arthur Howard.

## *100 Booths Rented For TESMA Show*

**The Theatre Equipment Supply Manufacturers Association trade show, which will be held in conjunction with the national Allied convention in Chicago, Nov. 17-19, already has rented space for 100 booths and more space will be rented before convention time, Wilbur Snaper, Allied president, reported here yesterday.**

## 'Wide Open' Allied Meeting for Press

The national Allied convention in Chicago, Nov. 17-19, will be "wide open" to the trade press, Wilbur Snaper, president of the exhibitor organization, declared here yesterday.

He pointed out that it has been customary for Allied conventions to exclude the press from trade practice film clinic sessions, although he ackowledged that at last year's convention in New York "a few" reporters were permitted to sit in on these meetings for background purposes.

At the private board meeting which will precede the Chicago convention, Snaper will recommend that this year's clinics be opened to all trade press repersentatives on an off-the-record basis so that when the same subjects are taken up on the floor of the convention proper the reporters will have a fuller grasp of what transpires. Floor proceedings, he added, will be open to unqualified press coverage.


NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
MARIO LANZA in
"BECAUSE YOU'RE MINE"
introducing DORETTA MORROW
Color by TECHNICOLOR - An M-G-M Picture
plus
SPECTACULAR STAGE PRESENTATION

BOB HOPE · JANE RUSSELL
ROY ROGERS and TRIGGER
in SON of Paleface
A Paramount Picture
Color by Technicolor
PARAMOUNT
in person
LOUIS PRIMA
AND HIS ORCHESTRA
"KEELY" SMITH · LOS GATOS
Extra — The FIVE DE MARCO SISTERS
Midnight Feature Nightly

HOWARD HUGHES presents
"ONE MINUTE TO ZERO"
Starring ROBERT MITCHUM - ANN BLYTH
CRITERION BROADWAY AND 45th ST.


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# NY First-runs

(Continued from page 1)

Music Hall with $132,000 indicated, and "Somebody Loves Me" at the Roxy with $75,000. Both houses are presenting spectacular stage shows as well. The Roxy has "The Thief" scheduled to open Oct. 15.

Still doing big business at the Rivoli is "Snows of Kilimanjaro," the third stanza being on the way to $57,000. "The Merry Widow" is in store for a hefty $35,000 for the second week.

"Just for You" is scheduled to bow tomorrow at the Capitol, replacing "The Quiet Man," for which a solid $30,000 is being chalked up for the seventh frame. The Criterion still is going strong with "One Minute to Zero," with $20,000 indicated for the third week. "Lure of the Wilderness" is seen grossing a nice $15,000 in its initial week at the Globe.

Thursday will see "The World In His Arms" taking over at the Mayfair where "High Noon" is bringing $15,000 for the 11th and final seven days. At the Astor, "The Miracle of Our Lady of Fatima" is holding firm with $15,000 due for the seventh week. Tenth week of "Affair in Trinidad" is giving the Victoria a satisfactory $11,000.

The off-Broadway houses are continuing to do nicely with their holdovers: "The Amazing M. Fabre," Park Avenue, fourth week, $4,700; "Man In the White Suit," Sutton, 27th week, $5,000; "Stranger in Between," Fine Arts, eighth week, $3,900; "Ivory Hunter," 52nd Street Trans-Lux, seventh week, $4,900. "O. Henry's Full House" will take over at the 52nd Street house on Oct. 16.

# MPTO of St. Louis

(Continued from page 1)

dignitaries paved the way. Leon Bamberger, sales promotion manager for RKO Radio, spoke on film advertising in newspapers, stating that in some parts of the country newspapers were taking advantage of the exhibitor. While stressing the importance of newspaper advertising, the speaker spotlighted the fair and desirable insertion rate advertising extended by some newspapers.

Larry W. Davee, sales manager-engineer for the Century Projecto Corp. of New York, spoke on "three dimensional projection." Davee pointed to the recent successful debut of Cinerama—the three camera, three projector—process in the Broadway Theatre in New York as a sign of the future.

Also on today's program were William Powell, district manager for the Mid-West Drive-in Theatres, speaking on "new product" of the major film companies, illustrating his talk with trailers of forthcoming pictures; Herman Levy, general counsel of Theatre Owners of America, on "industry arbitration;" and Ray Colvin, executive director of Theatre Equipment Dealers Association, who talked on "The Motion Picture Industry as A Business, An Art and A Social Force."

The estimated 500 guests in attendance were invited to a cocktail party at the close of business. "The Way of The Gaucho" was screened for the gathering in the evening.

Tuesday's program, which gets under way at 10 A. M. will feature the election of officers.

# Review

## "Way of a Gaucho"

*(20th Century-Fox)*

TWENTIETH CENTURY-FOX and the Moore-McCormack Lines combined to present the world premiere of "Way of a Gaucho" in a fine festive Oriental-lantern-lighted setting with loads of fun and food aboard the deck of the South American plying steamer *S. S. Argentine,* tied to a dock in New York's North River.

The production is a very robust "Western"-type affair produced in the Argentine in color by Technicolor with the Pampas and the Andes in beauteous display for background. As a matter of fact one of the main achievements of producer Philip Dunne and director Jacques Tourneur is the scenic splendor which at times resembles fine pastel etchings. Then, too, there are remarkable native horses who streak over the plains guided by the thrilling horsemanship of scads of Argentians who are known far and wide for their prowess in the saddle.

Except for some slowly-paced intervals the production is pretty good entertainment which could be improved by cutting a bit from its 91 minutes.

The marketable names of Rory Calhoun and Gene Tierney are at hand for the use of the showman, capably aided and abetted by the leading support of Richard Boone, Hugh Marlowe and Everett Sloane, with hundreds of extras lending impressive color in their many hued native costumes.

The screenplay by producer Dunne, based on the novel by Herbert Childs, is explained in a foreword and tells about how, "three quarters of a century ago, the Argentine Pampas still lay virtually unfenced, the free preserve of those spirits who for many generations had called it their own—the gauchos. As a special breed of men, answering only to their own laws and codes, they have vanished. The pampa they knew is fenced and cultivated. The lean cattle they herded have been replaced by blooded stock of modern Argentina. But the memory of the gauchos still lives—enshrined forever in the heart of the nation."

It is against this invasion by modern men that head gaucho Rory Calhoun rides with his roaring fellow horsemen in some mighty bloody and at times intriguing fighting. Calhoun and Miss Tierney are the principals in a romance that is threaded through the tale and results in her being with child as the gauchos all around them in the over-long tale-telling live gaily and freely with utter disregard and contempt for established government. Many capable Argentine performers helped to put on the show.

Running time, 91 minutes. Adult classification. For October release.

JAMES P. CUNNINGHAM

# Rackmil Buys

(Continued from page 1)

also noted that the David J. Greene Trust had acquired 5,000 shares of RKO Theatres common, bringing its holdings to 30,800. Besides this, Greene holds 10,000 shares in partnership and 3,600 with members of his family.

Steve Broidy, Monogram president, purchased 2,000 shares of common, bringing his holdings to 45,299, in addition to the options which he holds for 2,000 shares. Norton V. Ritchey gave away 1,000 shares of Monogram common, reducing his holdings to 2,594.

Other SEC transactions reported were: Austin Keough's acquisition of 100 shares of Paramount Pictures common, bringing his holdings to 350 shares; the acquisition of 750 shares of Trans-Lux common, his entire holdings, by Joseph M. Viertel; and Loew's, Inc. acquisition of 57 shares of Loew's Boston Theatres common, making total holdings of 129,991 shares.

# *Services Held for James G. Doyle*

BOSTON, Oct. 6.—Funeral services were held today in Jamaica Plain, Mass., for James G. Doyle, theatre owner and ex-state Senator, who died there at his home on Friday at the age of 85.

Owner of the Broadway Theatre in South Boston, he was a partner of the American Theatres Corp. of Boston in the Embassy and Central Square theatres in Waltham, and the Newton in West Newton. Doyle, who retired from public life 40 years ago after serving three terms in the State Senate, is survived by a son and two daughters.

# Italian Film Week

(Continued from page 1)

officials, and cultural, economic and civic leaders of New York.

Floyd Blair, president of the Philharmonic Symphony Society, accepted the scroll of proclamation, on behalf of honorary chairman Winthrop W. Aldrich, after the Mayor noted that "it was the critics and public of the city of New York who first acclaimed and popularized the merits of post-war Italian films, inspiring a group of representative citizens to organize a city-wide tribute to honor and encourage these achievements." Noted arrivals were interviewed in the lobby by Martin Starr on a live WINS broadcast while WOV and the Voice of America tape-recorded interviews. The opening night film was "The Overcoat."

Earlier in the day the first event of the Festival was the presentation of two stones from the ancient Forum of Rome by the Italian motion picture industry to the people of New York "as a symbol of the cultural and democratic heritage that America and contemporary Italy share." Nelson A. Rockefeller and Deputy Mayor Charles Horowitz acknowledged the gift on the roof of the Palazzo d'Italia building in Rockefeller Center.

# *Lipton to Confer on Four New Releases*

David A. Lipton, Universal Pictures vice-president in charge of advertising and publicity, will arrive here tomorrow for 10 days of conferences with home office executives on promotion plans on four releases for the coming three months.

He will outline promotional plans on "Because of You," starring Loretta Young and Jeff Chandler; "Against All Flags," starring Errol Flynn and Maureen O'Hara; "It Grows on Trees," starring Irene Dunne, and "Meet Me at the Fair," starring Dan Dailey and Diana Lynn.

# Zukor Asserts

(Continued from page 1)

changed my opinion about motion pictures since it all began 50 years ago. I feel as strongly today about the future of our business as I did when I financed, caused to be produced and distributed the first feature length motion picture, 'Queen Elizabeth,' 40 years ago"

Zukor told the more than 100 Midwestern exhibitors present that "everyone must devote all their time and energy to rebuild the public's confidence in motion pictures. We must work harder in this transition period until the public is sold on the idea that motion picture entertainment is worthwhile."

He closed by stating, "If exhibitors expect pictures of the size, scope, and quality of those that are now being turned out by all Hollywood studios, which are proving their ability to attract the public, you must put forth extra effort and employ all your ingenuity in presenting these pictures to the public."

Zukor expressed considerable interest in doing everything possible "to get the widest possible support by the industry for smaller theatres in smaller communities."

James J. Donohue, Central division manager, presided over the special meeting. Donohue introduced A. W. Schwalberg, president of Paramount Film Distributing Co., who in turn introduced Zukor at the luncheon. Schwalberg and Jerry Pickman, vice-president in charge of advertising-publicity, conducted discussions on product and promotion later in the day.

Also present at the meetings were E. K. O'Shea, vice-president of Paramount Film Distributing Corp., and Oscar A. Morgan, general sales manager of short subjects and Paramount News.

Zukor returned to New York late tonight, accompanied by Sid Blumenstock, advertising manager and assistant to Pickman.

# Cinerama

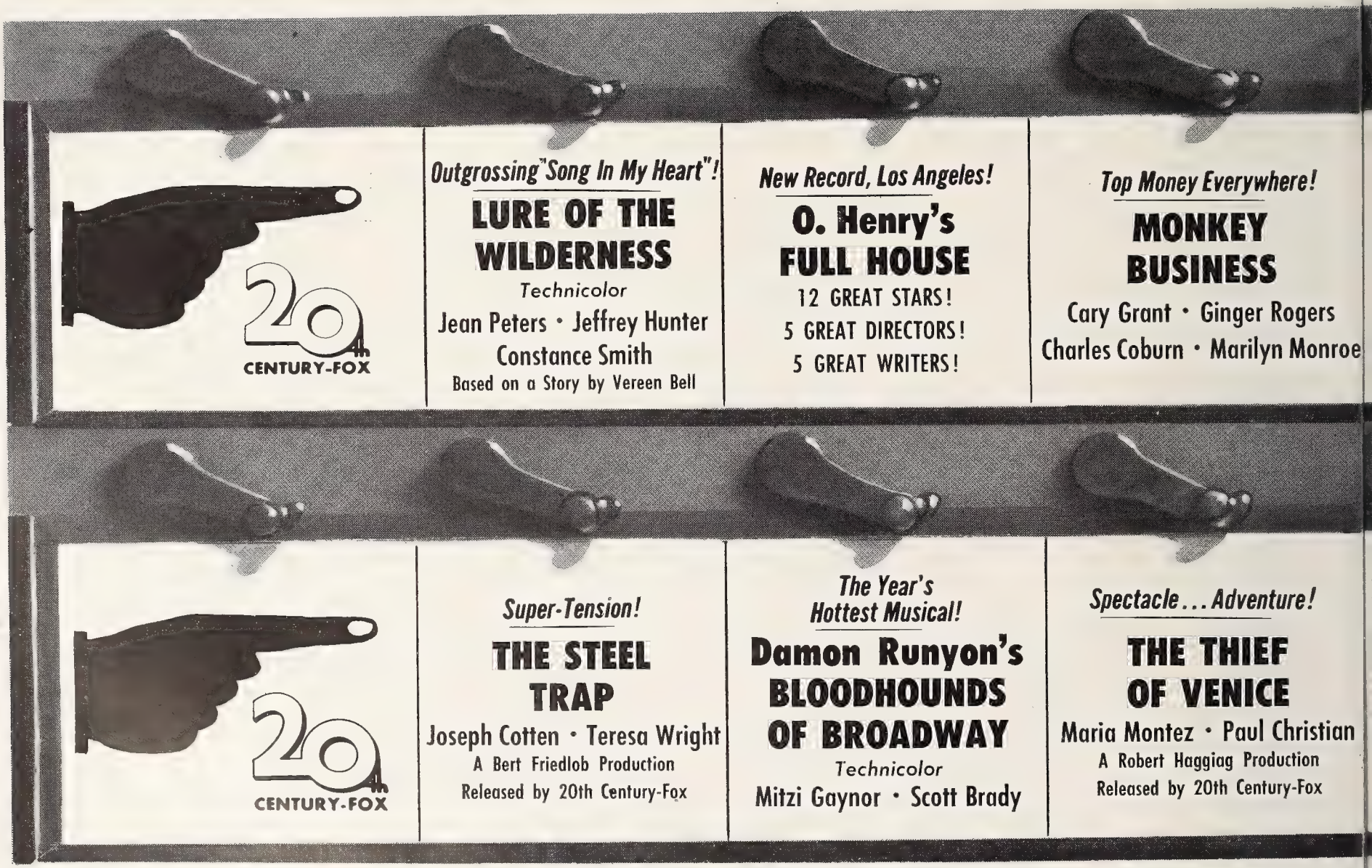
(Continued from page 1)

cent, after certain operating costs but before taxes, under its agreement with Thomas-Todd Productions, which runs to Dec. 31, 1956. After the first $1,000,000 gross, Cinerama's percentage declines gradually to 10 per cent, the report states.

Thomas-Todd Productions and /or Reeves Soundcraft Corp. owned about 53 per cent of Cinerama's common stock as last reported in March, 1952, according to the report. Cinerama does not own the patents to the three-dimensional process, but is licensed by their owner, Vitarama Corp. Royalties- payable range from five to 10 per cent of Cinerama's gross income, the report states.

The report concludes that Cinerama would have to gross approximately $35,000,000 to earn $1 per share on its presently outstanding common stock, and if outstanding debentures were converted and all stock options and stock purchase warrents were exercised, the gross would have to be approximately $50,000,000 to assure the same $1 per share earnings.

# They're All Vo



20th CENTURY-FOX

*Outgrossing "Song In My Heart"!*

**LURE OF THE WILDERNESS**

*Technicolor*

Jean Peters • Jeffrey Hunter
Constance Smith

Based on a Story by Vereen Bell

*New Record, Los Angeles!*

**O. Henry's FULL HOUSE**

12 GREAT STARS!
5 GREAT DIRECTORS!
5 GREAT WRITERS!

*Top Money Everywhere!*

**MONKEY BUSINESS**

Cary Grant • Ginger Rogers
Charles Coburn • Marilyn Monroe

20th CENTURY-FOX

*Super-Tension!*

**THE STEEL TRAP**

Joseph Cotten • Teresa Wright

A Bert Friedlob Production
Released by 20th Century-Fox

*The Year's Hottest Musical!*

**Damon Runyon's BLOODHOUNDS OF BROADWAY**

*Technicolor*

Mitzi Gaynor • Scott Brady

*Spectacle... Adventure!*

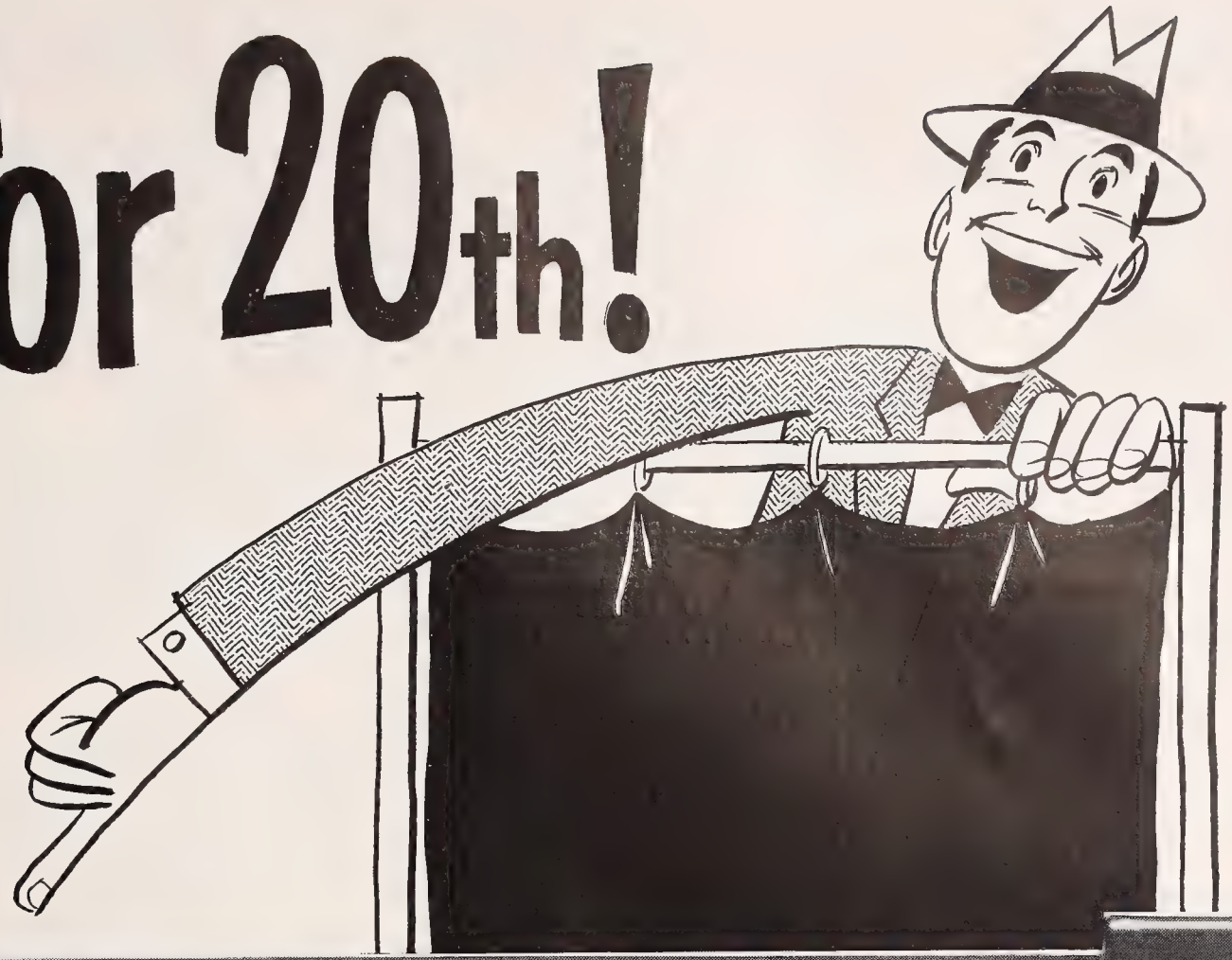
**THE THIEF OF VENICE**

Maria Montez • Paul Christian

A Robert Haggiag Production
Released by 20th Century-Fox

# There's No Business Like

# ting for 20th!



*They'll Love This One!*

**MY WIFE'S BEST FRIEND**

Anne Baxter · Macdonald Carey

*Big In 3-Theatre Miami Premiere!*

**WAY OF A GAUCHO**

*Technicolor*

Rory Calhoun · Gene Tierney

*Mr. 880 Is Back— 881 Times Funnier!*

**SOMETHING FOR THE BIRDS**

Victor Mature · Patricia Neal
Edmund Gwenn

*Boxoffice Excitement!*

**NIGHT WITHOUT SLEEP**

Linda Darnell · Gary Merrill
Hildegarde Neff

## —AND TO TOP THEM ALL

*Your Thanksgiving Date!*

**PONY SOLDIER**

*Technicolor*

Tyrone Power
Cameron Mitchell

*It'll Steal Your Heart!*

**MY PAL GUS**

Richard Widmark
Joanne Dru
Audrey Totter
George (Foghorn) Winslow

*Your Big One For Christmas!*

CLIFTON WEBB in
JOHN PHILIP SOUSA'S
**STARS AND STRIPES FOREVER**

*Technicolor*

Debra Paget · Robert Wagner
Ruth Hussey

ERNEST HEMINGWAY'S
**THE SNOWS OF KILIMANJARO**

*Technicolor*

Gregory Peck · Susan Hayward · Ava Gardner

Produced by Darryl F. Zanuck · Directed by Henry King · Screen Play by Casey Robinson

# 20th Century-Fox Business!



# Barnett

(*Continued from page* 1)

convention vice-president, John W. Servies, vice-president, National Theatre Supply; secretary, Edward S. Seeley, Altec; governors—East, Gordon A. Chambers and Charles L. Townsend; governors—Central, Frank E. Carlson and Malcolm G. Townsley; governors—West, William A. Mueller and Leroy M. Dearing.

Assuming the office of engineering vice-president today, to serve through Dec. 31, 1953, is Henry J. Hood, Eastman Kodak. He was appointed last July to fill a vacancy.

All officers will start their terms on Jan. 1.

**Televised to Pentagon**

At today's luncheon, opening the convention, members heard three high level Army, Navy and Air Force officers discuss communications and photography in the service. The program was televised to a specially selected audience in the Pentagon by the Army. Captain A. D. Fraser, of the office of the chief of naval operations and chief of naval photography, told the group that the Navy was dependent on the motion picture films shown to its forces. "The entertainment motion pictures provide is probably our greatest morale booster," he said. He pointed out that the motion picture industry "very generously operates a comprehensive on-the-job training course for selected personnel," with a "completeness of instruction" that could not be given by a service school."

Major General George I. Back, chief signal officer of the Army, asked the group for its continued cooperation in the research and development of motion pictures and television. He emphasized the importance of sound motion picture films in training, in public information and as a means of "pictorially documenting military history," calling motion pictures "an irreplaceable tool." Television has become available as another medium of communications, he said, "which offers tremendous possibilities with its potential of speed and accuracy."

## 11 Branch Managers At U-I Studio

HOLLYWOOD, Oct. 6.—Universal Pictures' new program to acquaint its field sales executives with forthcoming product and studio operations is slated to get under way tomorrow when 11 branch managers from all sections of the country attend a series of conferences.

Besides viewing new films and getting a closeup of studio functions, the branch managers will meet with studio executives headed by N. J. Blumberg, chairman of the board; Milton R. Rackmil, president; William Goetz, in charge of production; Edward Muhl, vice-president and general manager of the studio.



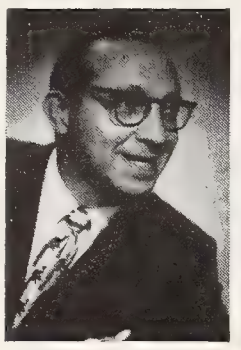

# Television--Radio

## *with Pinky Herman*

BALLOTS FOR MOTION PICTURE DAILY—*FAME* poll (15th radio and fourth television, respectively) have already been sent out to more than 800 radio and TV editors, columnists and critics of newspapers, magazines and periodicals all over the country. This exclusive audit of personalities survey is more important today than ever due to the rapidly expanding TV field and the ever-increasing interdependence of both the motion picture and television industries upon each other. The winners and runners-up, based upon the combined opinions and votes of impartial judges, best qualified to pass on the merits of performers and programs, will be revealed near the end of the year. To all candidates we say, "Good Luck" and to our hundreds of friends who year after year have taken the time and trouble to fill out and mail in to us their selections, "Thanks again." . . .

☆ ☆ ☆

**In a most unusual step local 411, Bethlehem, Pa., of the American Federation of Musicians, has voted Charles Sanford, musical director of "Your Show of Shows" 'the man responsible for the finest music heard on TV today.' He will be feted next Monday with a testimonial dinner at the American Legion Hall in nearby Hellertown, Pa. and will be presented with a plaque. . . . Segmentation of the "Mike & Buff" 45-minute CBSeries of telecasts into three different 15-minute stanzas has resulted in a vast improvement. Change should attract a larger share of the 3:15 to 4:00 P.M. viewers. . . . Bill Slater's sparkling WABDuMontage, "Broadway To Hollywood," has been renewed for the tenth time by Tidewater Associated Oil Co. Agency is Lennen & Mitchell. . . . In the year since he started his WPTZippy series, "Let George Do It," emcee George Skinner has sold the good citizens of Philadelphia and environs a variety of household items. However, last Wednesday morning on his (9:00-10:00 A.M.) program George added another co-op sponsor, the Pineway Stables of Pineville, Pa. Believe it or not, he is SELLING thoroughbred race horses on easy payment terms. His punchline? "Skinner never skins you." . . .**



Charles Sanford

☆ ☆ ☆

*After a couple of semesters on his new CBSaturday* (8:00 P.M.) *telecasts, comic Jackie Gleason has definitely established himself as a formidable foe to NBC's "All-Star Revue." If he can maintain the pace he's been setting week in and week out, the initials 'J.G.' will also mean 'Just Great.' . . . Energetic and lovable Bob Ring of the Newark Public Safety Commission has recovered from a severe illness and his radio and TV performer pals (who've helped him countless times to put on successful shows for the PAL and other worthy causes) are much happier. . . . Sid Feller, Capitol Records A & R exec, who is responsible for the Jane Froman orchestral arrangements for her wax sessions, will likewise make all special arrangements for the thrush's new TVehicle "Canteen USA" which CBStarts next Tuesday. . . . This scribbler is neither a Yankee nor a Dodger Fan but rather a baseball fan so we've just got to bow low to the producers and cameramen for transmitting via WOR-TV practically every important bit of acton in the fifth World Series game Sunday at the Stadium. The stellar roles portrayed by Duke Snider, Andy Pafko, Bill Cox, Carl Erskine and Johnny Mize, were matched by Mutual's TV WORkers. . . .*

☆ ☆ ☆

LOTSA DOTS . . . Ventriloquist "Skeets" Minton will star on a new series of TV shows, "All Aboard," starting CBSunday, Oct. 19. Lionel (Trains) Corp. will sponsor the Lester Lewis Package, scripted by Lawrence Markes and Mort Lewis. . . . Football WAB-Dopesters Win Elliot and Denny Meyer have teamed up to present an interesting series every Sunday following the pro games. . . . Former movie star Jeffrey Lynn's performance Sunday on Philco's "The Black Sheep," was a masterpiece of underplaying a difficult role. Jeff, who's been out of town playing stock, should be seen more often on TV. . . . Paula Stone, Mike Sloane and Jack Donohue, "Top Banana," execs have formed a company to discover new talent. . . .

# NEWS in Brief . . .

WASHINGTON, Oct. 6. — Atlantic Video was granted a permit for the construction of a commercial television station at Asbury Park, by the Federal Communications Commission.

President and majority stockholder of Atlantic Video is Walter Reade, Jr., head of Walter Reade Theatres.

•

SPRINGFIELD, MASS., Oct. 6. — A sellout at the Capitol and Art theatres here and a turnout of approximately 100,000 are expected at the world premiere of Warner's "Springfield Rifle" tomorrow night. Mayor Daniel Brunton has honored the Gary Cooper-starrer by declaring "Springfield Rifle Week." Cast notables on hand for the festivities are David Brian, Guinn (Big Boy) Williams and Phyllis Kirk.

•

The Century Room of the Hotel Woodstock here will become the permanent home for the Associated Motion Picture Advertisers' class in showmanship starting Thursday, according to Harry K. McWilliams, AMPA president. S. Barret McCormick, advertising director of RKO Radio, will be the guest lecturer for that, the third meeting.

•

M. R. (Duke) Clark, formerly Central South and Southwest division manager for Paramount Pictures, has been appointed special representative for the Council of Motion Picture Organizations, it was announced by Robert W. Coyne, COMPO special counsel.

## *Oct. 14 Pre-Hearing On Theatre TV*

WASHINGTON, Oct. 6.—A pre-hearing conference for attorneys at the theatre television hearing on Oct. 20 will be held on Oct. 14 to establish procedure and order of testimony at the hearing, the Federal Communications Commission announced today.

The main portion of the theatre TV hearing will commence on Jan. 12 but the first phase of the hearing, on engineering and accounting aspects, is slated to open here on Oct. 20 and run for about a week.

## 'Movietime' Tours

(*Continued from page* 1)

and stimulate business. This has been proven."

Movietime has not set any definite schedule for the number of tours to be sent out during the coming year, O'Donnell stated.

**MITCHELL MAY, Jr. CO., INC.**

**INSURANCE**

•

***Specializing***
***in requirements of the***
***Motion Picture Industry***

**75 Maiden Lane, New York**
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FIRST IN FILM NEWS

# MOTION PICTURE DAILY

Accurate Concise and Impartial

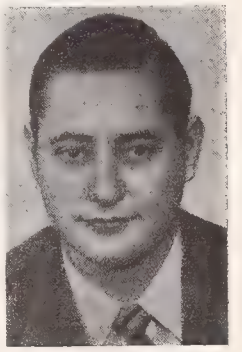
VOL. 72. NO. 70 NEW YORK, U. S. A., WEDNESDAY, OCTOBER 8, 1952 TEN CENTS

# Arnold Picker Is Named RKO Radio Executive V-P

## *United Artists' Foreign Distribution Head Will Direct Worldwide Sales for Stolkin's Group; Choice a Popular One*

Arnold Picker, vice-president in charge of foreign distribution for United Artists, and a partner in that company, will become executive vice-president of RKO Radio Pictures on Nov. 15, it was announced yesterday. The post, a new one, will place Picker in charge of all RKO Radio sales and distribution operations.

The appointment, made from industry ranks, is a popular one with the trade. It was viewed as particularly significant because of the importance of the position, the first of its kind to be filled by the new management since taking over administration of the company last week, and for the insight it provided into the thinking of the new owners of the controlling stock interest in RKO Pictures.



Arnold Picker

Company officials indicated that decisions as to executive personnel in RKO Radio's distribution organization, both domestic and foreign, will be entirely Picker's responsibility. Robert Mochrie heads RKO Radio's domestic sales and Phil Reisman, due here today from a European business trip, heads the foreign.

According to sources outside RKO Radio, the offer which tempted Picker to leave U. A. includes a block of

(Continued on page 5)

## Sharp Rise in Payrolls of Film Industry

### *Reflected in 1st Quarter Labor Department Report*

WASHINGTON, Oct. 7.—Industry payrolls for employes covered by unemployment insurance were more than $7,000,000 higher in the first quarter of 1952 than in the same quarter of 1951, the Department of Labor reported today.

**The over-all industry figure for the first quarter of 1952 was $163,161,000, compared with a 1951 first quarter figure of $155,875,000.**

First quarter payrolls for production and distribution were $79,467,000 in 1952 and $71,811,000 in 1951, showing an increase of more than $7,500,000. Payrolls in the service category also showed an increase—$9,847,000 for 1952, against $8,825,000 for 1951.

Payrolls in the category of theatres, including vaudeville, dropped slightly, however, with $73,847,000 for the first 1952 quarter and $75,239,000 for the

(Continued on page 5)

## Extension to 16mm. Suit Defendants

HOLLYWOOD, Oct. 7. —Defendants in the Government's suit charging conspiracy in withholding 16 mm. prints from television and other outlets today were given a month's extension of date for filing answer in Federal Court here, W. C. Dixon, West Coast chief of the anti-trust division of the Department of Justice, told MOTION PICTURE DAILY today. The original answer date was Oct. 15.

Dixon said the extension was granted under the stipulation that defendants would not seek to transfer the case from here to the East for trial.

## *Ohio Reels Action Appeal Still Pends*

**Toledo, O., Oct. 7.—If the City of Toledo does not file an appeal by Friday in the industry's Ohio newsreel censorship case, or does not ask meanwhile for a deadline extension, an appeal cannot be taken.**

## Arbitration Kills Need for Fair Trade Code: Levy

ST. LOUIS, Oct. 7.—Since "almost all trade practice grievances are arbitrable" under the pending draft of an industry arbitration system, the industry for the first time in its history will not need a code of fair trade practices, Herman M. Levy, Theatre Owners of America general counsel, today told the convention of M. P. T. O. of St. Louis, Eastern Missouri and Southern Illinois at the Chase Hotel here.

Said Levy: "I sincerely believe that

(Continued on page 5)

## Sees New Color TV System by Mid-1953

WASHINGTON, Oct. 7.—The National Television System Committee will probably have a new color television system to demonstrate to the Federal Communications Commission by mid-1953, an NTSC officer told the Society of Motion Picture and Television Engineers.

A. V. Loughgren told some 500

(Continued on page 5)

## Daff Cites Injury From French Crisis

American distributing companies in France will suffer an irretrievable loss this season due to the delay in Franco-American negotiations, namely, "one-half the season will be gone before any new American films will be played there, excluding one or two left over from last year," it was disclosed here yesterday by Al Daff, executive vice-president of Universal, following his return from a



Alfred Daff

(Continued on page 5)

## *"Limelight"*

[*United Artists*]

CHARLES CHAPLIN'S first film in exactly five years is an enthralling emotional experience that harkens back to his earlier great films for much superb stylized comedy that made Chaplin one of the greatest boxoffice draws in motion picture history. This is a simple, appealing tale about a young ballet dancer who falls in love with an aged, once-famous, English music hall clown that for the greater part of two hours and twenty-one minutes should prove immensely entertaining for any audience.

A continuous juxtaposition of sequences of success and failure, joy and sorrow, results in the remarkable illusion of the tragi-comic aspects of life, as one minute you howl at the pantomime of a tramp-clown not unlike the old Charlie and the next are saddened by the protagonist's realization that his once great fame is gone.

While the story is effective the great moments of the film are those in which Chaplin's comic genius is evident, such as the clown's drunken, rolling ascendance of the stairs, his perplexed sniffing of cigar and shoes while the suicide-by-gas is being attempted by dancer Claire Bloom, his rising to the occasion by determinedly battering the door down, and his later imitation of flowers, and playing up to the landlady when the rent is overdue.

Chaplin's low comedy monologue with fleas, "The Animal Trainer," and

(Continued on page 4)

## AMPA Enlists Four More for Faculty

Four more industry promotional executives have joined the faculty of the Associated Motion Picture Advertisers' school in showmanship, Harry K. McWilliams, AMPA president, announced here yesterday.

The new lecturers are: Maurice Bergman, assistant to the president of Universal-International; Seymour Morris, director of advertising-publicity-exploitation for the Schine Circuit, Gloversville; Sid Mesibov, Para-

(Continued on page 5)

# Personal Mention

HOWARD DEITZ, advertising - publicity vice-president of M-G-M, will be guest speaker at the Boston Advertising Club weekly luncheon meeting on Tuesday, Jan. 27.

•

JAMES R. GRAINGER, Republic executive vice-president in charge of distribution, will leave here today for New Orleans, the first stop on a trip through the West and Southwest. He will return to New York on Oct. 27.

•

MANNIE A. BROWN arrived in Buffalo Monday from Cleveland to take over as United Artists manager there succeeding DAVE LEFF, who will manage the UA branch in Cleveland.

•

BETTY BARNSTEAD, secretary to CHARLES M. REAGAN, M-G-M general sales manager, will be married Nov. 8 to THOMAS BERNARD RICE at St. Agnes Church here.

•

JOHN SCHLESINGER, executive of the Schlesinger film interests in South Africa, and DICK HARMEL, general manager, were in Hollywood from that country.

•

PANDRO S. BERMAN, M-G-M producer, and RICHARD THORPE, director, are due in New York from the Coast Friday en route to Jamaica, B. W. I.

•

SAMUEL N. BURGER, Loew's International sales manager, will leave here by plane today on an around-the-world inspection tour of approximately 10 weeks.

•

SID GOLDSTEIN of M-G-M's publicity department yesterday became the father of a girl, born to MRS. GOLDSTEIN at Brooklyn Women's Hospital.

•

HARRY FELLERMAN, Universal special films division sales head, has returned to New York from a three-week tour of exchanges.

•

EDWARD L. HYMAN, United Paramount Theatres vice-president, and his assistant, BERNARD LEVY, are in Detroit from New York.

•

RICHARD BRANDT, Brandt Theatres executive, and MRS. BRANDT, have left New York for a two-week Florida vacation.

•

JOHN PARSONS, division manager, Telenews Theatres, San Francisco, is a father for the first time.

•

HELEN DEUTSCH, M-G-M screen writer, will leave here for the Coast by plane Sunday.

•

FRANK H. MCCORMICK of DuPont has announced his retirement from the company.

•

HAROLD G. HARRIS, Detroit booker for M-G-M, is in town vacationing.

•

JOSEPH KAUFMAN, producer, has left here for the Coast.

# IFE May Set up Distribution Firm for Italian Films

Tentative plans to establish a U.S. distribution agency for Italian films by the Italian Film Export organization were disclosed here yesterday by Dr. Eitel Monaco, president of the National Association of Motion Picture and Allied Industries of Italy, and Dr. Renato Gualino, general director of IFE.

Gualino said the decision on IFE setting up its own distribution company for the American market would be made within the next two weeks, before his return to Rome. Both Gualino and Monaco saw the necessity of broadening the American market for Italian product.

The IFE director acknowledged that other avenues for distribution are also being explored. He said exploratory talks have been held with United Artists and new Lippert franchise holders, among other distribution companies.

The main stress, however, was put on the possibility of the IFE establishing its own agency, with funds accruing to the IFE under the Italo-American film agreement. If the IFE takes such a step, Gualino said that the Lux Film Distribution Co., which handles Italian films in the American market and which is headed by Gualino, would cease operation.

**Implementation of IFE's earlier decision to provide English-dubbed Italian films for the American market was also disclosed. A sound-recording corporation, capitalized at $200,000, will begin operation here within the next few months, it was stated.**

The tentative plans of the projected distributing organization, which would be operated on a commercial basis in competition with other distribution corporations, Gualino said, calls for the setting up of from five to seven exchange offices in the U.S. He said the aim of the new agency would be to distribute about 25 films designed for the Italian-speaking public per year and from six to 12 "major" Italian pictures for the general public yearly.

Gualino said Italian producers would be free to distribute through the IFE or American distribution agencies under the projected set-up. The purpose of the IFE organization would be to group Italian product in an effort to gain a greater penetration of the American market he said. The dubbing program of the IFE was also cited by Gualino as an effort to expand in the American market.

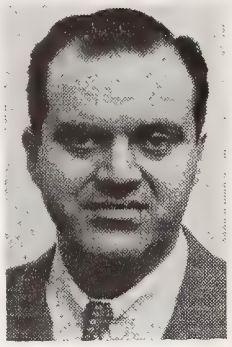
The possibility of independent film importers launching an Italian picture in the New York market, with the IFE distributing elsewhere, was acknowledged by Gualino and Monaco. The IFE president said that no films have as yet been committed to the projected organization, but during his stay here he will confer with major Italian producers, currently visiting New York in conjunction with "Salute to Italian Films Week."

Also present at the press conference was Nicoli de Pirro, director general of the Entertainment Industry Bureau of the Italian government, who stressed the "dollar situation" in future negotiations for a new Italian-American film agreement. While here, he said he would talk with Motion Picture Association of America officials, but added that it would be "premature" to describe such talks as negotiations. The current agreement expires in June, 1953.

Italo Gemini, president of the Italian exhibitors organization, and E. R. Zorgniotti, U.S. representative of IFE, were also present.

## Sullivan Is Named 20th Publicity Head

Edward E. Sullivan has been named publicity manager of 20th Century-Fox, by Charles Einfeld, vice-president. Sullivan replaces Stirling Silliphant, who resigned to produce.



Edward Sullivan

Sullivan, who has been with 20th Century-Fox since 1946 following five years of service with the Eighth Air Force in Europe, has been assistant publicity manager of the company for the past three years. During that period he has been on the national committees of the Cancer Fund Drive, the Heart Fund and the American Red Cross.

Silliphant, who will start production on "The Joe Louis Story" in January, will remain with the company until that time in an advisory capacity.

### Johnston Stresses Reciprocity in Trade

Reciprocity in international trade was underscored here yesterday by Eric Johnston, president of the Motion Picture Association of America, in a luncheon address at the Waldorf Astoria before top representatives of the American and Italian film industries.

The necessity of increased buying abroad was also stressed by Johnston, who was host at the luncheon in honor of the visiting leaders of the Italian industry.

Dr. Clemente Boniver, consular of the Italian Embassy, one of the three guest speakers of the Italian industry, said that Italy is counting on increased film business in the United States as one of the ways of reducing its sizable gap in dollar balances. He praised the support given to Italian films by the American public and the American industry.

Nicoli de Pirro, director general of the Entertainment Industry Bureau of the Italian Government, said the success of Italian films in this country will insure "a continued open door" for American films in Italy.

Among those on the dais, besides the speakers, were: Arthur B. Krim, president of United Artists; Barney Balaban, president of Paramount Pictures; Dr. Renato Gualino, general director of Italian Film Exports; Italo Gemino, head of the Italian exhibitors' organization; Baron Carlo de Ferrariis, Italian consul general, and John McCarthy, MPAA vice-president.

In conjunction with "Salute to Italian Films Week," independent producer and importer Jules Levey was host at a supper last night to Italian film executives at the Plaza Hotel.

## Newsreel Parade

*THE WORLD SERIES is the highlight of all current newsreels, featured along with the Presidential "whistle-stop" war, the death of speed-king John Cobb, Tito and his new wife. Complete contents follow:*

**FOX MOVIETONE NEWS, No. 82**—U. S. unveils first atomic artillery. Speed-king Cobb dies in explosion. Tito shows off new bride. Football. World's Series.

**NEWS OF THE DAY, No. 212**—Greenland rescue drama. Gales battle ship. Tito's wife makes debut. First atomic gun. Football. Cobb meets death beating speed record. World's Series.

**PARAMOUNT NEWS, No. 15** — The World's Series. Soviet vs. Ambassador Kennan. Football game of the week: Wisconsin beats Illinois.

**TELENEWS DIGEST, No. 41A**—Stevenson scores Republicans. Italian film stars arrive. Films of Tito and wife. Italian peasants get reclaimed land. NATO commanders meeting. Roller skating. World's Series.

**UNIVERSAL NEWSREEL, No. 402**—Truman, Stevenson and Eisenhower on whistle stops. Greenland rescue. John Cobb's boat crackup. Football highlights. Yanks the new world champions.

**WARNER PATHE NEWS, No. 17**—Death of John Cobb. Amazing Arctic rescue. Army unveils atomic cannon. Eisenhower on Midwest swing. Stevenson in Midwest. Truman on whistle-stop tour.

## Lippert Franchise In N.Y. to Favorite

Favorite Pictures, owned by Moe Kerman and Joe Felder, has taken a three-year franchise on the Lippert Pictures exchange in New York, it was disclosed here yesterday with the resignation of D. M. Sohmer as branch manager of the exchange as of Oct. 25.

Sohmer, who resigned after five years in the post, has no immediate plans; he will vacation for three to four months. No successor has yet been named.

## Promoting 'Louis Story'

National magazine publicity campaign for "The Joe Louis Story" kicked off yesterday with a color cover and a story in *Ebony*, it was announced by Stirling Silliphant, the film's producer. As producer-publicist of the Louis screen biography, Silliphant has planned a two-phase national magazine campaign for the picture, with breaks now, in advance of production, concentrating on Louis, to be followed by breaks just prior to and with the July release covering the film itself.

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# National Pre-Selling

*TOP-SIDE* national pre-selling for this week is the double-truck in *Look,* dated Oct. 21, now on the news stands, which features Universal's "Back at the Front"—and lists all the runs starting Oct. 15—from Anniston, Alabama, to Anchorage, Alaska, with theatre names and playdates. This is David E. Lipton's policy, which is worth more in national pre-selling than tons of national magazine space four or five months removed from any theatre playdate outside of pre-release engagements. We hope that theatre managers will buy several copies of this week's *Look,* make a lobby display of the advertising, and show it as proof of the fact that you are running a first-string picture. Don't wait for your patrons to *ask* for it; the risks are against you. The same issue has a five-page pictorial story on Audrey Hepburn—"the new Hepburn"—whom, they say, "capitivated Paramount executives with the same puckish charm that brought bravos from Broadway."

•

Seventeen, *magazine for teen-agers, has sent copies of the issue which reviewed "The Big Sky" to 600 exhibitors, with a folder offering free tieup promotional material to the theatres. . . . The October issue of* The Sign, *a Catholic publication, reviews "Because You're Mine" and says in parts "A Technicolor musical rich in entertainment value for all the family." The picture is also selected by* American *magazine as its "Picture-of-the-Month" for October. . . . A special photographic layout in the November* Pageant *lists "the beauties of four nations," including Elizabeth Taylor, Leslie Caron, Marilyn Monroe, Greta Garbo, Jean Simmons and Sarah Churchill.*

•

***American Weekly,* next Sunday, will have a four-color, center-double truck, reproducing the 24-sheet poster for "The Snows of Kilimanjaro" which may be displayed in theatre lobbies to advertise the coming attraction. It has real poster quality. . . . *Photoplay* is advertising in the New York *Daily News* to sell its November issue to the public, with an exclusive story, "Liz Taylor Tells All," as the lead article. . . . *Coronet* for October does the unusual by using an article on Marilyn Monroe without a picture of "the blowtorch blonde." Tag line of the piece is "Don't believe those stories you hear—she's a good girl." . . . *Pictorial Review,* next Sunday, will have a political interview by Louella Parsons with Clare Boothe Luce, who believes that all good Republicans should come to the aid of their party.**

•

*Ebony* magazine for November has a cover picture of Joe Lewis and an inside story which proves that promotion for "The Joe Lewis Story" has really started. . . . About six months ago, a man walked into the office of Dan Terrell, M-G-M's exploitation director, placed a strip of clear plastic on the window and there it stuck, no tape, no gum, no glue! Since that day, Morris Frisch public relations man, has produced these stickons for industry use.

WALTER BROOKS

# Review

## "Something for the Birds"

*(20th Century-Fox)*

A BRIGHT, though unpretentious comedy about Washington lobbyists has been tailored by script-writer I. A. L. Diamond and Boris Ingster to accommodate the whimsical histrionics of Edmund Gwenn, the pattern for whose future screen performances was set several years ago in "The Miracle on 34th Street." Herein he emerges as an obscure engraver of invitations to gay Capital parties who pockets copies of his handiwork and, attired in dinner jacket, joins in the affairs in the guise of a retired Navy admiral with a bit of influence to peddle.

Co-starring are Victor Mature and Patricia Neal, the former as a professional utilities lobbyist and the latter an amateur at the game who was sent by a committee of California bird-lovers to persuade Congressmen to vote against a Continental Gas Co. project which threatens the California Condor with extermination. Gwenn, who develops affection for both, soon finds himself drawn into the antagonism their respective aims engender. After Mature, over Gwenn's protest, sends the latter's landlady one of several new refrigerators he is at liberty to dispose of as gifts, Congressional probers gleefully find themselves conducting a spectacular hearing, replete with TV cameras. At this point audience snickers mount into belly laughs, for producer Samuel G. Engel and director Robert Wise forego no opportunity to put TV and hearing techniques "on the pan."

Gwenn is exposed as a fraud, of course, but still is welcomed in Washington society because he has become so beloved for himself. Mature and Miss Neal, by now very much in love, arrive at a happy ending compromise. Others who contribute to the farcical proceedings are Larry Keating, Gladys Hurlbut, Hugh Sanders and Christian Rub. Based on stories by Alvin M. Josephy, Joseph Petracca and Ingster; "Something for the Birds" should fare well at the box-office under a promotional campaign that capitalizes on the public interest Congressional investigations have excited of late.

Running time, 81 minutes. General audience classification. October release.

CHARLES L. FRANKE

## 'IA' Poll Underway On Exchange Pacts

IATSE exchange locals representing front office and back room "white collar" employes yesterday began to receive from "IA" headquarters here ballots to be used in a national referendum on the question whether the union's headquarters or the locals individually should negotiate with the companies for contracts which will be effective Dec. 1.

Present contracts were negotiated two years ago by the "IA" headquarters following a similar referendum. Excepted were the New York exchange workers whose contracts heretofore have been negotiated by "IA" Home Office Employes Local No. H-63 under the guidance of Russell M. Moss, H-63 executive vice-president. That local this year will participate in the ballotting for the first time.

The referendum, covering some 5,000 members of 65 locals in 33 exchange cities, is being conducted on the principle of majority rule. Thus, if a majority of the 65 locals vote for a particular negotiating procedure, all others are bound by this result.

At the "IA's" recent biennial convention a resolution, yet to be acted upon, asked the union's executive board to rule whether committees representing the individual locals could join in talks if the national vote results in the designation of headquarters as the negotiating principal.

The 1951 negotiations resulted in a $1,000,000 per year pay raise for the 5,000 workers.

## Akron House Reopens

AKRON, O., Oct. 7.—The Liberty Theatre, dark for the past year, will shortly be reopened with Ray Brown as managing director in charge of buying, booking and management. Brown, former manager of the State Theatre, Cuyahoga Falls, is currently in the advertising business. His theatre activities will be in addition to this.

## Fla. Theatre Files Trust Action Here

John J. and Agnes Gillooly, operators of the Capital Theatre, St. Petersburg, Fla., yesterday filed a $1,800,000 triple-damage anti-trust suit against eight major distributors in U. S. District Court here. Florida Coastal Theatres also was named a defendant.

### Asks Injunction

The complaint asked for a court injunction to enjoin the defendants from "allocating first and subsequent runs to affiliated theatres, and to enjoin defendants from granting any clearance to affiliated theatres competing with the Capital.

Charging discrimination against the Capital in allocating product, the complaint asserts that the location and size of the St. Petersburg house entitles it to product that is superior to what it has been getting.

## *'Fun vs. Vandalism' Show at Ohio House*

**Cleveland, Oct. 7.—A "Fun vs. Vandalism" show will be presented Friday, Oct. 31 at the Hilliard Square Theatre by manager Sam Fritz in cooperation with a group of merchants, the Lakewood school board and PTA and the Palewood police and fire departments, with intent to keep as many youngsters as possible off the streets on Hallowe'en.**

**Merchants are providing free doughnuts and cider to the youngsters, served by PTA members. They are also providing prizes for contests involving costumes, pie eating and apple ducking. All school bulletin boards will carry announcements of the special "spook" show which manager Fritz has promoted without any cost to the theatre other than the cost of a couple of "horror" features to be flashed on the screen at 10:30 P.M.**

## 4 M-G-M Foreign Managers Promoted

The retirement of Luis Sarmiento as manager for Metro-Goldwyn-Mayer in Peru after 19 years, has resulted in four company promotions in the foreign field, it was disclosed here yesterday by Morton A. Spring, first vice-president of Loew's International Corp.

The Peruvian post will be taken by Alberto Walker, who moves from the top post in Colombia. Robert Schmitt will become manager in Colombia, vacating the top position in Austria. Wolfgang Wolf will go from manager of Venezuela to manager of Austria. Bernard Blair of the M-G-M office in Sao Paulo, Brazil, has been named manager in Venezuela.

## *Gem Theatre Destroyed*

BOSTON, Oct. 7.—The Gem Theatre in East Boston was completely destroyed by a fire started by an explosion of an oil tank. Damage to the house was estimated at $45,000.


AN OPEN LETTER TO ALL SHOWMEN!

REMEMBER THE GOOD OLD DAYS?



R. M. SAVINI

Back in early 1933, we started Astor on the big reissue road which resulted in a great success for us and our franchise distributors. As a result, the reissue was born and other Independents followed suit tabbing Astor, the "Father of the Reissue."

A great part of this success stemmed from the good old showmanship days! . . . How many of you showmen remember the thrill it was to plan a small exploitation campaign and be rewarded with above normal business—and the cost of this campaign—practically nil compared to the grosses. Believe me, we are not preaching, but bringing back fond memories of days gone by that can very well be again.

Back in those days, copy like—"Back BY POPULAR REQUEST . . . HUNDREDS OF PATRONS DEMANDED THE RETURN OF THIS GREAT MOTION PICTURE"—and backed by a little honest showmanship, ALWAYS scored top results at your boxoffice! IT CAN HAPPEN AGAIN—AGAIN and AGAIN. Good motion pictures, like good stage plays, are worth repeating over and over again, especially when you can snare a big reissue at a fair rental leaving a larger profit.

*Sincerely,*
*R. M. Savini, President*
*ASTOR PICTURES CORP.*
*130 West 46th St., N.Y.C.*
*Advt.*

# Sees TV Closing 6-10,000 Theatres In Next Few Years

WASHINGTON, Oct. 7.—Ted Gamble, former exhibitor and currently a large stockholder in two corporations applying for television stations, said today that the impact of television would force about half of the theatres in the country to close.

**Estimating that there are now about 18,000 theatres in operation, Gamble told a Federal Communications Commission hearing examiner that he thought between 6,500 and 10,000 of them would be closed within the next few years as a result of television.**

Gamble testified as a 20 per cent stockholder and a director of Aladdin Radio and Television Co., which now operates radio station KLZ in Denver and is an applicant for a Denver television station on channel 7. Competing with Aladdin for channel 7 is the Denver Television Co., in which Denver exhibitors Harris and John Wolfberg are principal stockholders.

Following Gamble's appearance, Harry A. Huffman, former Denver district manager for Fox Intermountain theatres, testified briefly. Huffman is chairman of the board of Aladdin, with a 13 per cent interest in the company. Frank A. Ricketson, president of Fox Intermountain, and a 13.7 per cent stockholder in Aladdin, is due to testify tomorrow, at the completion of Huffman's testimony.

### Decided in 1949

Gamble told hearing examiner James Cunningham that he decided in 1949 to "get out of the motion picture theatre business" and into radio and television because he was "quite concerned about television and its impact on a great many theatres." Although he was not very specific about the type of theatre he thought would be affected, he included in those which would be forced to close "some marginal theatres, most subsequent-run theatres and some multiple first-run theatres in small towns." He said that although some of his theatres were "good" theatres, he had an interest in many in the category which he thought would be "permanently" affected by television.

**He had about a $2,500,000 investment in theatres in 1949, Gamble said, which he began to liquidate. At the present time, he continued, he has roughly $400,000 invested in theatres and he expects to have liquidated that within six months.**

He now holds substantial interests in four radio stations, he said, with a 43.5 per cent interest in a Seattle and a Portland station, and a 49 per cent interest in a Palm Springs, Cal., station, and his interest in Aladdin. Both Aladdin and the Mount Hood Radio and Television Co., operator of the Portland station, are now involved in FCC hearings for television stations.

Asked by his attorney how he would vote as a director if the Aladdin board had to make a decision about the "acquisition of product which would be adverse to motion picture interests," Gamble replied that he would "vote to protect KLZ because my investment will be in radio and television and I will have no interest in theatres."

# *"Limelight"*

(*Continued from page* 1)

his delightful reaction to love, in "Spring Is Here," are memorable and his rendering of "The Sardine Song" is good, but perhaps the most hilarious is his finale with Buster Keaton in which they satirize a violinist and pianist playing classical music.

THE story, which Chaplin wrote in addition to directing, producing and composing a hauntingly sad musical theme, musical score and ballet, has the comedian save the dancer and infuse in her a will to live and dance. The setting is London in 1917. Sidney Chaplin portrays a poverty-stricken composer whom Miss Bloom as a store clerk, had aided by giving extra music sheets and change. Their love is unconsummated as Miss Bloom is discharged by her employer for aiding Chaplin and he goes on to symphony hall success.

Although suffering from a heart condition brought on by alcoholism, Chaplin's mental and emotional support help Miss Bloom overcome a psychosomatic leg paralysis and she goes on to become a prima ballerina, maintaining her affection for him. Sidney Chaplin shows up as composer for the new ballet in which Miss Bloom is to star and Charlie is to play the clown. Miss Bloom suffers opening night jitters but Charlie slaps her out of a temporary paralysis and into a great debut. Sidney Chaplin declares his love before being drafted into the army but Miss Bloom maintains she loves Charlie, whose performance is unsatisfactory to impresario Conrad Nagel. Charlie is replaced and bows out sure that Sidney Chaplin and Miss Bloom will fulfill their love.

CHARLIE is reduced to performing for donations in various taverns but is accidentally found by Sidney, Nagel and Miss Bloom and they bring him back to open a benefit for himself. Charlie's performance is sensationally received but his fade-out tumble into a drum in the orchestra pit causes an aggravation of his heart condition and he dies in the wings watching Miss Bloom dance.

Charlie's performance is superb and he is ably supported by the competent and attractive Miss Bloom, Sidney Chaplin, Nigel Bruce, Norman Lloyd, Buster Keaton and Marjorie Bennett. Andre Eglevsky and Melissa Hayden dance the ballet. While this starts slowly and is overlong, it is an outstanding production. Those worried about a Chaplin message will find one but it is that although life is often painful, cruel and bitter, it is nevertheless amazing and wonderful and should be lived fully.

Running time, 141 minutes. General audience classification. For November release.

WALTER PASHKIN

# Schine Enterprises To Include Video

ALBANY, N. Y., Oct. 7.—Schine Chain Theatres of Gloversville, has registered a certificate amending its corporate powers to include the conduct of a general radio and television broadcasting business, a hotel business and a candy-confectionery vending business.

John A. May, vice-president of Caroga Corp., and Louis W. Schine, secretary-treasurer of Schineboro, Inc., as holders of record of outstanding shares of Schine Theatres, executed the certificate.

The Schines now operate, through subsidiaries, a hotel chain, including the Ten Eyck, Albany, and a theatre concession business. The Schine-controlled Patroon Broadcasting Corp., managing radio station WPTR here, has applied for a television station license.

Howard Antevil, Schine attorney, recorded the change of purposes for the company.

## *$20,000 Repayment In Columbia Suit*

Judge Morris Eder of the New York Supreme Court yesterday approved the repayment of $20,000 by Harry Cohn, president of Columbia, to the company in settlement of a minority stockholders suit alleging waste by various officers and directors of the corporation.

The payment of $20,000 was proposed as a settlement by Cohn and approved by Referee Arthur G. Klein. The sum of $40,000 requested as repayment by one of the suing stockholders was rejected by the court.

The suit charged directors were dominated by Cohn when they approved an employment contract for him in 1949 and that the company had paid legal fees of $40,000 which should have been paid by Cohn.

# India-US Codes' Similarity Cited

HOLLYWOOD, Oct. 7. — Chandulal Shah, president of India's Motion Picture Producers Association, cited India's practice of film censorship as similar to American adherence to the Production Code, before a dinner audience of 300 at the Beverly Hills Hotel last night.

Shah declared, "Voluntary censorship is strict among producers because of the influence our films have on the great rural public. We think we have reached a point in our industry's development where we can produce films which project our non-violence philosophy and culture to the film audience of all other countries."

The dinner was given in honor of the visiting delegation from India's motion picture industry.

## *Ned Pines Acquires 2 Fan Magazines*

Two motion picture fan magazines, *Screenland* and *Silver Screen,* have been purchased by Ned L. Pines, New York publisher, from the Henry Publishing Co. No changes in policy or personnel are contemplated, the new management stated. The magazines will continue to be sold to advertisers as a group, without any changes in current guaranteed circulation or advertising rates, it was said.

Pines last month launched a new monthly for men, *Real.*

# State Department Will Act Strongly In Mexican Crisis

The U. S. State Department has promised to make strong representations in behalf of the Motion Picture Association of America to the Mexican government against the latter's moves to establish a screen quota which would cut showings of American pictures in that country.

A quota bill has passed the Mexican Congress and is being considered by the Senate. If passed by the latter it will go to President Aleman for approval.

The State Department has informed the MPAA that protests on legal grounds cannot be made to the Mexican government since there is no reciprocal trade agreement between the two countries. This fact is understood to weigh against the possibility for success of U. S. government protests.

Meanwhile, Mexican exhibitors were said to be preparing to move for a court injunction against the measure if Aleman signs the bill. The Mexican Supreme Court has before it at present an action relating to the constitutionality of a similar bill which was passed by the Mexican legislature last year.

# 32 Pre-release Dates For 'Kilimanjaro'

Darryl F. Zanuck's "The Snows of Kilimanjaro" will open in 32 key cities this month, launching its national pre-release run.

The 20th Century-Fox version of the Ernest Hemingway story will start this month at the Paramount, Atlanta; Hippodrome, Cleveland; Midtown, Philadelphia; Des Moines, Des Moines; St. Louis, St. Louis; Orpheum, Kansas City; Fifth Avenue, Seattle; Paramount, Toledo; Columbia, Washington; Fox, San Francisco; Rialto, Salt Lake City; Paramount, Syracuse; Criterion, Oklahoma City.

Also, the Fulton, Pittsburgh; Lyric, Minneapolis; Riviera, St. Paul; California, San Diego; Los Angeles and Chinese, Los Angeles; Ritz, Birmingham; Orpheum, Spokane; Orpheum, Portland; Circle, Indianapolis; Omaha, Omaha; United Artists, Detroit; Colonial, Akron; Paramount, Youngstown; New, Baltimore; Fox, Phoenix; Rogers, Chattanooga; Lincoln, Lincoln; State-Lake, Chicago; and the Paramount, Rochester.

## *$10,000 Profit to TOA on Convention*

Theatre Owners of America's profit on its recent national convention and trade show was approximately $10,000 against a profit of $20,000 on last year's convention and trade show, it was learned here yesterday.

The difference in the figures was accounted for by the fact that trade show booths at the convention last month in Washington numbered only 60 compared to the 80 which carried displays at the 1951 convention in New York. Moreover, it was said, the social events which marked this year's convention were larger and more expensive than those held in conjunction with the New York event.

# Arbitration

(Continued from page 1)

arbitration is here. The plan needs only the finishing touches. There are no suggested changes important enough to become roadblocks to completion. The vast majority of exhibitors in this country want arbitration. That voice must and will be heard."

He added that "much credit must go to distribution for the great effort it expended in the formulation of the plan." If accepted by all parties to the industry arbitration conference, the plan will be explained to TOA member units "the country over" by TOA officers in person, Levy said.

Levy discussed in strong terms the need for moral and financial support of exhibitor associations by members. He derided "gravy-train riders" as cowards who "sit idly by accepting benefits without paying their part of the toll." He noted that, despite the problems that face exhibitors at present, showmen in general "are becoming a bit lax in the proffer of moral and financial support. It is the old story of cancelling an insurance policy either because no accident has happened in years, or because at times it becomes a bit difficult to meet the premiums."

Continued support of trade associations at local and national levels "is most essential," Levy said.

### Tom Bloomer Reelected President Of MPTO of St. Louis

St. Louis, Oct. 7. — A committee resolution to approve a recent Theatre Owners of America suggestion for arbitration and election of officers for 1952-1953 were the high lights of the closing day's activities of the annual meeting of the Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois.

The resolution concerns the approval of TOA's plan of arbitration of industry problems. At the Washington convention it was suggested that all regional groups approve the plan, subject of course to any changes which come about by TOA and regional group talks. The regional group meeting here was the first approval of the plan though it is expected others will follow suit.

Officers elected at today's session are Tom Bloomer of Belleville, Ill., reelected president; Tom Edwards of Farmington, Mo., past president elected as ex-officio member of all boards of the organization; Louis K. Ansell of St. Louis, chairman; Thomas James of St. Louis, vice-president; Joseph C. Ansell, treasurer; Lester R. Kropp; secretary. L. J. Williams of Union, Mo. was elected Missouri regional vice-president and William E. Waring, Jr. of Cobden, Ill., regional vice-president for Illinois.

## AMPA Enlists Four

(Continued from page 1)

mount exploitation director, and Dan S. Terrell, Metro-Goldwyn-Mayer exploitation manager.

Bergman will speak on public relations at the final Thursday evening session on Dec. 18, sharing the program with Arthur DeBra and Gordon White of the Motion Picture Association of America.

Morris will lecture on Oct. 16 with Ernest Emerling of Loew's, Walter Brooks, of *Motion Picture Herald's* Managers Round Table, and Al Floersheimer of Walter Reade Theatres.

# Picker to RKO Radio

(Continued from page 1)

RKO Pictures stock and a salary of around $1,500 weekly, on a five-year contract with options. His contract at U.A. had about four years to go and also included options.

The new RKO Radio board, after electing Ralph Stolkin, head of the syndicate which purchased stock control from Howard Hughes, president last week; Arnold Grant chairman of the board, and Sherrill Corwin vice-president in charge of studio operations, said: "Of necessity, a number of executive changes will be made to bring in and promote youth with its vitality, fresh approach and aggressive thinking."

**The statement provoked widespread interest in the industry and the new management's first appointment was awaited with genuine curiosity. Its revelation yesterday was greeted with commendation mixed with relief.**

Picker is 39 years old. Before joining United Artists last year, he had been with Columbia's foreign distribution department since 1935, and at the time of his resignation was vice-president of Columbia International.

### Agreed to Release Picker

On joining United Artists he was given a contract and a block of stock in the company, sharing in the 50 per cent interest in U.A. held by five others. Arthur Krim, U.A. president, said yesterday that the company had agreed to release Picker from his contract in order to accept the RKO Radio offer. He will leave here on Friday for Europe in the company of Max E. Youngstein, U.A. vice-president, for a business trip of approximately two weeks.

On his return, Picker will divide his time between U.A. and RKO Radio until Nov. 15 "to effect an orderly transition of business." His U.A. stock will revert to the company on that date.

U.A. officials said that no successor to Picker would be named immediately. The company's foreign distribution is well organized at this time, they pointed out, and Lou Lober, assistant to Picker, is well qualified to direct it.

That Picker's parting with U.A. was wholly amicable was clear from Krim's statement. He said "the company is releasing Picker with sincere regret, but it was the unanimous opinion of United Artists' board of directors that they did not want the company's contract with Picker to stand in the way of his accepting the offer. Our association has been a most happy one and all of the U.A. partners join me in wishing Arnold every success in his new assignment."

The statement from the RKO Radio board said it was "extremely gratified" to acquire the services of Picker who "has done an outstanding job (at U.A.) and has been one of that group of executives which have made such a dramatic change in the affairs of United Artists over the last two years.

"This move," the board's statement continued, "together with all other moves being made by the board, is for the purpose of strengthening and revitalizing the affairs of RKO in order to bring it to the position of eminence which it once occupied. The board is extremely appreciative of the wonderful attitude of the heads of United Artists who so graciously released Mr. Picker to undertake this challenging opportunity."

Picker's appointment parallels that of Al Daff, who became executive vice-president of Universal in charge of worldwide distribution last summer when Decca Records acquired stock control of that company and its president, Milton Rackmil, became president of Universal.

## *Cerebral Palsy Unit Appeals for Drivers*

United Cerebral Palsy of New York City, Inc., has issued an appeal for volunteer drivers to supply transportation of children to and from clinics. The children are unable to receive treatment unless such transportation can be supplied. Last winter, reports Mrs. Harry Fellerman, chairman of transportation, the women's division, volunteers made 1,500 trips a month in New York City.

Those wishing to help must use their own cars, carry minimum New York State insurance, and be able to offer at least one hour per week. They are asked to call PL 3-3005, and ask for "Motor Corps," or write to U.C.P.A., of NYC, 47 W. 57th Street, "Motor Corps."

## Sharp Rise

(Continued from page 1)

comparable 1951 quarter.

Labor defines the service category as including miscellaneous items such as film processing, repair and rental of equipment and casting bureau expenses. The theatre category covers all motion picture theatres, including vaudeville expenses.

The figures include all industry employes covered by state unemployment insurance.

## Daff Cites Injury

(Continued from page 1)

tour of France, England, and Holland.

Daff noted: "This happens at a time when quite a few very important, very good American films would have been available and could have done very strong. The people of France will suffer a great loss of entertainment for American films are gaining in popularity there but the exhibitors will probably resort to reissues or inferior products."

He did not think French film production could take up much, if any of the slack and noted that the French patrons suffer unjustly for they are supporting their own films even with American films playing.

Business is generally holding up very well elsewhere, Daff said, but noted that an unusually hot summer had brought England's box-office down. It has now bounced back. In Holland a reconstruction program on damaged theatres is in progress.

## *Manley's Plant Burns*

Kansas City, Oct. 7.—The North Kansas City popcorn processing plant of Manley, Inc., selling popcorn materials and machines to theartes and other places, has been completely destroyed by fire, with an estimated damage of $90,000. A new crop of popcorn escaped destruction, however, as it had not arrived at the plant.

# Color TV

(Continued from page 1)

SMPTE members gathered here for their semi-annual convention that the NTSC has tested and worked out an all-electronic compatible system signal which will be "adequate for all commercial color television."

### Minor Improvements

There will be minor improvements made on the system, Loughgren said, and the committee will make further tests to determine what improvements can possibly be made. Then, by mid-1953, he continued, the individual companies that have worked on the system, Loughgren said, and the committee will make further tests to determine what improvements can possibly be made. Then, by mid-1953, he continued, the individual companies that have worked on the system will be able to petition the Commission for a hearing.

Loughgren touched on the Eidophor theatre television system and told the group that the system appears to provide "better color." He said it may be that the system will present the best theatre size color print, but added that "from the long range consideration the system may be more important than the apparatus.

### Cautions Industry

He cautioned the motion picture industry not to select a system with "inherent limitations."

The add-a-unit approach to film processing machines was presented to the meet today. The need for a reasonably priced, quickly accessible, self-contained developer for television stations and small laboratories was emphasized. This need led to the design of the Bridgamatic.

This device, it was shown, embodies standard commercial design plus a continuous overdrive, tension-relieving clutches, straight-line film flow and ease of handling; 16mm. and 35mm. negative/positive, also reversal models were described. The presentation was made by Joseph A. Tanney and Edward B. Krause of S.O.S. Cinema Supply Corp., who explained how the add-a-unit idea was adopted, permitting the purchase of the basic Bridgamatic machine with its bare essentials, to which recirculation, replenishment, aeration, filtration, refrigeration and other refinements could be added as desired.

only $626* for a
10-DAY HAWAIIAN VACATION!
Includes Mainliner transportation, hotel accommodations and sightseeing.
That's just one of United Air Lines' low-expense Hawaiian Air Vacations. There are six others from which to choose, lasting up to 23 days. Call or write for a free descriptive folder.
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# A star's best friend...

Pictures take months to make . . . may be *unmade* in split seconds.

For the superlative showings of which modern projection equipment is capable depend upon superlative film care.

Film coating, for example, lubrication, and inspection—all require precise knowledge, expert handling. And in cleaning, splicing, and winding, the film must be held "just so" in hands wearing the right type of glove; here, the slightest scratch means trouble.

On subjects such as these—ranging from choice of film to projection and film storage—representatives of the Eastman Technical Service for Motion Picture Film are trained to advise and work with the industry.

To maintain this service, the Eastman Kodak Company has branches at strategic centers . . . invites inquiry on all phases of film use from all members of the industry. Address: Motion Picture Film Department, **Eastman Kodak Company,** Rochester 4, N. Y. *East Coast Division,* 342 Madison Avenue, New York 17, N. Y. *Midwest Division,* 137 North Wabash Avenue, Chicago 2, Illinois. *West Coast Division,* 6706 Santa Monica Blvd., Hollywood 38, California.

NEWS WHILE IT IS NEWS

# MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 72. NO. 70 NEW YORK, U. S. A., WEDNESDAY, OCTOBER 8, 1952 TEN CENTS

# Arnold Picker Is Named RKO Radio Executive V-P

## *United Artists' Foreign Distribution Head Will Direct Worldwide Sales for Stolkin's Group; Choice a Popular One*

Arnold Picker, vice-president in charge of foreign distribution for United Artists, and a partner in that company, will become executive vice-president of RKO Radio Pictures on Nov. 15, it was announced yesterday. The post, a new one, will place Picker in charge of all RKO Radio sales and distribution operations.

The appointment, made from industry ranks, is a popular one with the trade. It was viewed as particularly significant because of the importance of the position, the first of its kind to be filled by the new management since taking over administration of the company last week, and for the insight it provided into the thinking of the new owners of the controlling stock interest in RKO Pictures.



Arnold Picker

Company officials indicated that decisions as to executive personnel in RKO Radio's distribution organization, both domestic and foreign, will be entirely Picker's responsibility. Robert Mochrie heads RKO Radio's domestic sales and Phil Reisman, due here today from a European business trip, heads the foreign.

According to sources outside RKO Radio, the offer which tempted Picker to leave U. A. includes a block of

(Continued on page 5)

## Sharp Rise in Payrolls of Film Industry

### *Reflected in 1st Quarter Labor Department Report*

WASHINGTON, Oct. 7.—Industry payrolls for employes covered by unemployment insurance were more than $7,000,000 higher in the first quarter of 1952 than in the same quarter of 1951, the Department of Labor reported today.

**The over-all industry figure for the first quarter of 1952 was $163,161,000, compared with a 1951 first quarter figure of $155,875,000.**

First quarter payrolls for production and distribution were $79,467,000 in 1952 and $71,811,000 in 1951, showing an increase of more than $7,500,000. Payrolls in the service category also showed an increase—$9,847,000 for 1952, against $8,825,000 for 1951.

Payrolls in the category of theatres, including vaudeville, dropped slightly, however, with $73,847,000 for the first 1952 quarter and $75,239,000 for the

(Continued on page 5)

## NEWS FLASHES

LOS ANGELES, Oct. 7.-Under the stipulation that no transfer of the U.S. 16mm. suit to the East for trial would be sought, the government gave the defendants a month extension of the date for filing answer in Federal Court here, it was learned. The original answer date was Oct. 15.

•

TOLEDO, O., Oct. 7.-If by Friday the City of Toledo does not file an appeal in the industry's Ohio newsreel censorship case, or does not ask meanwhile for a decline extension, an appeal cannot be taken.

The state is still receiving reels for approval, despite the industry's victory in the Toledo court fight.

## Arbitration Kills Need for Fair Trade Code: Levy

ST. LOUIS, Oct. 7.—Since "almost all trade practice grievances are arbitrable" under the pending draft of an industry arbitration system, the industry for the first time in its history will not need a code of fair trade practices, Herman M. Levy, Theatre Owners of America general counsel, today told the convention of M. P. T. O. of St. Louis, Eastern Missouri and Southern Illinois at the Chase Hotel here.

Said Levy: "I sincerely believe that

(Continued on page 5)

## Sees New Color TV System by Mid-1953

WASHINGTON, Oct. 7.—The National Television System Committee will probably have a new color television system to demonstrate to the Federal Communications Commission by mid-1953, an NTSC officer told the Society of Motion Picture and Television Engineers.

A. V. Loughgren told some 500

(Continued on page 5)

## Daff Cites Injury From French Crisis

American distributing companies in France will suffer an irretrievable loss this season due to the delay in Franco-American negotiations, namely, "one-half the season will be gone before any new American films will be played there, excluding one or two left over from last year," it was disclosed here yesterday by Al Daff, executive vice-president of Universal, following his return from a



Alfred Daff

(Continued on page 5)

## *"Limelight"*

[*United Artists*]

CHARLES CHAPLIN'S first film in exactly five years is an enthralling emotional experience that harkens back to his earlier great films for much superb stylized comedy that made Chaplin one of the greatest boxoffice draws in motion picture history. This is a simple, appealing tale about a young ballet dancer who falls in love with an aged, once-famous, English music hall clown that for the greater part of two hours and twenty-one minutes should prove immensely entertaining for any audience.

A continuous juxtaposition of sequences of success and failure, joy and sorrow, results in the remarkable illusion of the tragi-comic aspects of life, as one minute you howl at the pantomime of a tramp-clown not unlike the old Charlie and the next are saddened by the protagonist's realization that his once great fame is gone.

While the story is effective the great moments of the film are those in which Chaplin's comic genius is evident, such as the clown's drunken, rolling ascendance of the stairs, his perplexed sniffing of cigar and shoes while the suicide-by-gas is being attempted by dancer Claire Bloom, his rising to the occasion by determinedly battering the door down, and his later imitation of flowers, and playing up to the landlady when the rent is overdue.

Chaplin's low comedy monologue with fleas, "The Animal Trainer," and

(Continued on page 4)

## AMPA Enlists Four More for Faculty

Four more industry promotional executives have joined the faculty of the Associated Motion Picture Advertisers' school in showmanship, Harry K. McWilliams, AMPA president, announced here yesterday.

The new lecturers are: Maurice Bergman, assistant to the president of Universal-International; Seymour Morris, director of advertising-publicity-exploitation for the Schine Circuit, Gloversville; Sid Mesibov, Para-

(Continued on page 5)

# Personal Mention

HOWARD DEITZ, advertising - publicity vice-president of M-G-M, will be guest speaker at the Boston Advertising Club weekly luncheon meeting on Tuesday, Jan. 27.

•

JAMES R. GRAINGER, Republic executive vice-president in charge of distribution, will leave here today for New Orleans, the first stop on a trip through the West and Southwest. He will return to New York on Oct. 27.

•

MANNIE A. BROWN arrived in Buffalo Monday from Cleveland to take over as United Artists manager there succeeding DAVE LEFF, who will manage the UA branch in Cleveland.

•

BETTY BARNSTEAD, secretary to CHARLES M. REAGAN, M-G-M general sales manager, will be married Nov. 8 to THOMAS BERNARD RICE at St. Agnes Church here.

•

JOHN SCHLESINGER, executive of the Schlesinger film interests in South Africa, and DICK HARMEL, general manager, were in Hollywood from that country.

•

PANDRO S. BERMAN, M-G-M producer, and RICHARD THORPE, director, are due in New York from the Coast Friday en route to Jamaica, B. W. I.

•

SAMUEL N. BURGER, Loew's International sales manager, will leave here by plane today on an around-the-world inspection tour of approximately 10 weeks.

•

SID GOLDSTEIN of M-G-M's publicity department yesterday became the father of a girl, born to MRS. GOLDSTEIN at Brooklyn Women's Hospital.

•

HARRY FELLERMAN, Universal special films division sales head, has returned to New York from a three-week tour of exchanges.

•

EDWARD L. HYMAN, United Paramount Theatres vice-president, and his assistant, BERNARD LEVY, are in Detroit from New York.

•

RICHARD BRANDT, Brandt Theatres executive, and MRS. BRANDT, have left New York for a two-week Florida vacation.

•

JOHN PARSONS, division manager, Telenews Theatres, San Francisco, is a father for the first time.

•

HELEN DEUTSCH, M-G-M screen writer, will leave here for the Coast by plane Sunday.

•

FRANK H. MCCORMICK of DuPont has announced his retirement from the company.

•

HAROLD G. HARRIS, Detroit booker for M-G-M, is in town vacationing.

•

JOSEPH KAUFMAN, producer, has left here for the Coast.

# IFE May Set up Distribution Firm for Italian Films

Tentative plans to establish a U.S. distribution agency for Italian films by the Italian Film Export organization were disclosed here yesterday by Dr. Eitel Monaco, president of the National Association of Motion Picture and Allied Industries of Italy, and Dr. Renato Gualino, general director of IFE.

Gualino said the decision on IFE setting up its own distribution company for the American market would be made within the next two weeks, before his return to Rome. Both Gualino and Monaco saw the necessity of broadening the American market for Italian product.

The IFE director acknowledged that other avenues for distribution are also being explored. He said exploratory talks have been held with United Artists and new Lippert franchise holders, among other distribution companies.

The main stress, however, was put on the possibility of the IFE establishing its own agency, with funds accruing to the IFE under the Italo-American film agreement. If the IFE takes such a step, Gualino said that the Lux Film Distribution Co., which handles Italian films in the American market and which is headed by Gualino, would cease operation.

**Implementation of IFE's earlier decision to provide English-dubbed Italian films for the American market was also disclosed. A sound-recording corporation, capitalized at $200,000, will begin operation here within the next few months, it was stated.**

The tentative plans of the projected distributing organization, which would be operated on a commercial basis in competition with other distribution corporations, Gualino said, calls for the setting up of from five to seven exchange offices in the U.S. He said the aim of the new agency would be to distribute about 25 films designed for the Italian-speaking public per year and from six to 12 "major" Italian pictures for the general public yearly.

Gualino said Italian producers would be free to distribute through the IFE or American distribution agencies under the projected set-up. The purpose of the IFE organization would be to group Italian product in an effort to gain a greater penetration of the American market he said. The dubbing program of the IFE was also cited by Gualino as an effort to expand in the American market.

The possibility of independent film importers launching an Italian picture in the New York market, with the IFE distributing elsewhere, was acknowledged by Gualino and Monaco. The IFE president said that no films have as yet been committed to the projected organization, but during his stay here he will confer with major Italian producers, currently visiting New York in conjunction with "Salute to Italian Films Week."

Also present at the press conference was Nicoli de Pirro, director general of the Entertainment Industry Bureau of the Italian government, who stressed the "dollar situation" in future negotiations for a new Italian-American film agreement. While here, he said he would talk with Motion Picture Association of America officials, but added that it would be "premature" to describe such talks as negotiations. The current agreement expires in June, 1953.

Italo Gemini, president of the Italian exhibitors organization, and E. R. Zorgniotti, U.S. representative of IFE, were also present.

## Sullivan Is Named 20th Publicity Head

Edward E. Sullivan has been named publicity manager of 20th Century-Fox, by Charles Einfeld, vice-president. Sullivan replaces Stirling Silliphant, who resigned to produce.



Edward Sullivan

Sullivan, who has been with 20th Century-Fox since 1946 following five years of service with the Eighth Air Force in Europe, has been assistant publicity manager of the company for the past three years. During that period he has been on the national committees of the Cancer Fund Drive, the Heart Fund and the American Red Cross.

Silliphant, who will start production on "The Joe Louis Story" in January, will remain with the company until that time in an advisory capacity.

### Johnston Stresses Reciprocity in Trade

Reciprocity in international trade was underscored here yesterday by Eric Johnston, president of the Motion Picture Association of America, in a luncheon address at the Waldorf Astoria before top representatives of the American and Italian film industries.

The necessity of increased buying abroad was also stressed by Johnston, who was host at the luncheon in honor of the visiting leaders of the Italian industry.

Dr. Clemente Boniver, consular of the Italian Embassy, one of the three guest speakers of the Italian industry, said that Italy is counting on increased film business in the United States as one of the ways of reducing its sizable gap in dollar balances. He praised the support given to Italian films by the American public and the American industry.

Nicoli de Pirro, director general of the Entertainment Industry Bureau of the Italian Government, said the success of Italian films in this country will insure "a continued open door" for American films in Italy.

Among those on the dais, besides the speakers, were: Arthur B. Krim, president of United Artists; Barney Balaban, president of Paramount Pictures; Dr. Renato Gualino, general director of Italian Film Exports; Italo Gemino, head of the Italian exhibitors' organization; Baron Carlo de Ferrariis, Italian consul general, and John McCarthy, MPAA vice-president.

In conjunction with "Salute to Italian Films Week," independent producer and importer Jules Levey was host at a supper last night to Italian film executives at the Plaza Hotel.

# Newsreel Parade

*THE WORLD SERIES is the highlight of all current newsreels, featured along with the Presidential "whistle-stop" war, the death of speed-king John Cobb, Tito and his new wife. Complete contents follow:*

**FOX MOVIETONE NEWS, No. 82**—U. S. unveils first atomic artillery. Speed-king Cobb dies in explosion. Tito shows off new bride. Football. World's Series.

**NEWS OF THE DAY, No. 212**—Greenland rescue drama. Gales battle ship. Tito's wife makes debut. First atomic gun. Football. Cobb meets death beating speed record. World's Series.

**PARAMOUNT NEWS, No. 15** — The World's Series. Soviet vs. Ambassador Kennan. Football game of the week: Wisconsin beats Illinois.

**TELENEWS DIGEST, No. 41A**—Stevenson scores Republicans. Italian film stars arrive. Films of Tito and wife. Italian peasants get reclaimed land. NATO commanders meeting. Roller skating. World's Series.

**UNIVERSAL NEWSREEL, No. 402**—Truman, Stevenson and Eisenhower on whistle stops. Greenland rescue. John Cobb's boat crackup. Football highlights. Yanks the new world champions.

**WARNER PATHE NEWS, No. 17**—Death of John Cobb. Amazing Arctic rescue. Army unveils atomic cannon. Eisenhower on Midwest swing. Stevenson in Midwest. Truman on whistle-stop tour.

## Lippert Franchise In N.Y. to Favorite

Favorite Pictures, owned by Moe Kerman and Joe Felder, has taken a three-year franchise on the Lippert Pictures exchange in New York, it was disclosed here yesterday with the resignation of D. M. Sohmer as branch manager of the exchange as of Oct. 25.

Sohmer, who resigned after five years in the post, has no immediate plans; he will vacation for three to four months. No successor has yet been named.

## Promoting 'Louis Story'

National magazine publicity campaign for "The Joe Louis Story" kicked off yesterday with a color cover and a story in *Ebony*, it was announced by Stirling Silliphant, the film's producer. As producer-publicist of the Louis screen biography, Silliphant has planned a two-phase national magazine campaign for the picture, with breaks now, in advance of production, concentrating on Louis, to be followed by breaks just prior to and with the July release covering the film itself.

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# National Pre-Selling

TOP-SIDE national pre-selling for this week is the double-truck in *Look,* dated Oct. 21, now on the news stands, which features Universal's "Back at the Front"—and lists all the runs starting Oct. 15—from Anniston, Alabama, to Anchorage, Alaska, with theatre names and playdates. This is David E. Lipton's policy, which is worth more in national pre-selling than tons of national magazine space four or five months removed from any theatre playdate outside of pre-release engagements. We hope that theatre managers will buy several copies of this week's *Look,* make a lobby display of the advertising, and show it as proof of the fact that you are running a first-string picture. Don't wait for your patrons to *ask* for it; the risks are against you. The same issue has a five-page pictorial story on Audrey Hepburn—"the new Hepburn"—whom, they say, "capitivated Paramount executives with the same puckish charm that brought bravos from Broadway."

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Seventeen, *magazine for teen-agers, has sent copies of the issue which reviewed "The Big Sky" to 600 exhibitors, with a folder offering free tieup promotional material to the theatres. . . . The October issue of* The Sign, *a Catholic publication, reviews "Because You're Mine" and says in parts "A Technicolor musical rich in entertainment value for all the family." The picture is also selected by* American *magazine as its "Picture-of-the-Month" for October. . . . A special photographic layout in the November* Pageant *lists "the beauties of four nations," including Elizabeth Taylor, Leslie Caron, Marilyn Monroe, Greta Garbo, Jean Simmons and Sarah Churchill.*

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***American Weekly,* next Sunday, will have a four-color, center-double truck, reproducing the 24-sheet poster for "The Snows of Kilimanjaro" which may be displayed in theatre lobbies to advertise the coming attraction. It has real poster quality. . . . *Photoplay* is advertising in the New York *Daily News* to sell its November issue to the public, with an exclusive story, "Liz Taylor Tells All," as the lead article. . . . *Coronet* for October does the unusual by using an article on Marilyn Monroe without a picture of "the blowtorch blonde." Tag line of the piece is "Don't believe those stories you hear—she's a good girl." . . . *Pictorial Review,* next Sunday, will have a political interview by Louella Parsons with Clare Boothe Luce, who believes that all good Republicans should come to the aid of their party.**

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*Ebony* magazine for November has a cover picture of Joe Lewis and an inside story which proves that promotion for "The Joe Lewis Story" has really started. . . . About six months ago, a man walked into the office of Dan Terrell, M-G-M's exploitation director, placed a strip of clear plastic on the window and there it stuck, no tape, no gum, no glue! Since that day, Morris Frisch public relations man, has produced these stickons for industry use.

WALTER BROOKS

# Review

## "Something for the Birds"

*(20th Century-Fox)*

A BRIGHT, though unpretentious comedy about Washington lobbyists has been tailored by script-writer I. A. L. Diamond and Boris Ingster to accommodate the whimsical histrionics of Edmund Gwenn, the pattern for whose future screen performances was set several years ago in "The Miracle on 34th Street." Herein he emerges as an obscure engraver of invitations to gay Capital parties who pockets copies of his handiwork and, attired in dinner jacket, joins in the affairs in the guise of a retired Navy admiral with a bit of influence to peddle.

Co-starring are Victor Mature and Patricia Neal, the former as a professional utilities lobbyist and the latter an amateur at the game who was sent by a committee of California bird-lovers to persuade Congressmen to vote against a Continental Gas Co. project which threatens the California Condor with extermination. Gwenn, who develops affection for both, soon finds himself drawn into the antagonism their respective aims engender. After Mature, over Gwenn's protest, sends the latter's landlady one of several new refrigerators he is at liberty to dispose of as gifts, Congressional probers gleefully find themselves conducting a spectacular hearing, replete with TV cameras. At this point audience snickers mount into belly laughs, for producer Samuel G. Engel and director Robert Wise forego no opportunity to put TV and hearing techniques "on the pan."

Gwenn is exposed as a fraud, of course, but still is welcomed in Washington society because he has become so beloved for himself. Mature and Miss Neal, by now very much in love, arrive at a happy ending compromise. Others who contribute to the farcical proceedings are Larry Keating, Gladys Hurlbut, Hugh Sanders and Christian Rub. Based on stories by Alvin M. Josephy, Joseph Petracca and Ingster, "Something for the Birds" should fare well at the box-office under a promotional campaign that capitalizes on the public interest Congressional investigations have excited of late.

Running time, 81 minutes. General audience classification. October release.

CHARLES L. FRANKE

## 'IA' Poll Underway On Exchange Pacts

IATSE exchange locals representing front office and back room "white collar" employes yesterday began to receive from "IA" headquarters here ballots to be used in a national referendum on the question whether the union's headquarters or the locals individually should negotiate with the companies for contracts which will be effective Dec. 1.

Present contracts were negotiated two years ago by the "IA" headquarters following a similar referendum. Excepted were the New York exchange workers whose contracts heretofore have been negotiated by "IA" Home Office Employes Local No. H-63 under the guidance of Russell M. Moss, H-63 executive vice-president. That local this year will participate in the ballotting for the first time.

The referendum, covering some 5,000 members of 65 locals in 33 exchange cities, is being conducted on the principle of majority rule. Thus, if a majority of the 65 locals vote for a particular negotiating procedure, all others are bound by this result.

At the "IA's" recent biennial convention a resolution, yet to be acted upon, asked the union's executive board to rule whether committees representing the individual locals could join in talks if the national vote results in the designation of headquarters as the negotiating principal.

The 1951 negotiations resulted in a $1,000,000 per year pay raise for the 5,000 workers.

## Akron House Reopens

AKRON, O., Oct. 7.—The Liberty Theatre, dark for the past year, will shortly be reopened with Ray Brown as managing director in charge of buying, booking and management. Brown, former manager of the State Theatre, Cuyahoga Falls, is currently in the advertising business. His theatre activities will be in addition to this.

## Fla. Theatre Files Trust Action Here

John J. and Agnes Gillooly, operators of the Capital Theatre, St. Petersburg, Fla., yesterday filed a $1,800,000 triple-damage anti-trust suit against eight major distributors in U. S. District Court here. Florida Coastal Theatres also was named a defendant.

### Asks Injunction

The complaint asked for a court injunction to enjoin the defendants from "allocating first and subsequent runs to affiliated theatres, and to enjoin defendants from granting any clearance to affiliated theatres competing with the Capital.

Charging discrimination against the Capital in allocating product, the complaint asserts that the location and size of the St. Petersburg house entitles it to product that is superior to what it has been getting.

## *'Fun vs. Vandalism' Show at Ohio House*

**Cleveland, Oct. 7.—A "Fun vs. Vandalism" show will be presented Friday, Oct. 31 at the Hilliard Square Theatre by manager Sam Fritz in cooperation with a group of merchants, the Lakewood school board and PTA and the Palewood police and fire departments, with intent to keep as many youngsters as possible off the streets on Hallowe'en.**

**Merchants are providing free doughnuts and cider to the youngsters, served by PTA members. They are also providing prizes for contests involving costumes, pie eating and apple ducking. All school bulletin boards will carry announcements of the special "spook" show which manager Fritz has promoted without any cost to the theatre other than the cost of a couple of "horror" features to be flashed on the screen at 10:30 P.M.**

## 4 M-G-M Foreign Managers Promoted

The retirement of Luis Sarmiento as manager for Metro-Goldwyn-Mayer in Peru after 19 years, has resulted in four company promotions in the foreign field, it was disclosed here yesterday by Morton A. Spring, first vice-president of Loew's International Corp.

The Peruvian post will be taken by Alberto Walker, who moves from the top post in Colombia. Robert Schmitt will become manager in Colombia, vacating the top position in Austria. Wolfgang Wolf will go from manager of Venezuela to manager of Austria. Bernard Blair of the M-G-M office in Sao Paulo, Brazil, has been named manager in Venezuela.

## *Gem Theatre Destroyed*

BOSTON, Oct. 7.—The Gem Theatre in East Boston was completely destroyed by a fire started by an explosion of an oil tank. Damage to the house was estimated at $45,000.


AN OPEN LETTER TO ALL SHOWMEN!

REMEMBER THE GOOD OLD DAYS?



R. M. SAVINI

Back in early 1933, we started Astor on the big reissue road which resulted in a great success for us and our franchise distributors. As a result, the reissue was born and other Independents followed suit tabbing Astor, the "Father of the Reissue."

A great part of this success stemmed from the good old showmanship days! . . . How many of you showmen remember the thrill it was to plan a small exploitation campaign and be rewarded with above normal business—and the cost of this campaign—practically nil compared to the grosses. Believe me, we are not preaching, but bringing back fond memories of days gone by that can very well be again.

Back in those days, copy like—"Back BY POPULAR REQUEST . . . HUNDREDS OF PATRONS DEMANDED THE RETURN OF THIS GREAT MOTION PICTURE"—and backed by a little honest showmanship, ALWAYS scored top results at your boxoffice! IT CAN HAPPEN AGAIN—AGAIN and AGAIN. Good motion pictures, like good stage plays, are worth repeating over and over again, especially when you can snare a big reissue at a fair rental leaving a larger profit.

*Sincerely,*
*R. M. Savini, President*
*ASTOR PICTURES CORP.*
*130 West 46th St., N.Y.C.*
*Advt.*

# Sees TV Closing 6-10,000 Theatres In Next Few Years

WASHINGTON, Oct. 7.—Ted Gamble, former exhibitor and currently a large stockholder in two corporations applying for television stations, said today that the impact of television would force about half of the theatres in the country to close.

**Estimating that there are now about 18,000 theatres in operation, Gamble told a Federal Communications Commission hearing examiner that he thought between 6,500 and 10,000 of them would be closed within the next few years as a result of television.**

Gamble testified as a 20 per cent stockholder and a director of Aladdin Radio and Television Co., which now operates radio station KLZ in Denver and is an applicant for a Denver television station on channel 7. Competing with Aladdin for channel 7 is the Denver Television Co., in which Denver exhibitors Harris and John Wolfberg are principal stockholders.

Following Gamble's appearance, Harry A. Huffman, former Denver district manager for Fox Intermountain theatres, testified briefly. Huffman is chairman of the board of Aladdin, with a 13 per cent interest in the company. Frank A. Ricketson, president of Fox Intermountain, and a 13.7 per cent stockholder in Aladdin, is due to testify tomorrow, at the completion of Huffman's testimony.

### Decided in 1949

Gamble told hearing examiner James Cunningham that he decided in 1949 to "get out of the motion picture theatre business" and into radio and television because he was "quite concerned about television and its impact on a great many theatres." Although he was not very specific about the type of theatre he thought would be affected, he included in those which would be forced to close "some marginal theatres, most subsequent-run theatres and some multiple first-run theatres in small towns." He said that although some of his theatres were "good" theatres, he had an interest in many in the category which he thought would be "permanently" affected by television.

**He had about a $2,500,000 investment in theatres in 1949, Gamble said, which he began to liquidate. At the present time, he continued, he has roughly $400,000 invested in theatres and he expects to have liquidated that within six months.**

He now holds substantial interests in four radio stations, he said, with a 43.5 per cent interest in a Seattle and a Portland station, and a 49 per cent interest in a Palm Springs, Cal., station, and his interest in Aladdin. Both Aladdin and the Mount Hood Radio and Television Co., operator of the Portland station, are now involved in FCC hearings for television stations.

Asked by his attorney how he would vote as a director if the Aladdin board had to make a decision about the "acquisition of product which would be adverse to motion picture interests," Gamble replied that he would "vote to protect KLZ because my investment will be in radio and television and I will have no interest in theatres."

# *"Limelight"*

(*Continued from page* 1)

his delightful reaction to love, in "Spring Is Here," are memorable and his rendering of "The Sardine Song" is good, but perhaps the most hilarious is his finale with Buster Keaton in which they satirize a violinist and pianist playing classical music.

THE story, which Chaplin wrote in addition to directing, producing and composing a hauntingly sad musical theme, musical score and ballet, has the comedian save the dancer and infuse in her a will to live and dance. The setting is London in 1917. Sidney Chaplin portrays a poverty-stricken composer whom Miss Bloom as a store clerk, had aided by giving extra music sheets and change. Their love is unconsummated as Miss Bloom is discharged by her employer for aiding Chaplin and he goes on to symphony hall success.

Although suffering from a heart condition brought on by alcoholism, Chaplin's mental and emotional support help Miss Bloom overcome a psychosomatic leg paralysis and she goes on to become a prima ballerina, maintaining her affection for him. Sidney Chaplin shows up as composer for the new ballet in which Miss Bloom is to star and Charlie is to play the clown. Miss Bloom suffers opening night jitters but Charlie slaps her out of a temporary paralysis and into a great debut. Sidney Chaplin declares his love before being drafted into the army but Miss Bloom maintains she loves Charlie, whose performance is unsatisfactory to impresario Conrad Nagel. Charlie is replaced and bows out sure that Sidney Chaplin and Miss Bloom will fulfill their love.

CHARLIE is reduced to performing for donations in various taverns but is accidentally found by Sidney, Nagel and Miss Bloom and they bring him back to open a benefit for himself. Charlie's performance is sensationally received but his fade-out tumble into a drum in the orchestra pit causes an aggravation of his heart condition and he dies in the wings watching Miss Bloom dance.

Charlie's performance is superb and he is ably supported by the competent and attractive Miss Bloom, Sidney Chaplin, Nigel Bruce, Norman Lloyd, Buster Keaton and Marjorie Bennett. Andre Eglevsky and Melissa Hayden dance the ballet. While this starts slowly and is overlong, it is an outstanding production. Those worried about a Chaplin message will find one but it is that although life is often painful, cruel and bitter, it is nevertheless amazing and wonderful and should be lived fully.

Running time, 141 minutes. General audience classification. For November release.

WALTER PASHKIN

# Schine Enterprises To Include Video

ALBANY, N. Y., Oct. 7.—Schine Chain Theatres of Gloversville, has registered a certificate amending its corporate powers to include the conduct of a general radio and television broadcasting business, a hotel business and a candy-confectionery vending business.

John A. May, vice-president of Caroga Corp., and Louis W. Schine, secretary-treasurer of Schineboro, Inc., as holders of record of outstanding shares of Schine Theatres, executed the certificate.

The Schines now operate, through subsidiaries, a hotel chain, including the Ten Eyck, Albany, and a theatre concession business. The Schine-controlled Patroon Broadcasting Corp., managing radio station WPTR here, has applied for a television station license.

Howard Antevil, Schine attorney, recorded the change of purposes for the company.

## *$20,000 Repayment In Columbia Suit*

Judge Morris Eder of the New York Supreme Court yesterday approved the repayment of $20,000 by Harry Cohn, president of Columbia, to the company in settlement of a minority stockholders suit alleging waste by various officers and directors of the corporation.

The payment of $20,000 was proposed as a settlement by Cohn and approved by Referee Arthur G. Klein. The sum of $40,000 requested as repayment by one of the suing stockholders was rejected by the court.

The suit charged directors were dominated by Cohn when they approved an employment contract for him in 1949 and that the company had paid legal fees of $40,000 which should have been paid by Cohn.

# India-US Codes' Similarity Cited

HOLLYWOOD, Oct. 7. — Chandulal Shah, president of India's Motion Picture Producers Association, cited India's practice of film censorship as similar to American adherence to the Production Code, before a dinner audience of 300 at the Beverly Hills Hotel last night.

Shah declared, "Voluntary censorship is strict among producers because of the influence our films have on the great rural public. We think we have reached a point in our industry's development where we can produce films which project our nonviolence philosophy and culture to the film audience of all other countries."

The dinner was given in honor of the visiting delegation from India's motion picture industry.

## *Ned Pines Acquires 2 Fan Magazines*

Two motion picture fan magazines, *Screenland* and *Silver Screen,* have been purchased by Ned L. Pines, New York publisher, from the Henry Publishing Co. No changes in policy or personnel are contemplated, the new management stated. The magazines will continue to be sold to advertisers as a group, without any changes in current guaranteed circulation or advertising rates, it was said.

Pines last month launched a new monthly for men, *Real.*

# State Department Will Act Strongly In Mexican Crisis

The U. S. State Department has promised to make strong representations in behalf of the Motion Picture Association of America to the Mexican government against the latter's moves to establish a screen quota which would cut showings of American pictures in that country.

A quota bill has passed the Mexican Congress and is being considered by the Senate. If passed by the latter it will go to President Aleman for approval.

The State Department has informed the MPAA that protests on legal grounds cannot be made to the Mexican government since there is no reciprocal trade agreement between the two countries. This fact is understood to weigh against the possibility for success of U. S. government protests.

Meanwhile, Mexican exhibitors were said to be preparing to move for a court injunction against the measure if Aleman signs the bill. The Mexican Supreme Court has before it at present an action relating to the constitutionality of a similar bill which was passed by the Mexican legislature last year.

# 32 Pre-release Dates For 'Kilimanjaro'

Darryl F. Zanuck's "The Snows of Kilimanjaro" will open in 32 key cities this month, launching its national pre-release run.

The 20th Century-Fox version of the Ernest Hemingway story will start this month at the Paramount, Atlanta; Hippodrome, Cleveland; Midtown, Philadelphia; Des Moines, Des Moines; St. Louis, St. Louis; Orpheum, Kansas City; Fifth Avenue, Seattle; Paramount, Toledo; Columbia, Washington; Fox, San Francisco; Rialto, Salt Lake City; Paramount, Syracuse; Criterion, Oklahoma City.

Also, the Fulton, Pittsburgh; Lyric, Minneapolis; Riviera, St. Paul; California, San Diego; Los Angeles and Chinese, Los Angeles; Ritz, Birmingham; Orpheum, Spokane; Orpheum, Portland; Circle, Indianapolis; Omaha, Omaha; United Artists, Detroit; Colonial, Akron; Paramount, Youngstown; New, Baltimore; Fox, Phoenix; Rogers, Chattanooga; Lincoln, Lincoln; State-Lake, Chicago; and the Paramount, Rochester.

## *$10,000 Profit to TOA on Convention*

Theatre Owners of America's profit on its recent national convention and trade show was approximately $10,000 against a profit of $20,000 on last year's convention and trade show, it was learned here yesterday.

The difference in the figures was accounted for by the fact that trade show booths at the convention last month in Washington numbered only 60 compared to the 80 which carried displays at the 1951 convention in New York. Moreover, it was said, the social events which marked this year's convention were larger and more expensive than those held in conjunction with the New York event.

# Arbitration

(Continued from page 1)

arbitration is here. The plan needs only the finishing touches. There are no suggested changes important enough to become roadblocks to completion. The vast majority of exhibitors in this country want arbitration. That voice must and will be heard."

He added that "much credit must go to distribution for the great effort it expended in the formulation of the plan." If accepted by all parties to the industry arbitration conference, the plan will be explained to TOA member units "the country over" by TOA officers in person, Levy said.

Levy discussed in strong terms the need for moral and financial support of exhibitor associations by members. He derided "gravy-train riders" as cowards who "sit idly by accepting benefits without paying their part of the toll." He noted that, despite the problems that face exhibitors at present, showmen in general "are becoming a bit lax in the proffer of moral and financial support. It is the old story of cancelling an insurance policy either because no accident has happened in years, or because at times it becomes a bit difficult to meet the premiums."

Continued support of trade associations at local and national levels "is most essential," Levy said.

### Tom Bloomer Reelected President Of MPTO of St. Louis

ST. LOUIS, Oct. 7. — A committee resolution to approve a recent Theatre Owners of America suggestion for arbitration and election of officers for 1952-1953 were the high lights of the closing day's activities of the annual meeting of the Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois.

The resolution concerns the approval of TOA's plan of arbitration of industry problems. At the Washington convention it was suggested that all regional groups approve the plan, subject of course to any changes which come about by TOA and regional group talks. The regional group meeting here was the first approval of the plan though it is expected others will follow suit.

Officers elected at today's session are Tom Bloomer of Belleville, Ill., reelected president; Tom Edwards of Farmington, Mo., past president elected as ex-officio member of all boards of the organization; Louis K. Ansell of St. Louis, chairman; Thomas James of St. Louis, vice-president; Joseph C. Ansell, treasurer; Lester R. Kropp; secretary. L. J. Williams of Union, Mo. was elected Missouri regional vice-president and William E. Waring, Jr. of Cobden, Ill., regional vice-president for Illinois.

## AMPA Enlists Four

(Continued from page 1)

mount exploitation director, and Dan S. Terrell, Metro-Goldwyn-Mayer exploitation manager.

Bergman will speak on public relations at the final Thursday evening session on Dec. 18, sharing the program with Arthur DeBra and Gordon White of the Motion Picture Association of America.

Morris will lecture on Oct. 16 with Ernest Emerling of Loew's, Walter Brooks, of *Motion Picture Herald's* Managers Round Table, and Al Floersheimer of Walter Reade Theatres.

# Picker to RKO Radio

(Continued from page 1)

RKO Pictures stock and a salary of around $1,500 weekly, on a five-year contract with options. His contract at U.A. had about four years to go and also included options.

The new RKO Radio board, after electing Ralph Stolkin, head of the syndicate which purchased stock control from Howard Hughes, president last week; Arnold Grant chairman of the board, and Sherrill Corwin vice-president in charge of studio operations, said: "Of necessity, a number of executive changes will be made to bring in and promote youth with its vitality, fresh approach and aggressive thinking."

**The statement provoked widespread interest in the industry and the new management's first appointment was awaited with genuine curiosity. Its revelation yesterday was greeted with commendation mixed with relief.**

Picker is 39 years old. Before joining United Artists last year, he had been with Columbia's foreign distribution department since 1935, and at the time of his resignation was vice-president of Columbia International.

### Agreed to Release Picker

On joining United Artists he was given a contract and a block of stock in the company, sharing in the 50 per cent interest in U.A. held by five others. Arthur Krim, U.A. president, said yesterday that the company had agreed to release Picker from his contract in order to accept the RKO Radio offer. He will leave here on Friday for Europe in the company of Max E. Youngstein, U.A. vice-president, for a business trip of approximately two weeks.

On his return, Picker will divide his time between U.A. and RKO Radio until Nov. 15 "to effect an orderly transition of business." His U.A. stock will revert to the company on that date.

U.A. officials said that no successor to Picker would be named immediately. The company's foreign distribution is well organized at this time, they pointed out, and Lou Lober, assistant to Picker, is well qualified to direct it.

That Picker's parting with U.A. was wholly amicable was clear from Krim's statement. He said "the company is releasing Picker with sincere regret, but it was the unanimous opinion of United Artists' board of directors that they did not want the company's contract with Picker to stand in the way of his accepting the offer. Our association has been a most happy one and all of the U.A. partners join me in wishing Arnold every success in his new assignment."

The statement from the RKO Radio board said it was "extremely gratified" to acquire the services of Picker who "has done an outstanding job (at U.A.) and has been one of that group of executives which have made such a dramatic change in the affairs of United Artists over the last two years.

"This move," the board's statement continued, "together with all other moves being made by the board, is for the purpose of strengthening and revitalizing the affairs of RKO in order to bring it to the position of eminence which it once occupied. The board is extremely appreciative of the wonderful attitude of the heads of United Artists who so graciously released Mr. Picker to undertake this challenging opportunity."

Picker's appointment parallels that of Al Daff, who became executive vice-president of Universal in charge of worldwide distribution last summer when Decca Records acquired stock control of that company and its president, Milton Rackmil, became president of Universal.

## Cerebral Palsy Unit Appeals for Drivers

United Cerebral Palsy of New York City, Inc., has issued an appeal for volunteer drivers to supply transportation of children to and from clinics. The children are unable to receive treatment unless such transportation can be supplied. Last winter, reports Mrs. Harry Fellerman, chairman of transportation, the women's division, volunteers made 1,500 trips a month in New York City.

Those wishing to help must use their own cars, carry minimum New York State insurance, and be able to offer at least one hour per week. They are asked to call PL 3-3005, and ask for "Motor Corps," or write to U.C.P.A., of NYC, 47 W. 57th Street, "Motor Corps."

## Sharp Rise

(Continued from page 1)

comparable 1951 quarter.

Labor defines the service category as including miscellaneous items such as film processing, repair and rental of equipment and casting bureau expenses. The theatre category covers all motion picture theatres, including vaudeville expenses.

The figures include all industry employes covered by state unemployment insurance.

## Daff Cites Injury

(Continued from page 1)

tour of France, England, and Holland.

Daff noted: "This happens at a time when quite a few very important, very good American films would have been available and could have done very strong. The people of France will suffer a great loss of entertainment for American films are gaining in popularity there but the exhibitors will probably resort to reissues or inferior products."

He did not think French film production could take up much, if any of the slack and noted that the French patrons suffer unjustly for they are supporting their own films even with American films playing.

Business is generally holding up very well elsewhere, Daff said, but noted that an unusually hot summer had brought England's box-office down. It has now bounced back. In Holland a reconstruction program on damaged theatres is in progress.

## Manley's Plant Burns

KANSAS CITY, Oct. 7.—The North Kansas City popcorn processing plant of Manley, Inc., selling popcorn materials and machines to theartes and other places, has been completely destroyed by fire, with an estimated damage of $90,000. A new crop of popcorn escaped destruction, however, as it had not arrived at the plant.

# Color TV

(Continued from page 1)

SMPTE members gathered here for their semi-annual convention that the NTSC has tested and worked out an all-electronic compatible system signal which will be "adequate for all commercial color television."

### Minor Improvements

There will be minor improvements made on the system, Loughgren said, and the committee will make further tests to determine what improvements can possibly be made. Then, by mid-1953, he continued, the individual companies that have worked on the system, Loughgren said, and the committee will make further tests to determine what improvements can possibly be made. Then, by mid-1953, he continued, the individual companies that have worked on the system will be able to petition the Commission for a hearing.

Loughgren touched on the Eidophor theatre television system and told the group that the system appears to provide "better color." He said it may be that the system will present the best theatre size color print, but added that "from the long range consideration the system may be more important than the apparatus.

### Cautions Industry

He cautioned the motion picture industry not to select a system with "inherent limitations."

The add-a-unit approach to film processing machines was presented to the meet today. The need for a reasonably priced, quickly accessible, self-contained developer for television stations and small laboratories was emphasized. This need led to the design of the Bridgamatic.

This device, it was shown, embodies standard commercial design plus a continuous overdrive, tension-relieving clutches, straight-line film flow and ease of handling; 16mm. and 35mm. negative/positive, also reversal models were described. The presentation was made by Joseph A. Tanney and Edward B. Krause of S.O.S. Cinema Supply Corp., who explained how the add-a-unit idea was adopted, permitting the purchase of the basic Bridgamatic machine with its bare essentials, to which recirculation, replenishment, aeration, filtration, refrigeration and other refinements could be added as desired.

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Film coating, for example, lubrication, and inspection—all require precise knowledge, expert handling. And in cleaning, splicing, and winding, the film must be held "just so" in hands wearing the right type of glove; here, the slightest scratch means trouble.

On subjects such as these—ranging from choice of film to projection and film storage—representatives of the Eastman Technical Service for Motion Picture Film are trained to advise and work with the industry.

To maintain this service, the Eastman Kodak Company has branches at strategic centers . . . invites inquiry on all phases of film use from all members of the industry. Address: Motion Picture Film Department, **Eastman Kodak Company,** Rochester 4, N. Y. *East Coast Division,* 342 Madison Avenue, New York 17, N. Y. *Midwest Division,* 137 North Wabash Avenue, Chicago 2, Illinois. *West Coast Division,* 6706 Santa Monica Blvd., Hollywood 38, California.

NEWS WHILE IT IS NEWS

# MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 72. NO. 71 NEW YORK, U. S. A., THURSDAY, OCTOBER 9, 1952 TEN CENTS

# Italians Told Code Helped Block Censors

## *Self-Regulation Need Explained by Spaeth*

Tribute to the Hollywood Production code as an instrument which blocked the growth of "political censorship" in the United States was paid here yesterday by Dr. Sigmund Spaeth, motion picture chairman of the National Federation of Music Clubs.

Spaeth's address was the highlight of a luncheon at the Hotel Plaza given by the Film Estimate Board of National Organizations, claiming to represent 40,000,000 American clubwomen, in honor of the Italian film industry. It was delivered by Mrs. Jessie M. Bader, national chairman of the Protestant Motion Picture Council, due to Spaeth's illness.

In his observations, Spaeth explored the historical background of the Code, which he said, "reflects the composite entertainment taste and moral standards of our complex population." He added that it would be "consum-

(*Continued on page 3*)

## NEWS FLASHES

From Cincinnati, Louisville and Hartford, Conn., come additional reports that the business upswing continues. Louisville and Cincinnati exhibitors were said to be more confident of future business than they had been in a long time, while a survey of key cities throughout the Connecticut area by the Bridgeport "Herald" shows that films are "making a strong comeback" and that "the TV bugaboo is fading."

•

HOLLYWOOD, Oct. 8.--There were 14 features in color by Technicolor in release, ready for release, in production or preparation in June, 1939. A week ago there were 185.

## *Mayer Again Puts On COMPO Harness*

**Arthur L. Mayer, former executive vice-president of the Council of Motion Picture Organizations, yesterday informed the industry agency that he was ready again to contribute his time and effort to the advancement of its aims and purposes. Mayer recently completed a book which will be published shortly by Simon & Schuster.**

**COMPO promptly accepted Mayer's offer, and in consequence he will discuss the organization in an address before the Film Council of Springfield, Mass., on Oct. 16.**

## 25 States Now in Rogers Campaign

Theatres in 25 states are now participating in the Will Rogers Hospital fund drive.

Signing up for the Rogers Memorial Hospital collection-can-on-candy-stand project every theatre in the state of Rhode Island is the goal of Maurice Druker, manager of Loew's State in Providence. Druker yesterday sent into the fund headquarters names of 22 additional Rhode Island theatres. There are about 63 houses in the state.

With the enrollment by Henry G. Plitt of the Paramount Gulf Theatres

(*Continued on page 5*)

# COMPANIES 'OK' ARBITRATION

## *Distributor Revisions Set; Now Goes to Exhibitors Who Are Free to Suggest Changes; Republic, Monogram Reservation*

Following a meeting here yesterday of distributor presidents, other top executives and attorneys, Eric A. Johnston, Motion Picture Association of America president, reported they approved an industry arbitration system draft which will be submitted promptly to exhibitor organization representatives for action.

The draft will not be handed to the exhibitor representatives on a "take-it-or-leave-it" basis, it was emphasized. Said Johnston: "The door is open for changes in the draft which may be requested by exhibitors."

Any proposed changes in the draft on which distributor attorneys have worked steadily during the past few weeks "will be fully considered by the distributing companies so that an arbitration system can be established as speedily as possible," Johnston said.

Participants in yesterday's meeting freely admitted that distributors' approval of the draft was not reached without a few "uprisings" against some of its provisions. It was pointed out that Monogram and Republic still want Department of Justice assurances that they will not be bound by the industry anti-trust suit decrees if they become signatories to any arbitration system agreement.

The distributors were reported to be satisfied that they have complied with the request of Abram F. Myers, Allied States Association general counsel, "for something I can react to and submit to my organization." It is expected the distributors' draft, which actually is a distributor-amended version of a document drawn up originally by exhibitor as well as

(*Continued on page 5*)

## Cox, Wesco 'V-P,' Signs 5-Year Pact

Los Angeles, Oct. 8.—A new employment contract covering the period Dec. 1, 1952 to Dec. 31, 1957 has been signed by Henry C. Cox as Wesco Theatres vice-president, it was learned here yesterday.

Under the agreement, which replaces one for the period Nov., 1945 to Nov., 1952, Cox will receive a weekly salary of $1,000, plus weekly expenses of $100. He makes his headquarters in Los Angeles, and any expenses for traveling on business are to be repaid apart from the regular allowance.

In the event of the executive's death during the term of the contract, his wife, Mrs. Jesse L. Cox, will receive $300 weekly for five years. If, for reasons of health, Cox should be unable to perform his duties and the

(*Continued on page 5*)

# *Says Video Is Spurring Film Theatres' Gains*

Toronto, Oct. 8.—The coming of radio helped bring "talkies" and the challenge of TV is helping to speed the arrival of third dimensional films, according to N. A. Taylor, president of 20th Century Theatres.



N. A. Taylor

"I am excited at what is happening and what can happen," he told those participating in the last of a series of company regional meetings held in a number of Ontario cities.

"You can't sit on your status quo," Taylor advised his managers, executives and head office department heads. "This business cannot remain static. That fact is the life-blood of our business. And if you believe that, say so. When a man asks you if television will put you out of business, tell him that his grandchildren will be going to the movies. Talk on the upbeat, not the downbeat."

Taylor, whose company operates 70 theatres in Ontario and recently added several in the West, declared: "If you don't think that the motion picture theatre will survive television, then now is the time to get out of it for your own sake and for the sake of your families," he advised, adding: "I'm sticking."

Not only change was normal, he

(*Continued on page 5*)

## *Cravath Law Firm Advises RKO Radio*

**The retention of the law firm of Cravath, Swaine & Moore as special counsel was disclosed here yesterday by the board of directors of RKO Radio Pictures.**

**The firm will represent the corporation in its Stock Exchange, Securities Exchange Commission, corporate and financial matters, it was added. Thomas Halleran, a partner in the Cravath firm, will be consultant to the board of directors.**

# Personal Mention

ELLIS G. ARNALL, president of the Society of Independent Motion Picture Producers, arrived here yesterday from Atlanta for three days of conferences with SIMPP members.

•

JOHN R. PATNO has been named manager of the New England Circuit's Empress at Norwalk, Conn., replacing JOHN HASSETT, resigned. PATNO was formerly assistant manager of the circuit's Allyn, Hartford.

•

JOHN DEL VALLE, former Nat Holt Productions director of publicity, has been named editor of *TV Family*, a new national weekly magazine which will be launched later this month.

•

MIKE SPANAGEL, formerly vice-president and assistant general manager of Mid-States Theatres, has joined radio station WCKY in Cincinnati as an account executive.

•

NORMAN FRIEDMAN of M-G-M's art department, became a father for the second time Monday with the birth of a boy, LAWRENCE PAUL, to his wife at Brooklyn Women's Hospital.

•

WILLIAM DULLUM has been named manager of the Regent Theatre in Ottawa, replacing HENRY MARSHALL, who was transferred to the Capital in Toronto.

•

CHARLES BOASBERG, RKO Radio North-South division sales manager, is in Toronto and will return here over the weekend.

•

ALVA E. SMITH, radio installation supervisor of Westrex Corp., has returned here from a three months trip to Venezuela.

•

CHARLES MCLEARY, formerly with Loew's in Baltimore, is the new manager of Shea's Elmwood, Buffalo.

•

BOYD SPARROW, manager of the Loew's Warfield in San Francisco, is in Los Angeles this week.

•

PHILIP GERARD, Universal Eastern publicity manager, will return here today from Philadelphia.

•

D. C. COLLINS, Westrex Corp. vice-president, has returned to New York from Hollywood.

•

FRANK ROSENBERG, 20th Century-Fox producer, is in New York from the Coast.

## *Greshler Here on Deal*

HOLLYWOOD, Oct. 8.—Abner Greshler is en route to New York from here for executive huddles to finalize a deal for RKO Radio release of "Emergency Call," British film to which he recently acquired global rights. Greshler revealed before he left here that Freddie Mills, British light-heavyweight champion, is coming to this country to make a series of radio and TV shots as part of an exploitation campaign for this Butcher Productions, Ltd., feature, in which Mills stars.

# *Canadian Theatre Receipts Increased 11% Last Year*

OTTAWA, Oct. 8.—Total receipts of Canadian motion picture exhibitors, exclusive of taxes, rose 11 per cent in 1951 to $96,319,580 from $86,713,357 in the previous year, the government reveals in a preliminary report.

Paid admissions increased four per cent from $242,396,679 in 1950 to $252,159,125 last year; 2,180 exhibitors collected $11,887,226 in amusement taxes.

Eighty-two drive-in theatres accounted for $3,347,670 of the total receipts, $6,554,572 of the paid admissions and $406,611 of the total amusement taxes.

Salaries and wages of regular film theatres reached $17,137,276 last year.

## *Corwin, Wald Confer, No Disclosures Yet*

HOLLYWOOD, Oct. 8.—Sherrill Corwin arrived here today from New York, where he attended organizational meetings of the Ralph Stolkin group which recently acquired the controlling interest in RKO Pictures, and went into conferences with Jerry Wald, whose contract with the studio expires Dec. 31, and who has been frequently mentioned as most likely choice of the new management for production head, but it was understood no disclosure of developments of any kind will be made before the weekend.

## *'Howdy Doody' Radio Show to 'Plug' Films*

In furtherance of the mutual promotion pact between the Organization of the Motion Picture Industry of New York and the National Broadcasting Co., a one-minute spot announcement listing recommended films for children which are playing in the Metropolitan area will be incorporated in the "Howdy Doody" radio show on WNBC Saturday mornings, OMPI reported here yesterday.

OMPI said other program spots currently are in preparation and will be announced as activated.

## *Spring to Address NTFC Wednesday*

Samuel Spring, attorney and author of the book, "Risks and Rights," will address the membership of the National Television Film Council at its first fall luncheon meeting in the Warwick Hotel on Wednesday.

Spring, will discuss "The Laws of Privacy and the Laws of Libel" as they pertain to the telecasting of films, according to Melvin L. Gold, NTFC president.

## *Criterion Holds 'Zero'*

Edmund Grainger's "One Minute to Zero," starring Robert Mitchum and Ann Blyth, will gross $19,500 in its third week at the Criterion here and will hold for a fourth week, theatre officials announced. The picture will begin its fourth week tomorrow.

## Hutner Promoted to 20th Publicity Aide

Meyer Hutner has been named associate publicity manager of 20th Century-Fox, by Edward E. Sullivan, publicity manager.



Meyer Hutner

Hutner, who joined 20th Century-Fox four years ago as newspaper contact, was appointed special events director last year. Before joining the company he was publicity manager for Billy Rose, Kate Smith and Mickey Rooney. Prior to his entry into the publicity field, Hutner had been on the editorial staffs of the New York *Journal American* and the New York *Post*.

He succeeds Sullivan, who was named publicity manager on Tuesday.

## *'Limelight' Music On Radio Tonight*

Charles Chaplin's musical score for "Limelight" will have its radio premiere tonight at 9:05 over station WQXR as the highlight of the first all-Chaplin musical program on the air, entitled "Charles Chaplin—the tramp Who Made Music." The program had been announced earlier for airing tomorrow night. Excerpts from the scores of "City Lights" and "Modern Times" will be included.

"Limelight," a United Artists release, will open on Oct. 23 in continuous performances at the Astor Theatre and on a reserved-seat twice-daily schedule at the Trans-Lux. Advance reserved-seat tickets go on sale today at the Trans-Lux. Priced at $2.40 for all performances except $1.80 for week-day matinees, the film will be shown at 2:30 and 8:30 P.M. daily, with extra matinees at 5:30 P.M. on Saturdays, Sundays and holidays, and special Saturday night 11:30 showings.

## *MPAA, Distributors Take 3-Day Holiday*

Most major film company home offices will remain closed on Monday in observance of the Columbus Day holiday. Companies closing include Columbia, M-G-M, Monogram, Paramount, RKO Pictures, RKO Theatres, 20th Century-Fox, United Artists, United Paramount Theatres, Universal-International, Warner and the Motion Picture Association of America. Republic will close at 1.00 P.M.

## *Mail Orders Heavy For Cinerama Here*

**Testifying to the spread of interest in Cinerama, one day's mail received at the box-office of the Broadway Theatre here yesterday, where the process and program is in its exclusive premiere engagement, included more than 1,100 orders for tickets, according to a Cinerama spokesman. The mail came from many sections of the country as well as from nearby.**

**The public response has extended the advance sale indefinitely. It had been set originally for an eight-week minimum.**

## Photoplay Poll Won By Hunter, Nelson

*Photoplay Magazine's* annual "Choose Your Stars" poll has been won by Lori Nelson, 19-year-old Universal-International actress, and Tab Hunter, 21-year-old ice skater who has appeared in only one picture. The winners and the runners-up were honored at a *Photoplay* reception in Hollywood last week-end at which Tyrone Power officiated.

Fred Sammis, vice-president of McFadden Publications, and *Photoplay* editor Tony Gray attended the event. It was disclosed that Miss Nelson triumphed over the nearest actress chosen by a margin of three to one, one of the highest ever made. Past winners of the poll have usually attained Hollywood stardom. In the last two years the winners were Mitzi Gaynor and Anthony Dexter, and Sally Forrest and Howard Keel.

### List Runners-up

Runners-up in the poll for the feminine stars were Ursula Theiss, Elaine Stewart, Hildegarde Neff, Dawn Addams, Zsa Zsa Gabor, Barbara Ruick, Joan Taylor, Helene Stanley, Joan Rice and Beverly Michaels. Male runners-up were Arthur Franz, Oskar Werner, Johnny Stewart, Robert Horton, Keith Andes, Michael Moore, Gene Barry, John Forsyth, Rusty Tamblyn and Dean Miller.

## *Haber RCA Victor Publicity Director*

CAMDEN, N. J., Oct. 8. — Julius Haber has been appointed director of public relations for the Victor Division of RCA, effective Nov. 1, C. M. Odorizzi, operating vice-president of the division announced. Haber, whose career has been in public relations, publicity and advertising, joined RCA in 1922. He succeeds James M. Toney who has been appointed director of consumer products distribution.

Haber is now serving as director of advertising and sales promotion for RCA Technical Products. He has served as publicity chairman for the Institute of Radio Engineers, the Radio Club of America, and the Society of Motion Picture and Television Engineers.

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# *Intermountain's Ricketson Before FCC on Video Bid*

WASHINGTON, Oct. 8.—Frank Ricketson, president of Fox Intermountain Theatres, told the Federal Communications Commission today that he was never named as a defendant in an anti-trust suit.

Ricketson declared that he didn't believe he had ever been an officer of a company named as an anti-trust defendant and said that to the best of his knowledge Fox Intermountain had never been an anti-trust defendant.

Ricketson made these statements in testimony at an FCC hearing on two applicants competing for a television station on channel 7 in Denver. Ricketson is an officer of Aladdin Radio and Television Co., one of the applicants, and holds 13.7 percent of the company's stock. The competing applicant is Denver Television Co., in which the principal stockholders are Harris and John Wolfberg.

Asked by counsel for Denver Television if Fox Intermountain had ever violated the 1940 consent decree, Ricketson replied that it had not. He admitted that the company had entered into franchise deals with Columbia, Universal and Republic after the 1940 consent decree, but said that his counsel had advised him such franchise deals were legal. Ricketson's attorney explained that the 1940 decree prohibited franchise deals with major companies, but did not outlaw them with non-majors.

Ricketson said that Columbia, Universal and Republic were all "small, struggling companies" at the time, and that it was Fox Intermountain's policy to help such companies in their financial "problems."

Ricketson told hearing examiner James Cunningham that he foresaw the day when motion pictures "would complement" television and television would "complement" motion pictures.

**Schine Theatres Bid for TV Station in Rochester**

WASHINGTON, Oct. 8.—The Schine Chain Theatres have applied to the Federal Communications Commission for a television station on channel 27 in Rochester, N. Y., the FCC announced today.

## *Gardner at MGM 'Frisco Exchange*

SAN FRANCISCO, Oct. 8.—Sam Gardner, assistant M-G-M West Coast sales manager with headquarters in Los Angeles, will remain at the M-G-M exchange here until a successor to the late manager L. C. Wingham has been appointed.

Charles Reagen, M-G-M sales head, is expected to arrive in San Francisco from New York this month to make an appointment.

## *B'nai B'rith Award To Jimmy Durante*

BOSTON, Oct. 8.—Jimmy Durante will be honored by the B'nai B'rith lodges of America Sunday, Nov. 16 on a special radio program to be broadcast coast-to-coast by National Broadcasting. The citation to be presented to Durante will read: "For his outstanding efforts in behalf of brotherhood and for his fine work in promoting good will between all faiths."

# Code Helped Block Censors

(*Continued from page* 1)

mate impudence" to impose the Code on foreign producers, but that they should understand the reasons for self-censorship in the United States.

Spaeth pointed out that between 1926 and 1940, 42 proposals for Federal censorship of films were introduced in the United States and in the House of Representatives. "None passed," he added, "and no new state effective censorship was enacted into law after 1922."

Credit for this accomplishment, Spaeth said, is due to the industry's voluntary code and national organizations, such as the Film Estimate Board of National Organizations, which previews new films and acquaints its membership with their content.

Spaeth called the current censorship laws of six states and some 200 cities "repugnant" to American producers and the American people. He also paid tribute, in conjunction with the "Salute to Italian Films" week, to the many Italian films imported into this country. He also told his audience that Americans were not interested in "propaganda" films.

Mrs. Arthur Mayer, acting chairman of the American Jewish Committee, presented a scroll, acclaiming the renaissance of Italian films to Eitel Monaco, president of the National Association of Motion Picture and Allied Industries.

Representatives of the Italian industry attending the luncheon included: Renato Gualino, general director of the Italian Film Export organization; Nicoli de Pirro, director general of the Entertainment Industry Bureau of the Italian Government; Luigi Zampa, director; Dino de Laurentiis, producer; Sylvana Mangano, Renato Rascel and Sondra Pallavichini.

Zampa told the gathering of his plans to direct a film in New York about a family of Italian extraction, a film, he added, which would strengthen the ties between the two countries.

**Foreign Press Critics Honor Italian Industry**

The Foreign Language Press Film Critics Circle last night presented to the Italian film industry its scroll of "Highest Merit" for "the deep entertainment satisfaction they have given peoples throughout the world, and in acknowledgment of the contributions that Italian films have made towards understanding among nations."

The presentation was made from the stage of the Little Carnegie Theatre, prior to the performance of "Umberto D," the new De Sica film, one of the seven festival films of "Salute to Italian Films Week." The scroll was presented to Nicola de Pirro, director general of the Italian Government's Entertainment Industries Bureau by Sigmund Gottlober, executive secretary of the Foreign Language Press Critics Circle.

**20th-Fox Executives Fete Italian Officials**

Twentieth Century-Fox will fete representatives of the Italian industry in conjunction with "Salute to Italian Films Week," at the Latin Quarter here tomorrow night.

Hosting the party will be Mr. and Mrs. Murray Silverstone, Miss Marilyn Silverstone, Mr. and Mrs. Charles Einfeld, Mr. and Mrs. Emanuel Silverstone, and Mr. and Mrs. Leslie Whelan.

**Balaban Hosts Italians At Supper This Evening**

Barney Balaban, Paramount Pictures president, will be host to the visiting Italian film delegation at a private supper this evening at the Sherry Netherland Hotel here.

## *Screen 'Miracle' in Chi. Reversal Bid*

CHICAGO, Oct. 8.—"The Miracle," banned by the Chicago police censor board for exhibition here, is being screened today for Mayor Kennally and corporation counsel John J. Mortimer by the American Civil Liberties Union in an attempt to have the Mayor reverse the censor board's decision, which was upheld by Police Commissioner O'Connor when the ACLU first appealed the banning.

The print, which had been sent back to New York after a private invitational showing sponsored by the ACLU, for a representative group of civic, religious, and educational leaders in Chicago in the campaign to have the picture shown publicly here, was brought in especially for today's screening.

## *Legion Puts French Film in Class C*

"Savage Triangle," a French film distributed here by Joseph Burstyn, Inc., was placed in Class C (condemned) in this week's Legion of Decency report.

The report also places the following four films in Class B "Captive Women," RKO Radio; "Limelight," United Artists; "Father's Dilemma" (Italian), Arthur Davis Associates, and "Night Without Sleep," 20th Century-Fox.

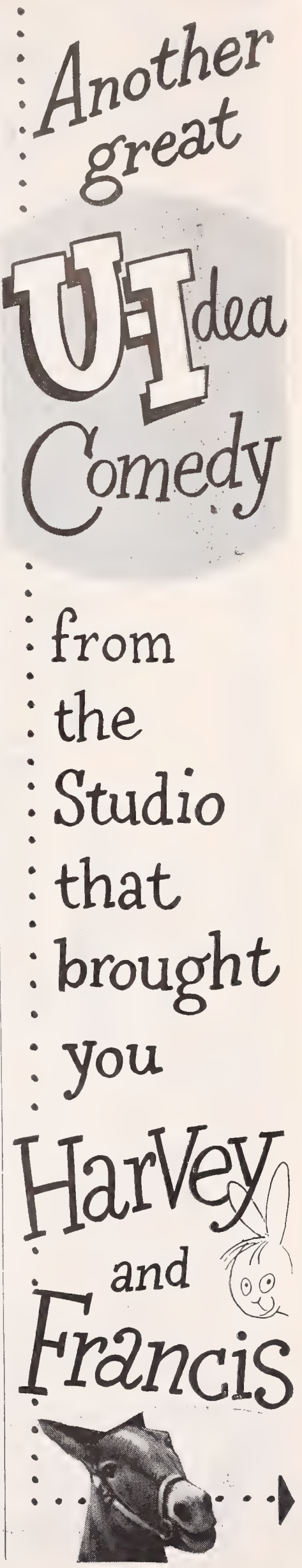
## *New 20th-Fox Firm Files With NY State*

ALBANY, N. Y., Oct. 8.—Twentieth Century-Fox Film Corp., incorporated under the laws of Delaware, July 18, 1952, filed a statement with the Secretary of State that its capital stock is $3,000,000, $1 par. The certificate, executed by W. C. Michel, executive vice-president, stated that the new corporation is "acquiring the assets and good will of 20th Century-Fox Film Corp., a New York corporation now in the process of dissolution." One of its purposes is "carrying on the business formerly conducted by that concern."

## *'Downbeat' Films Don't Pay: Harvey*

SAN FRANCISCO, Oct. 8. — Rotus Harvey has suggested that producers ask stars who have toured the country and talked with movie-goers what kind of films the public wants. Harvey opined that the consensus of what films pay off at the box-office would not be "somber pictures, psychological dramas, or anything on the 'downbeat'."

"For years exhibitors have been 'yelling' for entertaining pictures and for years have deplored the making of those pictures whose sole aim is to preach, sell an idea, or to spread propaganda.

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U-I grows ~~makes~~ the Money Makers!

## *14 Reissue Duals Set by Realart*

HOLLYWOOD, Oct. 8.—The first in a series of 14 re-issue combinations for 1953 has been announced here by Jack Broker, president of Realart Pictures.

Lucille Ball and Desi Arnez are featured in the initial program, which consists of "Lucy Goes Wild" and "Cuban Pete." Both were released originally by Universal. The other combinations include: "Inside Job" and "Mug Town"; "The Body Vanishes" and "Calling Dr. Death"; "When Johny Comes Marching Home" and "Private Buckeroo"; "Dark Streets of Cairo" and "Chinatown Squad"; "Tiger Island" and "Strange Conquest"; "Song of the Sarong" and "Rhythm of the Islands."

## *Fear TV Will Injure Theatres in Portland*

PORTLAND, Ore., Oct. 8.—Predictions that 15 of Portland's 50 theatres will be closed by television competition and values of the others will be considerably lowered are reflected in figures submitted by Oregon's assessors. Kermit M. Carson, chief deputy assessor for Multnomah County, made these predictions in commenting at the 40th annual assessors' convention on assessment problems in the state's largest county. He said the theatres which will be hardest hit will be those in the suburbs. Also, TV competition in two or three years will likely bring a 20 per cent depreciation in the value of the better downtown theatres, he said.

Portland theatre owners agreed with Carson's forecast and explained that suburban theatres will be hardest hit because "their customers are the people who will be looking at TV."

## *Says TV Does Not Keep People Home*

LONDON, Oct. 8. — "Television's power to keep people at home is much less than has sometimes been suggested," the annual report of British Broadcasting Corp. asserts.

Discussing the increase in time devoted to home viewing on this side, the report says: "Most of this time, it is believed, was found by rearranging home life. Comparatively little of it came from reducing activities outside the home."

The BBC report noted that television reception licenses almost doubled in the past year—from 764,000 to 1,457,000, but at the same time there was a slight decline in the extent to which Britons listened to sound broadcasts.

## *UK to Make Films For Canadian TV*

LONDON, Oct. 8.—High Definition Films will start production of pictures for Canadian television use as soon as the Highbury studio here is ready, Norman Collins, company chief, said on his return from Canada where he conferred with Davidson Duncan, chairman of Canadian Broadcasting Corp.

Collins said there is a big market for TV films in Canada because distances there are such that radio links are not practicable and film accordingly is the answer. However, he said, the film programs must be offered at economic prices.

# TV Spurring

(*Continued from page* 1)

pointed out, but also opposition in old and new forms. "The public will put its money down for whatever interests it, whether it's Bingo, night baseball, stock car races or anything else," he said. "We have survived them all and we will survive television."

**He reviewed the effect of TV in the two Canadian test cities, Windsor and Chatham, reporting that business was down until installment payments on TV sets had been completed, after which it returned to something approaching the pre-TV level. The fact that Canada had not been invaded rapidly by TV made it possible to utilize the experience of U. S. operators with it.**

"We need a new approach to 'Showmanship,'" Taylor contended, advising that the public ought to be reminded frequently of how little an evening's film entertainment cost, the average admission being 50 cents. All other forms of entertainment were higher and even a TV set costs as much to maintain as the average yearly expenditures on films, he stated.

"Any business that doesn't meet its opposition goes out," he warned. "Restaurants, shoe stores and others meet it. It all boils down to this: Give good entertainment, better service and more comfort and keep telling the public about them. You may not always pack your theatre but you'll stay in business and progress as well," Taylor concluded.

## *Mutual Rights to Lippert Franchiser*

SAN FRANCISCO, Oct. 8.—An agreement has been concluded between Mutual Productions of the West, headed by Irving Levin, and Al Grubstick, the Robert Lippert franchise holder in San Francisco, for Grubstick to handle the sales and distribution of Mutual features in the San Francisco territory.

Pictures now in release which Grubstick will handle include "Models, Inc." and "Nightmare in Red China."

## *Dougfair to Cull Museum Footage*

HOLLYWOOD, Oct. 8. — Dougfair Corp. has disclosed an arrangement with the American Museum of Natural History, New York, under which Douglas Fairbanks' staff will comb the 2,000,000 feet of film acquired by the museum over the past 30 years, selecting material for theatre and other use.

Fairbanks also will collaborate with the museum in planning future expeditions.

## *Dual Lesser's 'Red Sea' and 'Tarzan'*

Sol Lesser's new documentary, "Under the Red Sea" will be combined with the producer's "Tarzan's Savage Fury" in dual-run houses, Robert Mochrie, RKO Radio sales vice-president, announced.

"Tarzan's Savage Fury" was released last spring to single-run houses, but has been held up for double-bill theatres pending preparation of "Under the Red Sea."

## *Drive-in Clinic at Mich. Allied Meet*

DETROIT, Oct. 8.—A special drive-in theatre program has been arranged by Allied Theatres of Michigan during its annual convention to be held at the Tuller Hotel, Oct. 20-22.

Special displays will be set up in the Variety clubrooms. A chartered bus will leave Oct. 22 with Ted Rogvoy and several exhibitors, for the Bel-Air Drive-in Theatre operated by Charles Komer and Adolph and Irving Goldberg, of Community Theatres.

Rogvoy, theatre architect, will lead a panel discussion on the grounds of the drive-in. A landscape artist, sound man, plumber and a concessionair will be on hand to answer questions. The group will be guests of the Goldbergs and Komer.

The delegates to the convention will hear addresses by Wilbur Snaper national Allied president; Leon Bamberger, RKO Radio public relations director; Abram Myers, Allied general counsel; Sam Pinanski, COMPO co-chairman; Trueman Rembusch, president of Allied of Indiana; Allen Johnson, Michigan Allied's national representative, and Lawrence Griffin of Manton, Mich.

## Rogers Campaign

(*Continued from page* 1)

Circuit, 31 additional Southern houses have joined the campaign. In addition, more than 100 of Rowley United theatres, Dallas, have enlisted. This brings the Lone Star State participation to nearly 300 theatres, including Interstate.

About 50 Indiana theatres have joined the collection project, according to Howard Rutherford, Loew's manager in Indianapolis. Among the latter city's downtown houses enrolled are the Indiana, Circle, Lyric and Keith's of the Greater Indianapolis Amusement Co. Cantor Amusement's four neighborhood-houses signed up with the M. Marcus circuit. Marc J. Wolf, president of Y. & W. Management Co., gave approval for his 31 houses in Northern Indiana.

## *Mexican Ruling Saves Heavy Taxes*

MEXICO CITY, Oct. 8. — American and Mexican distributors, headed by Warner Brothers, won from the Federal Supreme Court a decision that it is estimated will save them $396,000 yearly in taxes. The distributors appealed to the court against the ruling of the Ministry of Finance that they must be included for taxation purposes among those subject to the Mercantile Incomes Law. The court agreed with the distributors that the Ministry had erred in thus classifying them as they are commercial not industrial enterprises. The law specifies that it covers industrialists only.

## *Weinberg Titles 3 New Foreign Films*

Herman G. Weinberg has completed the English titles for three new European films, Rossellini's "Flowers of St. Francis," filmed in Italy, and two French pictures, "Forbidden Games," grand prize winner of this year's Venice Film Festival, and "Ladies Hair-Dresser," starring Fernandel.

"Flowers of St. Francis" is a Joseph Burstyn release.

# Arbitration

(*Continued from page* 1)

distributor attorneys, will be the one Myers will submit to the Allied national convention in Chicago, Nov. 17-19. It is likely that the Theatre Owners of America board, and the boards of the Independent Theatre Owners Association of New York, Metropolitan Motion Picture Theatres Association and Western Theatre Owners, will act on the distributor-approved draft at meetings soon.

**"Before an arbitration system is finally set up," Johnston reminded, "it of course must be approved by the court and the Department of Justice as well as by the exhibitor organizations and the boards of directors of each of the participating distributor companies."**

Johnston said also that "final agreement on arrangements for financing the system await further discussions with exhibitor representatives." In Johnston's opinion the distributors' favorable action on the draft meant that "setting up of an industry arbitration system moved a major step forward." He said approval of the terms of the draft by the distributors "is in line with exhibitor requests for such action."

## Cox Signs Pact

(*Continued from page* 1)

company therefore should elect to terminate the pact, he would receive $400 weekly for two years commencing with the date of termination.

Under the agreement, Cox is not bared from participating in any bonus or stock option plans the company may put into effect.

## *Tie-up Lectures Set For AMPA Tonight*

This evening's roster of lecturers at the Associated Motion Picture Advertisers' class in showmanship at the Woodstock Hotel here will include Lou Brown, director of advertising-publicity for the Loew Poli Theatres in Connecticut and Massachusetts; Lige Brien, United Artists' national director of special events, and Harry K. McWilliams, Columbia Pictures' exploitation manager and AMPA president.

The three will discuss motion picture tie-ups.

## *Columbia Winner Here*

A. P. Rose, Columbia Pictures International Corp. manager in Newcastle-on-Tyne, England, has arrived in New York as the winner of the British Isles division of the recent "Round-the-World" sales drive. Rose, accompanied by his wife, is the second of the International division winners to take advantage of his prize of a trip to a foreign country.

## *TOA 16mm. Poll Starts*

Theatre Owners of America bulletins polling member units on the question whether the organization should or should not seek defendant status in the government's 16mm. anti-trust suit have been mailed. Dick Pitts, TOA administrative assistant, reported here. The government's complaint labeled TOA a "co-conspirator" but not a defendant.

# Motion Picture Daily Feature Reviews

## "Because of You"

*(Universal-International)*

GOOD performances by Loretta Young and Jeff Chandler, together with the marquee value of their names, are the chief assets of this drama of a wrecked marriage and frustrated mother love. The Ketti Frings screenplay, based on a story by Thelma Robinson, is more devious and complex than it is original. What fresh lustre the stars impart to familiar plot situations accounts in large measure for some better than average box-office possibilities. It is not to be overlooked that the plight of a woman who loses both husband and child through misinterpreted transgression is a box-office lure to many another woman. If you have made note of some of Universal's trade advertising of the picture, it will be apparent why many husbands may accompany them when they see it.

Miss Young is sentenced to prison for a loosely defined part in a crime committed by her fiance, Alex Nicol. Released on parole, she becomes a nurse in a veterans' hospital where she meets the wealthy Chandler. They fall in love and are married without Miss Young having confessed her prison background. Nicol returns to force her to drive him to Mexico, presumably on a dope-running mission and, in an accident which occurs when they are pursued by police, both Miss Young and her daughter, played by Gayle Reed, are injured and the story, including Miss Young's background, becomes public.

Chandler gets a divorce and custody of the child, believing that his wife had been keeping a tryst with her ex-lover. Circumstances bring Miss Young and the child together again at the home of Chandler's sister, played by Francis Dee, where the mother, unrecognized by the child, cures her by love and attention of a melancholia. Chandler returns from abroad unexpectedly and, unrelenting, causes Miss Young to leave the household. Eventually, the child's melancholia returns and leads to a reconciliation between Miss Young and Chandler.

Albert J. Cohen produced with a keen sense of economic short-cuts which do not detract from the story-telling. Joseph Pevney's direction places emphasis on what action the story affords and on scenes of courtship and marital intimacies.

Running time, 95 minutes. Adult classification. For November release.

SHERWIN KANE

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## "Operation Secret"

*(Warner Brothers)*

WORLD WAR II underground operations are the background of this fast-moving, exciting feature that contains considerable action and stars Cornel Wilde, Karl Malden, Steve Cochran and Phyllis Thaxter. It is suspenseful although there is slight variation from anticipated developments. It should fare well at the box-office.

The story by Alvin Josephy and John Twist is revealed in a series of flashbacks beginning with an investigation by the French secret police of the murder during the war of an underground agent. Subsequent disclosures incriminate the guilty ones and show the workings of the group headed by French leader Malden and including the heroic but reckless Wilde, a former French Legionnaire escaped from Nazi imprisonment and in the employ of the U. S. Marines. Miss Thaxter is on hand and supplies the romantic interest with Wilde.

There are many clashes with the Nazis. Steve Cochran performs various villanies, including murder, as a Russian agent intent upon stealing German jet plane plans which the group has captured, and shipping them to Russia. His efforts are foiled and the investigating police, after piecing together the evidence, punish him. Wilde is reunited with Miss Thaxter for the happy romantic ending.

This was produced by Henry Blanke and directed by Lewis Seiler. Harold Medford and James R. Webb wrote the screenplay. Included in the cast are Dan O'Herlihy, Jay Novello, Paul Picerni, Lester Matthews, Dan Riss, Wilton Graff, Harlan Warde, Kenneth Patterson, Gayle Kellogg, Wayne Taylor and William Leicester.

Running time, 108 minutes. General audience classification. Release date, Nov. 8.

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## "Desperadoes' Outpost"

*(Republic Pictures)*

ALAN (ROCKY) LANE'S large following should be well pleased with this latest of his series, offering an actionful Western with several novel plot twists. There's plenty of hard riding and fighting to go along with a story about a California mercury mine in the days of the Spanish-American war.

Lane is a U. S. agent who arrives to investigate interruption of the mail service in the area. Although no actual robberies have been committeed, he discovers the continual sabotage of the mail coaches have forced Postmaster Eddy Waller to mortage his home to replace wrecked coaches. Waller's home contains a kitchen sink connected directly to the mine water supply and when Lane accidentally discovers mercury pouring through the faucet he gets onto an attempt to smuggle mercury away from the miltiary by an unscrupulous mine foreman. After plenty of shooting and fighting Lane restores order.

Philip Ford directed and got the maximum action and suspense out of the Arthur Orloff-Albert DeMond story. Lane registers strongly and as usual, Waller provides comedy support. Roy Barcroft, Myron Healey, Lyle Talbot, Claudia Barrett and Lane Bradford are also in the cast.

Running time, 54 minutes. General audience classification. Release date, Oct. 8.

## "The Four Poster"

*(Columbia)*

A WARM, appealing comedy that deals with familiar marriage crises and is expertly performed by Lilli Palmer and Rex Harrison, this Stanley Kramer production, based on the successful Jan de Hartog play currently on Broadway, should do solid box-office business. The stars comprise the entire cast and the bed of the title is the setting of some of the situations, but the performances are so fine and the direction is so skillful that neither of these facts is noted during the viewing. Since the incidents of the film occur over a wide period of years, there are some fine and witty animated interscenes created by United Productions of America that serve well as continuity bridges.

The story opens in 1897 when Harrison and Miss Palmer arrive in their apartment on their wedding night. The prospect of sharing the four-poster causes them much embarrassment from which Harrison recovers first but Miss Palmer finds innumerable excuses for delay, all of which are humorous. Harrison overcomes these obstacles. A year later Harrison is an ex-school teacher whose book of poetry has just come back from the last publisher to reject it. His wife is well along in pregnancy and convinces him to forego the poetry and write about that which he is familiar. A careless Harrison shove results in his running five blocks barefoot for the doctor.

Ten years later Harrison is a successful novelist and lecturer with a swelled head and "another woman" who "understands" him. Miss Palmer's indifference and implication of her own amours causes Harrison to change his mind and reclaim his husband's rights. In 1916 it is Harrison's discovery of a full whiskey bottle hidden in his son's closet that has him in an uproar but it turns out the boy is innocent. Soon after the boy goes off to war and is killed. In the jazz era it is Miss Palmer who feels she must leave and it is a young poet who sets her pining for her youth. Harrison talks her out of it.

In a touching scene that, like the final one, is a departure from the play, Harrison tries to poison Miss Palmer who has contracted a fatal ailment, but can not do it. The last scene is an imaginative bit of fantasy in which Miss Palmer's ghost comes to take Harrison to an afterlife in which their joyous moments are relived.

Allan Scott wrote the screenplay and a good musical score was composed by Dimitri Tiomkin. The use of Garutso Balanced lenses kept the setting in focus even on medium and long shots, abetting the illusion of intimacy. This is a comedy on a sure-fire theme that should attract much of the family trade.

Running time, 103 minutes. General audience classification. Release date, not set.

WALTER PASHKIN

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## "The Raiders"

*(Universal-International)*

RICHARD CONTE and Viveca Lindfors star in this superior Western that boasts credible characterizations, good performances, fine photoggraphy, knowing direction by Lesley Selander, and color by Technicolor. Set in lawless California in 1849, this has Conte, a hard-panning gold miner, lose his fortune, his wife and brother to the vicious methods of gun-slingers forcibly building a land empire for powerful Morris Ankrum. He turns outlaw to overthrow Ankrum.

This is made possible by a banding together of all of the land owners whose claims were stolen, under the leadership of Richard Martin. Ankrum wants California to remain independent and not become a part of the Union to gain him even greater power. He runs gold mines full blast to get money to influence Congressional action.

U. S. Marshal William Bishop arrives to look into the outbreak of crime and Ankrum enlists his efforts to capture Conte's gang, who have stolen his horses and held up his stage coaches. The Conte gang sets up an honest land office in opposition to Ankrum's. During a holdup Conte spots one of the murderers of his wife. Threatened with hanging, the desperado confesses the murder and reveals the names of his confederates. Conte leads a raid on the mine and gets the rest of the killers.

Bishop has Ankrum apply for a loan to Conte's company and trails the clerk back to the hideout. Conte escapes the ensuing ambush and in attempting to force a confession from Ankrum personally, kills him in self-defense. Conte is convicted at his trial but is freed as California becomes a state and general amnesty is declared. Conte chooses Miss Lindfors at the fade-out instead of Ankrum's daughter, Barbara Britton.

This was neatly produced by William Alland and the above-par screenplay is by Pollie James and Lillie Hayward, from a story by Lyn Crost Kennedy. Also in the supporting cast are Hugh O'Brien, Palmer Lee, Dennis Weaver, Margaret Field, John Kellog, Lane Bradford and Francis MacDonald.

Running time, 80 minutes. General audience classification. For November release.

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## Shane Due Here Today

Accompanied by Vittorio Gassman, Maxwell Shane is expected to arrive in New York from Hollywood today to complete details for a special preview showing before United Nations employes of "The Glass Wall," Shane-Tors Production for United Artists release. Gassman, who co-stars with Gloria Grahame, is set for a series of press interviews.

## Long Run for Silent Bill

The silent film reissue of "The Last Laugh" and "The Cabinet of Dr. Caligari," now playing at Walter Reade's Baronet Theatre here, is expected to remain there until Christmas, Max Sanders, manager of the house, disclosed here yesterday. The program, released by Famous Films Productions, opened Monday and a first week's gross of $7,000 is indicated.

FIRST IN FILM NEWS

# MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 71 NEW YORK, U. S. A., THURSDAY, OCTOBER 9, 1952 TEN CENTS

## Italians Told Code Helped Block Censors

### *Self-Regulation Need Explained by Spaeth*

Tribute to the Hollywood Production code as an instrument which blocked the growth of "political censorship" in the United States was paid here yesterday by Dr. Sigmund Spaeth, motion picture chairman of the National Federation of Music Clubs.

Spaeth's address was the highlight of a luncheon at the Hotel Plaza given by the Film Estimate Board of National Organizations, claiming to represent 40,000,000 American clubwomen, in honor of the Italian film industry. It was delivered by Mrs. Jessie M. Bader, national chairman of the Protestant Motion Picture Council, due to Spaeth's illness.

In his observations, Spaeth explored the historical background of the Code, which he said, "reflects the composite entertainment taste and moral standards of our complex population." He added that it would be "consum-

(*Continued on page 3*)

## Report Continued Gross Upswing

Additional reports of an upswing in box-office grosses are in from Cincinnati, Louisville and Hartford, Conn.

From Cincinnati, it was reported that the uptrend in grosses at first-run houses, which became manifest there several weeks ago, is continuing unabated.

Louisville exhibitors and those in neighboring areas were said to be more optimistic currently than they have been in a long time regarding future business.

A survey of key cities throughout the Connecticut area by the Bridgeport *Herald* shows that motion pictures are "making a strong comeback."

### *14 Technicolor Films In '39; 185 Now*

**Hollywood, Oct. 8.—In June, 1939, there were 14 features in color by Technicolor in release, ready for release, in production or preparation; a week ago there were 185**

### *Mayer Again Puts On COMPO Harness*

**Arthur L. Mayer, former executive vice-president of the Council of Motion Picture Organizations, yesterday informed the industry agency that he was ready again to contribute his time and effort to the advancement of its aims and purposes. Mayer recently completed a book which will be published shortly by Simon & Schuster.**

**COMPO promptly accepted Mayer's offer, and in consequence he will discuss the organization in an address before the Film Council of Springfield, Mass., on Oct. 16.**

## 25 States Now in Rogers Campaign

Theatres in 25 states are now participating in the Will Rogers Hospital fund drive.

Signing up for the Rogers Memorial Hospital collection-can-on-candy-stand project every theatre in the state of Rhode Island is the goal of Maurice Druker, manager of Loew's State in Providence. Druker yesterday sent into the fund headquarters names of 22 additional Rhode Island theatres. There are about 63 houses in the state.

With the enrollment by Henry G. Plitt of the Paramount Gulf Theatres

(*Continued on page 5*)

# COMPANIES 'OK' ARBITRATION

### *Distributor Revisions Set; Now Goes to Exhibitors Who Are Free to Suggest Changes; Republic, Monogram Reservation*

Following a meeting here yesterday of distributor presidents, other top executives and attorneys, Eric A. Johnston, Motion Picture Association of America president, reported they approved an industry arbitration system draft which will be submitted promptly to exhibitor organization representatives for action.

The draft will not be handed to the exhibitor representatives on a "take-it-or-leave-it" basis, it was emphasized. Said Johnston: "The door is open for changes in the draft which may be requested by exhibitors."

Any proposed changes in the draft on which distributor attorneys have worked steadily during the past few weeks "will be fully considered by the distributing companies so that an arbitration system can be established as speedily as possible," Johnston said.

Participants in yesterday's meeting freely admitted that distributors' approval of the draft was not reached without a few "uprisings" against some of its provisions. It was pointed out that Monogram and Republic still want Department of Justice assurances that they will not be bound by the industry anti-trust suit decrees if they become signatories to any arbitration system agreement.

The distributors were reported to be satisfied that they have complied with the request of Abram F. Myers, Allied States Association general counsel, "for something I can react to and submit to my organization." It is expected the distributors' draft, which actually is a distributor-amended version of a document drawn up originally by exhibitor as well as

(*Continued on page 5*)

## Cox, Wesco 'V-P,' Signs 5-Year Pact

Los Angeles, Oct. 8.—A new employment contract covering the period Dec. 1, 1952 to Dec. 31, 1957 has been signed by Henry C. Cox as Wesco Theatres vice-president, it was learned here yesterday.

Under the agreement, which replaces one for the period Nov., 1945 to Nov., 1952, Cox will receive a weekly salary of $1,000, plus weekly expenses of $100. He makes his headquarters in Los Angeles, and any expenses for traveling on business are to be repaid apart from the regular allowance.

In the event of the executive's death during the term of the contract, his wife, Mrs. Jesse L. Cox, will receive $300 weekly for five years. If, for reasons of health, Cox should be unable to perform his duties and the

(*Continued on page 5*)

## *Says Video Is Spurring Film Theatres' Gains*

Toronto, Oct. 8.—The coming of radio helped bring "talkies" and the challenge of TV is helping to speed the arrival of third dimensional films, according to N. A. Taylor, president of 20th Century Theatres.



N. A. Taylor

"I am excited at what is happening and what can happen," he told those participating in the last of a series of company regional meetings held in a number of Ontario cities.

"You can't sit on your status quo," Taylor advised his managers, executives and head office department heads. "This business cannot remain static. That fact is the life-blood of our business. And if you believe that, say so. When a man asks you if television will put you out of business, tell him that his grandchildren will be going to the movies. Talk on the upbeat, not the downbeat."

Taylor, whose company operates 70 theatres in Ontario and recently added several in the West, declared: "If you don't think that the motion picture theatre will survive television, then now is the time to get out of it for your own sake and for the sake of your families," he advised, adding: "I'm sticking."

Not only change was normal, he

(*Continued on page 5*)

### *Cravath Law Firm Advises RKO Radio*

**The retention of the law firm of Cravath, Swaine & Moore as special counsel was disclosed here yesterday by the board of directors of RKO Radio Pictures.**

**The firm will represent the corporation in its Stock Exchange, Securities Exchange Commission, corporate and financial matters, it was added. Thomas Halleran, a partner in the Cravath firm, will be consultant to the board of directors.**

# Personal Mention

ELLIS G. ARNALL, president of the Society of Independent Motion Picture Producers, arrived here yesterday from Atlanta for three days of conferences with SIMPP members.

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JOHN R. PATNO has been named manager of the New England Circuit's Empress at Norwalk, Conn., replacing JOHN HASSETT, resigned. PATNO was formerly assistant manager of the circuit's Allyn, Hartford.

•

JOHN DEL VALLE, former Nat Holt Productions director of publicity, has been named editor of *TV Family*, a new national weekly magazine which will be launched later this month.

•

MIKE SPANAGEL, formerly vice-president and assistant general manager of Mid-States Theatres, has joined radio station WCKY in Cincinnati as an account executive.

•

NORMAN FRIEDMAN of M-G-M's art department, became a father for the second time Monday with the birth of a boy, LAWRENCE PAUL, to his wife at Brooklyn Women's Hospital.

•

WILLIAM DULLUM has been named manager of the Regent Theatre in Ottawa, replacing HENRY MARSHALL, who was transferred to the Capital in Toronto.

•

CHARLES BOASBERG, RKO Radio North-South division sales manager, is in Toronto and will return here over the weekend.

•

ALVA E. SMITH, radio installation supervisor of Westrex Corp., has returned here from a three months trip to Venezuela.

•

CHARLES MCLEARY, formerly with Loew's in Baltimore, is the new manager of Shea's Elmwood, Buffalo.

•

BOYD SPARROW, manager of the Loew's Warfield in San Francisco, is in Los Angeles this week.

•

PHILIP GERARD, Universal Eastern publicity manager, will return here today from Philadelphia.

•

D. C. COLLINS, Westrex Corp. vice-president, has returned to New York from Hollywood.

•

FRANK ROSENBERG, 20th Century-Fox producer, is in New York from the Coast.

## *Greshler Here on Deal*

HOLLYWOOD, Oct. 8.—Abner Greshler is en route to New York from here for executive huddles to finalize a deal for RKO Radio release of "Emergency Call," British film to which he recently acquired global rights. Greshler revealed before he left here that Freddie Mills, British light-heavyweight champion, is coming to this country to make a series of radio and TV shots as part of an exploitation campaign for this Butcher Productions, Ltd., feature, in which Mills stars.

# *Canadian Theatre Receipts Increased 11% Last Year*

OTTAWA, Oct. 8.—Total receipts of Canadian motion picture exhibitors, exclusive of taxes, rose 11 per cent in 1951 to $96,319,580 from $86,713,357 in the previous year, the government reveals in a preliminary report.

Paid admissions increased four per cent from $242,396,679 in 1950 to $252,159,125 last year; 2,180 exhibitors collected $11,887,226 in amusement taxes.

Eighty-two drive-in theatres accounted for $3,347,670 of the total receipts, $6,554,572 of the paid admissions and $406,611 of the total amusement taxes.

Salaries and wages of regular film theatres reached $17,137,276 last year.

## *Corwin, Wald Confer, No Disclosures Yet*

HOLLYWOOD, Oct. 8.—Sherrill Corwin arrived here today from New York, where he attended organizational meetings of the Ralph Stolkin group which recently acquired the controlling interest in RKO Pictures, and went into conferences with Jerry Wald, whose contract with the studio expires Dec. 31, and who has been frequently mentioned as most likely choice of the new management for production head, but it was understood no disclosure of developments of any kind will be made before the weekend.

## *'Howdy Doody' Radio Show to 'Plug' Films*

In furtherance of the mutual promotion pact between the Organization of the Motion Picture Industry of New York and the National Broadcasting Co., a one-minute spot announcement listing recommended films for children which are playing in the Metropolitan area will be incorporated in the "Howdy Doody" radio show on WNBC Saturday mornings, OMPI reported here yesterday.

OMPI said other program spots currently are in preparation and will be announced as activated.

## *Spring to Address NTFC Wednesday*

Samuel Spring, attorney and author of the book, "Risks and Rights," will address the membership of the National Television Film Council at its first fall luncheon meeting in the Warwick Hotel on Wednesday.

Spring, will discuss "The Laws of Privacy and the Laws of Libel" as they pertain to the telecasting of films, according to Melvin L. Gold, NTFC president.

## *Criterion Holds 'Zero'*

Edmund Grainger's "One Minute to Zero," starring Robert Mitchum and Ann Blyth, will gross $19,500 in its third week at the Criterion here and will hold for a fourth week, theatre officials announced. The picture will begin its fourth week tomorrow.

## Hutner Promoted to 20th Publicity Aide

Meyer Hutner has been named associate publicity manager of 20th Century-Fox, by Edward E. Sullivan, publicity manager.



Meyer Hutner

Hutner, who joined 20th Century-Fox four years ago as newspaper contact, was appointed special events director last year. Before joining the company he was publicity manager for Billy Rose, Kate Smith and Mickey Rooney. Prior to his entry into the publicity field, Hutner had been on the editorial staffs of the New York *Journal American* and the New York *Post*.

He succeeds Sullivan, who was named publicity manager on Tuesday.

## *'Limelight' Music On Radio Tonight*

Charles Chaplin's musical score for "Limelight" will have its radio premiere tonight at 9:05 over station WQXR as the highlight of the first all-Chaplin musical program on the air, entitled "Charles Chaplin—the tramp Who Made Music." The program had been announced earlier for airing tomorrow night. Excerpts from the scores of "City Lights" and "Modern Times" will be included.

"Limelight," a United Artists release, will open on Oct. 23 in continuous performances at the Astor Theatre and on a reserved-seat twice-daily schedule at the Trans-Lux. Advance reserved-seat tickets go on sale today at the Trans-Lux. Priced at $2.40 for all performances except $1.80 for week-day matinees, the film will be shown at 2:30 and 8:30 P.M. daily, with extra matinees at 5:30 P.M. on Saturdays, Sundays and holidays, and special Saturday night 11:30 showings.

## *MPAA, Distributors Take 3-Day Holiday*

Most major film company home offices will remain closed on Monday in observance of the Columbus Day holiday. Companies closing include Columbia, M-G-M, Monogram, Paramount, RKO Pictures, RKO Theatres, 20th Century-Fox, United Artists, United Paramount Theatres, Universal-International, Warner and the Motion Picture Association of America. Republic will close at 1.00 P.M.

## *Mail Orders Heavy For Cinerama Here*

**Testifying to the spread of interest in Cinerama, one day's mail received at the box-office of the Broadway Theatre here yesterday, where the process and program is in its exclusive premiere engagement, included more than 1,100 orders for tickets, according to a Cinerama spokesman. The mail came from many sections of the country as well as from nearby.**

**The public response has extended the advance sale indefinitely. It had been set originally for an eight-week minimum.**

## Photoplay Poll Won By Hunter, Nelson

*Photoplay Magazine's* annual "Choose Your Stars" poll has been won by Lori Nelson, 19-year-old Universal-International actress, and Tab Hunter, 21-year-old ice skater who has appeared in only one picture. The winners and the runners-up were honored at a *Photoplay* reception in Hollywood last week-end at which Tyrone Power officiated.

Fred Sammis, vice-president of McFadden Publications, and *Photoplay* editor Tony Gray attended the event. It was disclosed that Miss Nelson triumphed over the nearest actress chosen by a margin of three to one, one of the highest ever made. Past winners of the poll have usually attained Hollywood stardom. In the last two years the winners were Mitzi Gaynor and Anthony Dexter, and Sally Forrest and Howard Keel.

### List Runners-up

Runners-up in the poll for the feminine stars were Ursula Theiss, Elaine Stewart, Hildegarde Neff, Dawn Addams, Zsa Zsa Gabor, Barbara Ruick, Joan Taylor, Helene Stanley, Joan Rice and Beverly Michaels. Male runners-up were Arthur Franz, Oskar Werner, Johnny Stewart, Robert Horton, Keith Andes, Michael Moore, Gene Barry, John Forsyth, Rusty Tamblyn and Dean Miller.

## *Haber RCA Victor Publicity Director*

CAMDEN, N. J., Oct. 8. — Julius Haber has been appointed director of public relations for the Victor Division of RCA, effective Nov. 1, C. M. Odorizzi, operating vice-president of the division announced. Haber, whose career has been in public relations, publicity and advertising, joined RCA in 1922. He succeeds James M. Toney who has been appointed director of consumer products distribution.

Haber is now serving as director of advertising and sales promotion for RCA Technical Products. He has served as publicity chairman for the Institute of Radio Engineers, the Radio Club of America, and the Society of Motion Picture and Television Engineers.

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## *Intermountain's Ricketson Before FCC on Video Bid*

WASHINGTON, Oct. 8.—Frank Ricketson, president of Fox Intermountain Theatres, told the Federal Communications Commission today that he was never named as a defendant in an anti-trust suit.

Ricketson declared that he didn't believe he had ever been an officer of a company named as an anti-trust defendant and said that to the best of his knowledge Fox Intermountain had never been an anti-trust defendant.

Ricketson made these statements in testimony at an FCC hearing on two applicants competing for a television station on channel 7 in Denver. Ricketson is an officer of Aladdin Radio and Television Co., one of the applicants, and holds 13.7 percent of the company's stock. The competing applicant is Denver Television Co., in which the principal stockholders are Harris and John Wolfberg.

Asked by counsel for Denver Television if Fox Intermountain had ever violated the 1940 consent decree, Ricketson replied that it had not. He admitted that the company had entered into franchise deals with Columbia, Universal and Republic after the 1940 consent decree, but said that his counsel had advised him such franchise deals were legal. Ricketson's attorney explained that the 1940 decree prohibited franchise deals with major companies, but did not outlaw them with non-majors.

Ricketson said that Columbia, Universal and Republic were all "small, struggling companies" at the time, and that it was Fox Intermountain's policy to help such companies in their financial "problems."

Ricketson told hearing examiner James Cunningham that he foresaw the day when motion pictures "would complement" television and television would "complement" motion pictures.

### Schine Theatres Bid for TV Station in Rochester

WASHINGTON, Oct. 8.—The Schine Chain Theatres have applied to the Federal Communications Commission for a television station on channel 27 in Rochester, N. Y., the FCC announced today.

## *Gardner at MGM 'Frisco Exchange*

SAN FRANCISCO, Oct. 8.—Sam Gardner, assistant M-G-M West Coast sales manager with headquarters in Los Angeles, will remain at the M-G-M exchange here until a successor to the late manager L. C. Wingham has been appointed.

Charles Reagen, M-G-M sales head, is expected to arrive in San Francisco from New York this month to make an appointment.

## *B'nai B'rith Award To Jimmy Durante*

BOSTON, Oct. 8.—Jimmy Durante will be honored by the B'nai B'rith lodges of America Sunday, Nov. 16 on a special radio program to be broadcast coast-to-coast by National Broadcasting. The citation to be presented to Durante will read: "For his outstanding efforts in behalf of brotherhood and for his fine work in promoting good will between all faiths."

# Code Helped Block Censors

(*Continued from page* 1)

mate impudence" to impose the Code on foreign producers, but that they should understand the reasons for self-censorship in the United States.

Spaeth pointed out that between 1926 and 1940, 42 proposals for Federal censorship of films were introduced in the United States and in the House of Representatives. "None passed," he added, "and no new state effective censorship was enacted into law after 1922."

Credit for this accomplishment, Spaeth said, is due to the industry's voluntary code and national organizations, such as the Film Estimate Board of National Organizations, which previews new films and acquaints its membership with their content.

Spaeth called the current censorship laws of six states and some 200 cities "repugnant" to American producers and the American people. He also paid tribute, in conjunction with the "Salute to Italian Films" week, to the many Italian films imported into this country. He also told his audience that Americans were not interested in "propaganda" films.

Mrs. Arthur Mayer, acting chairman of the American Jewish Committee, presented a scroll, acclaiming the renaissance of Italian films to Eitel Monaco, president of the National Association of Motion Picture and Allied Industries.

Representatives of the Italian industry attending the luncheon included: Renato Gualino, general director of the Italian Film Export organization; Nicoli de Pirro, director general of the Entertainment Industry Bureau of the Italian Government; Luigi Zampa, director; Dino de Laurentiis, producer; Sylvana Mangano, Renato Rascel and Sondra Pallavichini.

Zampa told the gathering of his plans to direct a film in New York about a family of Italian extraction, a film, he added, which would strengthen the ties between the two countries.

### Foreign Press Critics Honor Italian Industry

The Foreign Language Press Film Critics Circle last night presented to the Italian film industry its scroll of "Highest Merit" for "the deep entertainment satisfaction they have given peoples throughout the world, and in acknowledgment of the contributions that Italian films have made towards understanding among nations."

The presentation was made from the stage of the Little Carnegie Theatre, prior to the performance of "Umberto D," the new De Sica film, one of the seven festival films of "Salute to Italian Films Week." The scroll was presented to Nicola de Pirro, director general of the Italian Government's Entertainment Industries Bureau by Sigmund Gottlober, executive secretary of the Foreign Language Press Critics Circle.

### 20th-Fox Executives Fete Italian Officials

Twentieth Century-Fox will fete representatives of the Italian industry in conjunction with "Salute to Italian Films Week," at the Latin Quarter here tomorrow night.

Hosting the party will be Mr. and Mrs. Murray Silverstone, Miss Marilyn Silverstone, Mr. and Mrs. Charles Einfeld, Mr. and Mrs. Emanuel Silverstone, and Mr. and Mrs. Leslie Whelan.

### Balaban Hosts Italians At Supper This Evening

Barney Balaban, Paramount Pictures president, will be host to the visiting Italian film delegation at a private supper this evening at the Sherry Netherland Hotel here.

## *Screen 'Miracle' in Chi. Reversal Bid*

CHICAGO, Oct. 8.—"The Miracle," banned by the Chicago police censor board for exhibition here, is being screened today for Mayor Kennally and corporation counsel John J. Mortimer by the American Civil Liberties Union in an attempt to have the Mayor reverse the censor board's decision, which was upheld by Police Commissioner O'Connor when the ACLU first appealed the banning.

The print, which had been sent back to New York after a private invitational showing sponsored by the ACLU, for a representative group of civic, religious, and educational leaders in Chicago in the campaign to have the picture shown publicly here, was brought in especially for today's screening.

## *Legion Puts French Film in Class C*

"Savage Triangle," a French film distributed here by Joseph Burstyn, Inc., was placed in Class C (condemned) in this week's Legion of Decency report.

The report also places the following four films in Class B "Captive Women," RKO Radio; "Limelight," United Artists; "Father's Dilemma" (Italian), Arthur Davis Associates, and "Night Without Sleep," 20th Century-Fox.

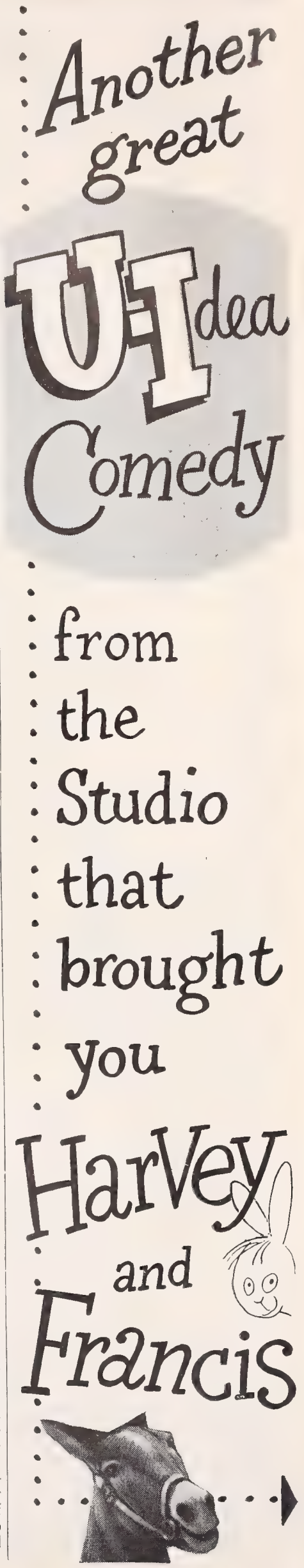
## *New 20th-Fox Firm Files With NY State*

ALBANY, N. Y.,Oct. 8.—Twentieth Century-Fox Film Corp., incorporated under the laws of Delaware, July 18, 1952, filed a statement with the Secretary of State that its capital stock is $3,000,000, $1 par. The certificate, executed by W. C. Michel, executive vice-president, stated that the new corporation is "acquiring the assets and good will of 20th Century-Fox Film Corp., a New York corporation now in the process of dissolution." One of its purposes is "carrying on the business formerly conducted by that concern."

## *'Downbeat' Films Don't Pay: Harvey*

SAN FRANCISCO, Oct. 8. — Rotus Harvey has suggested that producers ask stars who have toured the country and talked with movie-goers what kind of films the public wants. Harvey opined that the consensus of what films pay off at the box-office would not be "somber pictures, psychological dramas, or anything on the 'downbeat'."

"For years exhibitors have been 'yelling' for entertaining pictures and for years have deplored the making of those pictures whose sole aim is to preach, sell an idea, or to spread propaganda.

# The wonderful story of a wish come true...

about Mrs. Baxter's trees that grow $5 and $10 bills and start a RIOT that wrecks a town—and rocks the nation with hilarity!








SO HAPPY-IT SHOULD HAPPEN TO YOU!



# Yes! It Grows on Trees

Another unusual COMEDY from the Studio that brought you "Harvey" and "Francis"!



Starring *Irene Dunne*



CO-STARRING **DEAN JAGGER ★ JOAN EVANS** with **RICHARD CRENNA**

DIRECTED BY ARTHUR LUBIN • STORY AND SCREENPLAY BY LEONARD PRASKINS AND BARNEY SLATER • PRODUCED BY LEONARD GOLDSTEIN • A UNIVERSAL-INTERNATIONAL PICTURE

Universal International

U-I grows ~~makes~~ the Money Makers!

## *14 Reissue Duals Set by Realart*

HOLLYWOOD, Oct. 8.—The first in a series of 14 re-issue combinations for 1953 has been announced here by Jack Broker, president of Realart Pictures.

Lucille Ball and Desi Arnez are featured in the initial program, which consists of "Lucy Goes Wild" and "Cuban Pete." Both were released originally by Universal. The other combinations include: "Inside Job" and "Mug Town"; "The Body Vanishes" and "Calling Dr. Death"; "When Johny Comes Marching Home" and "Private Buckeroo"; "Dark Streets of Cairo" and "Chinatown Squad"; "Tiger Island" and "Strange Conquest"; "Song of the Sarong" and "Rhythm of the Islands."

## *Fear TV Will Injure Theatres in Portland*

PORTLAND, Ore., Oct. 8.—Predictions that 15 of Portland's 50 theatres will be closed by television competition and values of the others will be considerably lowered are reflected in figures submitted by Oregon's assessors. Kermit M. Carson, chief deputy assessor for Multnomah County, made these predictions in commenting at the 40th annual assessors' convention on assessment problems in the state's largest county. He said the theatres which will be hardest hit will be those in the suburbs. Also, TV competition in two or three years will likely bring a 20 per cent depreciation in the value of the better downtown theatres, he said.

Portland theatre owners agreed with Carson's forecast and explained that suburban theatres will be hardest hit because "their customers are the people who will be looking at TV."

## *Says TV Does Not Keep People Home*

LONDON, Oct. 8. — "Television's power to keep people at home is much less than has sometimes been suggested," the annual report of British Broadcasting Corp. asserts.

Discussing the increase in time devoted to home viewing on this side, the report says: "Most of this time, it is believed, was found by rearranging home life. Comparatively little of it came from reducing activities outside the home."

The BBC report noted that television reception licenses almost doubled in the past year—from 764,000 to 1,457,000, but at the same time there was a slight decline in the extent to which Britons listened to sound broadcasts.

## *UK to Make Films For Canadian TV*

LONDON, Oct. 8.—High Definition Films will start production of pictures for Canadian television use as soon as the Highbury studio here is ready, Norman Collins, company chief, said on his return from Canada where he conferred with Davidson Duncan, chairman of Canadian Broadcasting Corp.

Collins said there is a big market for TV films in Canada because distances there are such that radio links are not practicable and film accordingly is the answer. However, he said, the film programs must be offered at economic prices.

# TV Spurring

(*Continued from page* 1)

pointed out, but also opposition in old and new forms. "The public will put its money down for whatever interests it, whether it's Bingo, night baseball, stock car races or anything else," he said. "We have survived them all and we will survive television."

**He reviewed the effect of TV in the two Canadian test cities, Windsor and Chatham, reporting that business was down until installment payments on TV sets had been completed, after which it returned to something approaching the pre-TV level. The fact that Canada had not been invaded rapidly by TV made it possible to utilize the experience of U. S. operators with it.**

"We need a new approach to 'Showmanship,'" Taylor contended, advising that the public ought to be reminded frequently of how little an evening's film entertainment cost, the average admission being 50 cents. All other forms of entertainment were higher and even a TV set costs as much to maintain as the average yearly expenditures on films, he stated.

"Any business that doesn't meet its opposition goes out," he warned. "Restaurants, shoe stores and others meet it. It all boils down to this: Give good entertainment, better service and more comfort and keep telling the public about them. You may not always pack your theatre but you'll stay in business and progress as well," Taylor concluded.

## *Mutual Rights to Lippert Franchiser*

SAN FRANCISCO, Oct. 8.—An agreement has been concluded between Mutual Productions of the West, headed by Irving Levin, and Al Grubstick, the Robert Lippert franchise holder in San Francisco, for Grubstick to handle the sales and distribution of Mutual features in the San Francisco territory.

Pictures now in release which Grubstick will handle include "Models, Inc." and "Nightmare in Red China."

## *Dougfair to Cull Museum Footage*

HOLLYWOOD, Oct. 8. — Dougfair Corp. has disclosed an arrangement with the American Museum of Natural History, New York, under which Douglas Fairbanks' staff will comb the 2,000,000 feet of film acquired by the museum over the past 30 years, selecting material for theatre and other use.

Fairbanks also will collaborate with the museum in planning future expeditions.

## *Dual Lesser's 'Red Sea' and 'Tarzan'*

Sol Lesser's new documentary, "Under the Red Sea" will be combined with the producer's "Tarzan's Savage Fury" in dual-run houses, Robert Mochrie, RKO Radio sales vice-president, announced.

"Tarzan's Savage Fury" was released last spring to single-run houses, but has been held up for double-bill theatres pending preparation of "Under the Red Sea."

## *Drive-in Clinic at Mich. Allied Meet*

DETROIT, Oct. 8.—A special drive-in theatre program has been arranged by Allied Theatres of Michigan during its annual convention to be held at the Tuller Hotel, Oct. 20-22.

Special displays will be set up in the Variety clubrooms. A chartered bus will leave Oct. 22 with Ted Rogvoy and several exhibitors, for the Bel-Air Drive-in Theatre operated by Charles Komer and Adolph and Irving Goldberg, of Community Theatres.

Rogvoy, theatre architect, will lead a panel discussion on the grounds of the drive-in. A landscape artist, sound man, plumber and a concessionair will be on hand to answer questions. The group will be guests of the Goldbergs and Komer.

The delegates to the convention will hear addresses by Wilbur Snaper, national Allied president; Leon Bamberger, RKO Radio public relations director; Abram Myers, Allied general counsel; Sam Pinanski, COMPO co-chairman; Trueman Rembusch, president of Allied of Indiana; Allen Johnson, Michigan Allied's national representative, and Lawrence Griffin of Manton, Mich.

## Rogers Campaign

(*Continued from page* 1)

Circuit, 31 additional Southern houses have joined the campaign. In addition, more than 100 of Rowley United theatres, Dallas, have enlisted. This brings the Lone Star State participation to nearly 300 theatres, including Interstate.

About 50 Indiana theatres have joined the collection project, according to Howard Rutherford, Loew's manager in Indianapolis. Among the latter city's downtown houses enrolled are the Indiana, Circle, Lyric and Keith's of the Greater Indianapolis Amusement Co. Cantor Amusement's four neighborhood-houses signed up with the M. Marcus circuit. Marc J. Wolf, president of Y. & W. Management Co., gave approval for his 31 houses in Northern Indiana.

## *Mexican Ruling Saves Heavy Taxes*

MEXICO CITY, Oct. 8. — American and Mexican distributors, headed by Warner Brothers, won from the Federal Supreme Court a decision that it is estimated will save them $396,000 yearly in taxes. The distributors appealed to the court against the ruling of the Ministry of Finance that they must be included for taxation purposes among those subject to the Mercantile Incomes Law. The court agreed with the distributors that the Ministry had erred in thus classifying them as they are commercial not industrial enterprises. The law specifies that it covers industrialists only.

## *Weinberg Titles 3 New Foreign Films*

Herman G. Weinberg has completed the English titles for three new European films, Rossellini's "Flowers of St. Francis," filmed in Italy, and two French pictures, "Forbidden Games," grand prize winner of this year's Venice Film Festival, and "Ladies Hair-Dresser," starring Fernandel.

"Flowers of St. Francis" is a Joseph Burstyn release.

# Arbitration

(*Continued from page* 1)

distributor attorneys, will be the one Myers will submit to the Allied national convention in Chicago, Nov. 17-19. It is likely that the Theatre Owners of America board, and the boards of the Independent Theatre Owners Association of New York, Metropolitan Motion Picture Theatres Association and Western Theatre Owners, will act on the distributor-approved draft at meetings soon.

**"Before an arbitration system is finally set up," Johnston reminded, "it of course must be approved by the court and the Department of Justice as well as by the exhibitor organizations and the boards of directors of each of the participating distributor companies."**

Johnston said also that "final agreement on arrangements for financing the system await further discussions with exhibitor representatives." In Johnston's opinion the distributors' favorable action on the draft meant that "setting up of an industry arbitration system moved a major step forward." He said approval of the terms of the draft by the distributors "is in line with exhibitor requests for such action."

## Cox Signs Pact

(*Continued from page* 1)

company therefore should elect to terminate the pact, he would receive $400 weekly for two years commencing with the date of termination.

Under the agreement, Cox is not bared from participating in any bonus or stock option plans the company may put into effect.

## *Tie-up Lectures Set For AMPA Tonight*

This evening's roster of lecturers at the Associated Motion Picture Advertisers' class in showmanship at the Woodstock Hotel here will include Lou Brown, director of advertising-publicity for the Loew Poli Theatres in Connecticut and Massachusetts; Lige Brien, United Artists' national director of special events, and Harry K. McWilliams, Columbia Pictures' exploitation manager and AMPA president.

The three will discuss motion picture tie-ups.

## *Columbia Winner Here*

A. P. Rose, Columbia Pictures International Corp. manager in Newcastle-on-Tyne, England, has arrived in New York as the winner of the British Isles division of the recent "Round-the-World" sales drive. Rose, accompanied by his wife, is the second of the International division winners to take advantage of his prize of a trip to a foreign country.

## *TOA 16mm. Poll Starts*

Theatre Owners of America bulletins polling member units on the question whether the organization should or should not seek defendant status in the government's 16mm. anti-trust suit have been mailed. Dick Pitts, TOA administrative assistant, reported here. The government's complaint labeled TOA a "co-conspirator" but not a defendant.

# Motion Picture Daily Feature Reviews

## "Because of You"

*(Universal-International)*

GOOD performances by Loretta Young and Jeff Chandler, together with the marquee value of their names, are the chief assets of this drama of a wrecked marriage and frustrated mother love. The Ketti Frings screenplay, based on a story by Thelma Robinson, is more devious and complex than it is original. What fresh lustre the stars impart to familiar plot situations accounts in large measure for some better than average box-office possibilities. It is not to be overlooked that the plight of a woman who loses both husband and child through misinterpreted transgression is a box-office lure to many another woman. If you have made note of some of Universal's trade advertising of the picture, it will be apparent why many husbands may accompany them when they see it.

Miss Young is sentenced to prison for a loosely defined part in a crime committed by her fiance, Alex Nicol. Released on parole, she becomes a nurse in a veterans' hospital where she meets the wealthy Chandler. They fall in love and are married without Miss Young having confessed her prison background. Nicol returns to force her to drive him to Mexico, presumably on a dope-running mission and, in an accident which occurs when they are pursued by police, both Miss Young and her daughter, played by Gayle Reed, are injured and the story, including Miss Young's background, becomes public.

Chandler gets a divorce and custody of the child, believing that his wife had been keeping a tryst with her ex-lover. Circumstances bring Miss Young and the child together again at the home of Chandler's sister, played by Francis Dee, where the mother, unrecognized by the child, cures her by love and attention of a melancholia. Chandler returns from abroad unexpectedly and, unrelenting, causes Miss Young to leave the household. Eventually, the child's melancholia returns and leads to a reconciliation between Miss Young and Chandler.

Albert J. Cohen produced with a keen sense of economic short-cuts which do not detract from the story-telling. Joseph Pevney's direction places emphasis on what action the story affords and on scenes of courtship and marital intimacies.

Running time, 95 minutes. Adult classification. For November release.

SHERWIN KANE

## "Operation Secret"

*(Warner Brothers)*

WORLD WAR II underground operations are the background of this fast-moving, exciting feature that contains considerable action and stars Cornel Wilde, Karl Malden, Steve Cochran and Phyllis Thaxter. It is suspenseful although there is slight variation from anticipated developments. It should fare well at the box-office.

The story by Alvin Josephy and John Twist is revealed in a series of flashbacks beginning with an investigation by the French secret police of the murder during the war of an underground agent. Subsequent disclosures incriminate the guilty ones and show the workings of the group headed by French leader Malden and including the heroic but reckless Wilde, a former French Legionnaire escaped from Nazi imprisonment and in the employ of the U. S. Marines. Miss Thaxter is on hand and supplies the romantic interest with Wilde.

There are many clashes with the Nazis. Steve Cochran performs various villanies, including murder, as a Russian agent intent upon stealing German jet plane plans which the group has captured, and shipping them to Russia. His efforts are foiled and the investigating police, after piecing together the evidence, punish him. Wilde is reunited with Miss Thaxter for the happy romantic ending.

This was produced by Henry Blanke and directed by Lewis Seiler. Harold Medford and James R. Webb wrote the screenplay. Included in the cast are Dan O'Herlihy, Jay Novello, Paul Picerni, Lester Matthews, Dan Riss, Wilton Graff, Harlan Warde, Kenneth Patterson, Gayle Kellogg, Wayne Taylor and William Leicester.

Running time, 108 minutes. General audience classification. Release date, Nov. 8.

## "Desperadoes' Outpost"

*(Republic Pictures)*

ALAN (ROCKY) LANE'S large following should be well pleased with this latest of his series, offering an actionful Western with several novel plot twists. There's plenty of hard riding and fighting to go along with a story about a California mercury mine in the days of the Spanish-American war.

Lane is a U. S. agent who arrives to investigate interruption of the mail service in the area. Although no actual robberies have been committeed, he discovers the continual sabotage of the mail coaches have forced Postmaster Eddy Waller to mortage his home to replace wrecked coaches. Waller's home contains a kitchen sink connected directly to the mine water supply and when Lane accidentally discovers mercury pouring through the faucet he gets onto an attempt to smuggle mercury away from the miltiary by an unscrupulous mine foreman. After plenty of shooting and fighting Lane restores order.

Philip Ford directed and got the maximum action and suspense out of the Arthur Orloff-Albert DeMond story. Lane registers strongly and as usual, Waller provides comedy support. Roy Barcroft, Myron Healey, Lyle Talbot, Claudia Barrett and Lane Bradford are also in the cast.

Running time, 54 minutes. General audience classification. Release date, Oct. 8.

## "The Four Poster"

*(Columbia)*

A WARM, appealing comedy that deals with familiar marriage crises and is expertly performed by Lilli Palmer and Rex Harrison, this Stanley Kramer production, based on the successful Jan de Hartog play currently on Broadway, should do solid box-office business. The stars comprise the entire cast and the bed of the title is the setting of some of the situations, but the performances are so fine and the direction is so skillful that neither of these facts is noted during the viewing. Since the incidents of the film occur over a wide period of years, there are some fine and witty animated interscenes created by United Productions of America that serve well as continuity bridges.

The story opens in 1897 when Harrison and Miss Palmer arrive in their apartment on their wedding night. The prospect of sharing the four-poster causes them much embarrassment from which Harrison recovers first but Miss Palmer finds innumerable excuses for delay, all of which are humorous. Harrison overcomes these obstacles. A year later Harrison is an ex-school teacher whose book of poetry has just come back from the last publisher to reject it. His wife is well along in pregnancy and convinces him to forego the poetry and write about that which he is familiar. A careless Harrison shove results in his running five blocks barefoot for the doctor.

Ten years later Harrison is a successful novelist and lecturer with a swelled head and "another woman" who "understands" him. Miss Palmer's indifference and implication of her own amours causes Harrison to change his mind and reclaim his husband's rights. In 1916 it is Harrison's discovery of a full whiskey bottle hidden in his son's closet that has him in an uproar but it turns out the boy is innocent. Soon after the boy goes off to war and is killed. In the jazz era it is Miss Palmer who feels she must leave and it is a young poet who sets her pining for her youth. Harrison talks her out of it.

In a touching scene that, like the final one, is a departure from the play, Harrison tries to poison Miss Palmer who has contracted a fatal ailment, but can not do it. The last scene is an imaginative bit of fantasy in which Miss Palmer's ghost comes to take Harrison to an afterlife in which their joyous moments are relived.

Allan Scott wrote the screenplay and a good musical score was composed by Dimitri Tiomkin. The use of Garutso Balanced lenses kept the setting in focus even on medium and long shots, abetting the illusion of intimacy. This is a comedy on a sure-fire theme that should attract much of the family trade.

Running time, 103 minutes. General audience classification. Release date, not set.

WALTER PASHKIN

## "The Raiders"

*(Universal-International)*

RICHARD CONTE and Viveca Lindfors star in this superior Western that boasts credible characterizations, good performances, fine photography, knowing direction by Lesley Selander, and color by Technicolor. Set in lawless California in 1849, this has Conte, a hard-panning gold miner, lose his fortune, his wife and brother to the vicious methods of gun-slingers forcibly building a land empire for powerful Morris Ankrum. He turns outlaw to overthrow Ankrum.

This is made possible by a banding together of all of the land owners whose claims were stolen, under the leadership of Richard Martin. Ankrum wants California to remain independent and not become a part of the Union to gain him even greater power. He runs gold mines full blast to get money to influence Congressional action.

U. S. Marshal William Bishop arrives to look into the outbreak of crime and Ankrum enlists his efforts to capture Conte's gang, who have stolen his horses and held up his stage coaches. The Conte gang sets up an honest land office in opposition to Ankrum's. During a holdup Conte spots one of the murderers of his wife. Threatened with hanging, the desperado confesses the murder and reveals the names of his confederates. Conte leads a raid on the mine and gets the rest of the killers.

Bishop has Ankrum apply for a loan to Conte's company and trails the clerk back to the hideout. Conte escapes the ensuing ambush and in attempting to force a confession from Ankrum personally, kills him in self-defense. Conte is convicted at his trial but is freed as California becomes a state and general amnesty is declared. Conte chooses Miss Lindfors at the fade-out instead of Ankrum's daughter, Barbara Britton.

This was neatly produced by William Alland and the above-par screenplay is by Pollie James and Lillie Hayward, from a story by Lyn Crost Kennedy. Also in the supporting cast are Hugh O'Brien, Palmer Lee, Dennis Weaver, Margaret Field, John Kellog, Lane Bradford and Francis MacDonald.

Running time, 80 minutes. General audience classification. For November release.

## Shane Due Here Today

Accompanied by Vittorio Gassman, Maxwell Shane is expected to arrive in New York from Hollywood today to complete details for a special preview showing before United Nations employes of "The Glass Wall," Shane-Tors Production for United Artists release. Gassman, who co-stars with Gloria Grahame, is set for a series of press interviews.

## Long Run for Silent Bill

The silent film reissue of "The Last Laugh" and "The Cabinet of Dr. Caligari," now playing at Walter Reade's Baronet Theatre here, is expected to remain there until Christmas, Max Sanders, manager of the house, disclosed here yesterday. The program, released by Famous Films Productions, opened Monday and a first week's gross of $7,000 is indicated.

FIRST IN FILM NEWS

# MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 72 NEW YORK, U. S. A., FRIDAY, OCTOBER 10, 1952 TEN CENTS

## Arbitration Okay Greeted With Caution

### *Optimism Is Tempered by Draft Change Prospects*

Exhibition representatives and distribution officials, by now accustomed to the "off again—on again" reports during the past year or so concerning prospects for an industry system of arbitration, yesterday refused to become more than mildly elated about the fact that distribution heads have approved an arbitration draft and will submit it to exhibition representatives for action.

While conceding that distribution's action could safely be called a step toward the establishment of a system, observers reminded that how long or short a step this was would not be determined until after Allied and the Theatre Owners of America have indicated whether one or both want further changes made in the draft.

At the recent TOA convention in

(Continued on page 4)

## *Sponable, Raibourn Are Theatre TV Hearing Witnesses*

WASHINGTON, Oct. 9.—The Motion Picture Association of America and the National Exhibitors Theatre Television Committee told the Federal Communications Commission today that seven witnesses will present engineering and accounting facts in the first phase of the theatre television hearing which opens Oct. 20.

Among them will be Earl Sponable, who will give a description of the Eidophor method and equipment and

(Continued on page 4)

## New Storey Circuit In Atlanta Area

ATLANTA, Oct. 9.—Storey Theatres, Inc., has been formed to operate a circuit of 11 suburban theatres here and in the Decatur, Ga., area by Frederick G. Storey, president, formerly general manager of Community Theatres, Inc., and prior to that vice-president and assistant general manager of Georgia Theatre Co. According to Storey, the new company is not limited by its

(Continued on page 4)

## *Better Theatres!*

by MARTIN QUIGLEY

THE coveted goal of progress and betterment in the affairs of the industry faces a formidable challenge due to the hopeless obsolescence of large numbers of the theatres that seek to cater to the leisure hours of the theatre-going public.

At one time in the history of the industry it could well be said that the motion picture theatre was an acknowledged symbol of attractiveness, comfort and service. The physical environment offered to patrons was a magnet to which millions were drawn to revel in an unaccustomed luxury and comfort. The theatre was a precious escape from the dinginess of the work-a-day world and even, in many cases, from a pervading drabness of the surroundings of the home.

No such condition continues generally as the rule of theatre environment. It is true indeed that the nation boasts of thousands of beautifully designed, appointed and functioning theatre structures which serve a great public attractively and efficiently in cities, towns and even in villages. But in sharp contrast to such play-houses there are far too many, dotting the whole map of the country, which, in effect, are dragging their feet in the industry's march of progress and betterment. Such theatres have been for some time and are continuing to be a darkening shadow on the prestige of motion picture entertainment.

The plain fact is that large numbers of the nation's theatres are out-dated and out-moded and are no longer able to allure and delight the amusement-seeking public. It is to be realized that much of the existing exhibition plant in the United States was constructed in the Nineteen Twenties; a considerable portion of it is a carry-over from even earlier decades. Some of it consists of what was merely emergency adaptation of structures which were originally designed for the stage play and for

(Continued on page 4)

## U-I Has A Record Backlog of 22

With the windup of shooting on Universal - International's "Law and Order" this week, the studio has 22 pictures in various phases of editing or awaiting release. This is the largest backlog the studio has had in several years. Fourteen of the completed films are in color by Technicolor.

In addition, Universal currently has five pictures before the cameras, four in Technicolor.

Technicolor films now in cutting rooms or awaiting release are: "Horizons West," "The Raiders," "Against

(Continued on page 4)

## Says Subject Sets OverseasProduction

American firms determine overseas production on the basis of subject matter, rather than the amount of frozen funds in a particular country, Dore Schary, M-G-M vice-president in charge of production, yesterday told Italian industry representatives at a luncheon here at the Hotel Pierre.

Schary told the luncheon, given by the Salute to Italian Films Week committee to newspaper and magazine editors of New York, that overseas production by M-G-M is "part of a long range and long term policy that

(Continued on page 4)

## U. S. Sees 'No Problem' in RKO Changes

### *Decree Doesn't Cover Corwin's Theatre Ties*

WASHINGTON, Oct. 9.—The Justice Department sees almost no major problems growing out of the sale of Howard Hughes' RKO Pictures stock to the syndicate headed by Ralph Stolkin as long as Hughes' RKO Theatres stock remains in a trusteeship, a Department official said today.

He would not say whether the Department would regard it as a violation of the RKO consent decree if Hughes were to recover his RKO Theatres stock from the Irving Trust Company, which now holds it. Such an act would pose problems which the Department would have to study, he said, but added that the Department felt there was "no problem" as long as the theatre stock remains in trust.

The official said there were "quite

(Continued on page 4)

## *Says 20th-Fox Will Disclose High Bids; Some Restrictions*

COLUMBUS, O., Oct. 9.—Under given conditions, 20th Century-Fox will disclose winning bids for films to losers where the company has invited competitive bidding. The ITO of Ohio advises members in a current bulletin it has been so informed by Al Lichtman, head of 20th-Fox distribution.

The bulletin quotes Lichtman as saying that offers will not be opened until 14 days after the invitation date for bids, and that only on that date and

(Continued on page 2)

## S. S. Skouras Heads Skouras Theatres

Spyros S. Skouras, formerly executive vice-president of Skouras Theatres Corp. here, has been elected president of the company to succeed George P. Skouras, his uncle. Spyros S. is the son of Spyros P. Skouras, president of 20th Century-Fox.

George Skouras, who is president of United Artists Theatre Circuit, is expected to be named chairman of the

(Continued on page 4)

# Personal Mention

RUSSELL DOWNING, president and managing director of Radio City Music Hall, is due here from Hollywood on Monday.

•

MISS GENE JOHNSON, secretary to NATHAN HALPERN, president of Theatre Network Television, will be married to WILLIAM EDWARD HOWARD of the Clark Equipment Co., on Nov. 1 at the Chapel of St. Bartholomew Church here. She plans to reside in Battle Creek, Mich.

•

FRED J. SCHWARTZ, chairman of the Organization of the Motion Picture Industry of New York and head of Century Circuit, will be a guest on the Herb Sheldon TV show Monday at noon.

•

ADOLPH ZUKOR, Paramount board chairman, will appear on the ABC radio show, "Time Capsule," Sunday at 10:30 P.M.

•

N. A. TAYLOR, president of 20th Century Theatres, Toronto, is in New York.

## Quigley to Address R. H. Macy Employes

Martin Quigley will address the members of Our Lady of Fatima League of Macy Employes at a Communion Breakfast at the Hotel Astor on Sunday, at 10:30 A.M. His subject will be "Entertainment and the Moral Law." An attendance of 2,200 is expected at the event, including ecclesiastical representatives and the officials of Macy's.

## Indiana Allied Wants Showmanship Title

INDIANAPOLIS, Oct. 9.—The showmanship "crown" of the U. S., currently in the hands of Texas, is being sought by the board of directors of Allied Theatre Owners of Indiana, on the basis of its successfully staged exhibit at the Indiana State Fair and its recent "Movietime, U. S. A." tours.

The Allied board has instructed its officers to notify the Texas Council of Motion Pictures Organizations and Allied of Texas to immediately ship the "crown" to Indiana.

## Arrange Loesser Concert

CHICAGO, Oct. 9.—Terry Turner, RKO Radio director of exploitation, and Dave Golding, Samuel Goldwyn's publicity director, are here setting arrangements for a concert by Frank Loesser at the Blackstone Hotel Monday of the songs he wrote for "Hans Christian Anderson."

## No Paper Monday

***Motion Picture Daily*** **will not be published Monday, a legal holiday, in observance of Columbus Day.**

# 'Take 16mm. TV Fight to Public,' Exhibitor Urges

INDIANAPOLIS, Oct. 9.—Take the fight against the government's suit to force the sale of 16mm. films to television direct to the people by pointing out to them that, if successful, it will only perpetuate TV programs of inferior quality, the current bulletin of Allied Theatre Owners of Indiana reports one of its members is urging.

"Most exhibitors attack the government suit on the basis of its unfairness to the motion picture industry," the ATOI bulletin observes. Here is the suggestion for "an attack from a new angle—how the public will be adversely affected if the government is successful:

"Why doesn't our industry get smart, quit howling with pain and appeal directly to the American people pointing out the manner in which television network monopolies have conspired with the politicians in big government to keep fresh, new entertainment off TV screens?

"By forcing the sale of old movies of the 16mm. 'free show' variety to TV, the set owners face the inevitable prospect of sitting at home night after night and viewing entertainment they already have seen at movie theatres. Not only that, but the reception will be poor and the TV screen too small to capture vividly all the action.

"The public has cried long and loud about the ancient films now being shown over TV. If big government and their conspirators, the TV network moguls, win this suit, TV set owners might as well face the prospect of fewer and fewer live shows, new faces and fresh entertainment. They will see hour and hour upon end of old movies interrupted every 15 minutes with a hopped-up huckster selling beer, wine and cigarettes.

"Why doesn't big government outlaw old, second-run movies on TV and force the TV network monopolies to give the American people more live, new programs? Why can't the TV moguls dig down in their pockets, fat with big advertising coin, and produce their own shows with their own talent and their own money?"

## 20th-Fox Bids

(*Continued from page* 1)

at the distributor's office to which the bids were mailed will the offers be disclosed. Moreover, any affected exhibitor who desires the information, must have requested in writing at the time of making an offer that such procedure be followed.

The bulletin comments: "While this offer is hedged with restrictions, it is nevertheless a step in the right direction."

Several months ago United Artists agreed to disclose terms of winning bids when requested to do so.

## Rogers for Tax Repeal

BOSTON, Oct. 9.—Rep. Edith Mourse Rogers (R.-Mass.) stated in an interview here that "I am in favor of the repeal of the 20 per cent Federal admission tax to motion picture theatres."

## Cinerama Plans 4 Feature Films

**HOLLYWOOD, Oct. 9. — Cinerama Corp. is planning the production of four feature-length films, and Meriam C. Cooper, who helped the company put together the experimental program now showing in New York, has been signed to a five-year contract as general manager in charge of production.**

**Arrangements are under way to transfer from New York to Hollywood the special three-headed Cinerama camera and other equipment used by the process as preliminary to starting production activity here early next year. The Cinerama features, to be made with color in Technicolor, will be filmed simultaneously by the new process and by standard 35-mm. cameras for exhibition on normal theatre screens as well.**

## Holdovers Continue On 'Fatima'

Warner Brothers' "The Miracle of Our Lady of Fatima," WarnerColor production, continues to pile up holdovers and extended runs. Second week holdovers have been set in such recent playdates as the Warner, Beverly Hills and Downtown theatres in Los Angeles; the Warner, Wilmington, and the Warner at Youngstown.

## Mohr Gets Para. Post Vacated by Goldberg

Milt Mohr, veteran newspaperman and film industry publicist, has been appointed New York newspaper contact for Paramount Pictures, effective Tuesday, it was announced yesterday by Jerry Pickman, vice-president in charge of advertising-publicity. Mohr succeeds Fred Goldberg.

## 200 at AMPA Class

An SRO crowd of 200 last night attended the Associated Motion Picture Advertisers' showmanship course in the Century Room of the Hotel Woodstock here—now the permanent home of the class—to hear Lou Brown, advertising-publicity director of Loew's Poli circuit in Connecticut, Lige Brien, exploitation manager of United Artists, and Joyce Selznick, special representative of the Stanley Kramer Co.

# NEWS in Brief . . .

Hermann G. Place has become chairman of the board of General Precision Equipment Corp., in addition to being president and chief executive officer of the firm. Earle G. Hines, former board chairman, will serve the company as a consultant.

•

COLUMBUS, O., Oct. 9.—Four more Ohio congressional candidates, responding to inquiries from members of the ITO of Ohio have expressed themselves either as in favor of repeal of the 20 per cent Federal admission tax or not in sympathy with its continuance, the organization reports.

•

The first combined showing of five of 20th Century-Fox's art film releases was held here yesterday at the home office before an audience composed of heads of New York's museum and art gallery staffs, artists and art directors, top illustrators and art and motion picture critics.

On view were a series of films made by Art Films Productions.

•

BALTIMORE, Oct. 9.—Funeral services will be held in Philadelphia tomorrow for Mrs. Louella Ward, wife of Sam Ward, manager of the Royal Theatre here.


NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
MARIO LANZA in
"BECAUSE YOU'RE MINE"
introducing DORETTA MORROW
Color by TECHNICOLOR - An M-G-M Picture
plus
SPECTACULAR STAGE PRESENTATION




HOWARD HUGHES presents "ONE MINUTE TO ZERO"
Starring ROBERT MITCHUM - ANN BLYTH
CRITERION BROADWAY AND 45th ST.





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# "HAPPY DAYS ARE HERE AGAIN"!

*Memphis Commercial Appeal 9-3-52*

**'QUO VADIS' OWN ANSWER**

**Crowds Reply To Famed Query With 'The Ritz'**

The current showing of "Quo Vadis" at the Ritz on its first popular price engagement in the city "is breaking all existing house records," Joe Simon, theater manager, happily reported yesterday.

"It's wonderful," he said. "All we do is open the doors, let a house-full in, then stop selling tickets."

The M-G-M Technicolor epic of military Christianity and pagan imperial Rome features Robert Taylor, Deborah Kerr, Peter Ustinov, Leo Genn and Buddy Baer.

'All we do is open the doors, let a house-full in, then stop selling tickets!"




"IMAGINE! 'IVANHOE' ATTENDANCE TOPS FAMED 'QUO VADIS'!"

No wonder they call M-G-M "The Quolossal Company!"



## AND LISTEN TO THIS POEM!

*(Poem he calls it!)*

They're standing on line
For "BECAUSE YOU'RE MINE"
A BIG bonanza
From Mr. Lanza
This musical will
Top "Caruso"
The trade predicts
That it will do so!



## Theatre TV

(Continued from page 1)

Paul Raibourn, who will describe the film storage method and equipment. Also testifying in the equipment field will be Herbert Barnett, who will describe the kinescope projection method and equipment.

Andrew Inglis and Frank H. McIntosh, of the firm of McIntosh and Inglis, MPAA theatre television engineers, will testify on technical requirements and standards for theatre television. Another witness in this phase will be Stuart I. Bailey, whose engineering firm of Ransky and Bailey has been retained by NETTC.

Bailey will also go into technical limitations on the choice of frequencies, the possible location of a theatre television service in the spectrum and a design for a representative inter-city theatre television system.

Bailey, McIntosh and Manfred K. Toeppen will testify on costs for an inter-city relay, an inter-city multiple address and an intra-city system for theatre television.

## Schary Says

(Continued from page 1)

began almost as soon as the company was organized." One major reason for such thinking, Schary pointed out, "is that Hollywood has always recognized the need for a world market for its films."

Paying tribute to Italian films, he called upon Italian film-makers to emulate the international flavor of Hollywood, which hires talent from all over the world, by hiring artists from other parts of the globe to work on and in Italian films. While Schary praised the realism in Italian films, he suggested that Italian producers need not be "afraid" or "ashamed" of the escapist film.

Among Italian film industry representatives attending were: Nicola de Pirro, director general of the Entertainment Industry Bureau of the Italian government; Dr. Renato Gualino, general director of the Italian Film Export organization; Eitel Monaco, president of the National Association of Motion Picture and Allied Industries; Sylvana Mangano and directors Luigi Zampa, Alberto Lattuada and Luciano Emmer.

## Arbitration

(Continued from page 1)

Washington that organization's members recommended changes in the original draft. At a special exhibition-distribution attorney's meeting in the Capital at that time, distribution also called for changes in the document. It remains to be seen whether TOA suggestions were included by the distribution lawyers in amending it.

Abram F. Myers, Allied general counsel, indicated at the time that he was certain Allied members would want to make some changes, but it would be necessary to poll the members in that connection.

## *Allied Artists Sales Drive Is Extended*

HOLLYWOOD, Oct. 9.—Allied Artists vice-president Harold Mirisch today announced a nine-week extension of the Morey Goldstein testimonial sales drive, which now will begin with the week ending Nov. 7 and run through Jan. 30.

# *Better Theatres!*

(Continued from page 1)

**vaudeville and never rightly suited the purposes of the Screen. Others were designed and arranged by architects and showmen who were just taking their first, faltering steps in the art and business of theatre design and arrangement.**

**IN the intervening years architecture and the decorative arts have changed drastically with respect to every type of building. Besides general influences from these changes theatre design itself has developed methods by which the physical provisions for motion picture exhibition can be made more efficient and effective. The dominant note today is a basic approach to the problem of theatre design under which the objective is the creation of a smoothly operating exhibition machine with an environment that expresses a community recreational service.**

**There is no doubt that the obsolete character of a substantial part of the American exhibition plant has been a critical factor in tipping the scale of popular interest in favor of competing forms of amusements. There is likewise no doubt that many excellent motion picture productions, exhibited in the frame of a theatre building that is obsolete, with tawdry and old-fashioned appointments and time-worn equipment, have gone to bat with two strikes already called.**

**Several important circuits have been conspicuous laggards in the maintenance and modernization of physical properties. In the case of one group of forty theatres there has been no new purchase of projection equipment since 1938. Another circuit, selling a theatre to an independent operator, left booth equipment that received an allowance of just $100 on the purchase of new equipment. But failure to keep abreast of the march of time has not been confined to any particular category of theatre operation. Both independent operation, large and small, as well as circuit operation are to be found in that unenviable company.**

**THE condition herein referred to is well-known to all informed persons. The unpleasant facts of the situation have long been either glossed over or just ignored. The time, however, has definitely arrived at which plans should be put in work to provide re-construction, remodelling, re-decorating and re-equipment that are imperatively needed. In some situations the problem may only be solved by a completely new structure, perhaps constructed at a new and more logical location.**

**There is of course an alternative, but it is none other than the exceedingly distasteful one of surrender to the march of progress—an acknowledgment of inglorious defeat. In a poorly equipped operation, to point to competing attractions as wholly accounting for poor business is an excuse, not a reason.**

**But the acceptance of no such alternative is to be expected. The spirit of enterprise, courage and determination that made the exhibition branch of the American industry the greatest theatrical institution in the history of entertainment is not dead. It has merely been heavily burdened and its pace slowed by a multitude of difficulties in the past decade of war and post-war disturbances in the nation's economy.**

**But the time is here for realistic appraisal of what the public now expects from the motion picture theatre and then—resolute action to put the theatre back in the running against whatever competing attractions may appear.**

## RKO Changes

(Continued from page 1)

a few facets about the whole situation" on which the Department will have to inform itself, but declared that "there is not too much that would have to be upset with regard to essential developments."

**Corwin A Question**

One question which the Department is currently studying, he said, is the fact that Sherrill Corwin, who will head the RKO studio for the new controlling group, has large theatre interests in Southern California. If the company involved in the stock transaction were Warner Brothers, 20th Century-Fox or Loew's, he explained, there would be "an easy answer" to that question. The Consent decrees of those companies, he pointed out, contain a provision prohibiting anyone with an interest in the exhibition phase of the industry from retaining an interest in the production-distribution phase, and anyone with an interest in production-distribution from holding an interest in exhibition—even though the two interests may not be in the same company.

The RKO decree has no such provision, he said, and the Department must therefore study Corwin's dual role.

## Storey Circuit

(Continued from page 1)

charter to theatres and is planning to enter other fields of entertainment, including television.

Other officers include T. R. Jones, vice-president, also formerly of Georgia Theatre Co. and whose past experience includes affiliations with the Roxy and Radio City Music Hall in New York, as well as with houses in Raleigh, N. C., and Columbus, Ga., and F. M. Bird, secretary, who is a widely known Atlanta attorney and immediate past-president of the Georgia Bar Association.

## Record Backlog

(Continued from page 1)

All Flags," "The Lawless Breed," "City Beneath the Sea," "Meet Me at the Fair," "A Man's Country," "The Redhead from Wyoming," "Mississippi Gambler," "Seminole," "Desert Legion," "Column South," "Law and Order," and "Lone Hand."

Black and white films in the backlog are: Bill Mauldin's Willie and Joe in "Back at the Front," "Ma and Pa Kettle Go to Paris," "It Grows on Trees," "Abbott and Costello Go to Mars," "Because of You," "The Black Castle," "Ma and Pa Kettle at Waikiki," and "Francis Covers the Big Town."

## S. S. Skouras

(Continued from page 1)

Skouras Theatres board, but any announcement to that effect was said to be likely to be withheld until his return to New York from the Coast early next month.

The new Skouras Theatres president, 28 years old, graduated from Yale University in 1945 and joined the company in 1948. He served in the U. S. Armed Forces here and abroad between 1943 and 1946. As president of the company he will guide the operation of some 52 theatres located within the 50-mile radius of the New York Metropolitan area.

# REPORT ON "IVANHOE"



## *Sets 8-week world's record gross at Radio City Music Hall!*

★

Tops "QUO VADIS" total attendance figures in test runs—Houston *(4 weeks)*, Evansville *(2 weeks)*, Atlanta *(4 weeks)*, San Francisco *(7 weeks)*, and Cleveland *(10 weeks—still running at press time)*!

★

NATION-WIDE CLEAN-UP in Boston, Buffalo, New Haven, Nashville, New Orleans, Pittsburgh, St. Louis, Indianapolis, Kansas City, Memphis, Dallas, San Antonio, Des Moines, Birmingham, Washington, D. C.

and

## A Holdover in All Engagements!

BIGGEST SHOW—BIGGEST DOUGH

M-G-M's "IVANHOE"!

# Paramount Continues Your Box-Office Build-Up With Its Power-Charged Story Of The Big Crackdown On Big-Time Crime!

"POWERFUL"
—Hollywood Reporter

"SUSPENSEFUL"
—Variety

"TAUT MELODRAMA"
—Independent

"TENSE"
—Film Daily

"GOOD SUSPENSE"
—Motion Picture Herald

"ABOVE-AVERAGE SUSPENSE"
—Daily Variety

"THRILLING"
—Showmen's Trade Review

**"Where'd I get the money... from fellers...where else?"**



The bold, arrogant mobsters . . . and their brazen women! The witnesses who wouldn't talk . . . the ones who didn't dare! . . . Now you see the story of how they got away with anything *until they killed a cop.* That was "THE TURNING POINT"

WILLIAM **HOLDEN** · EDMOND **O'BRIEN** · ALEXIS **SMITH** in

# THE TURNING POINT

Produced by IRVING ASHER · Directed by WILLIAM DIETERLE

NEWS WHILE IT IS NEWS

# MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 72. NO. 73 NEW YORK, U.S.A., TUESDAY, OCTOBER 14, 1952 TEN CENTS

# Boasberg General Sales Manager of RKO Radio

## *Succeeds Mochrie, Resigned; Branson Is Named Assistant General Sales Manager; Zimmerman, Pimstein Are Advanced*

Charles Boasberg, for the past five years North-South division manager for RKO Radio, was appointed general sales manager of the company, succeeding Robert Mochrie, resigned, on Friday, the company's new board of directors announced.

Moving swiftly in the executive realignment of the company following the appointment last week of Arnold Picker as executive vice-president, the new RKO Radio management also announced the following changes:

**Walter Branson, RKO Radio Western sales manager, was named assistant general sales manager, a new post;**

**William Zimmerman, formerly assistant to Mochrie, was named head of the legal department, succeeding J. Miller Walker, resigned;**

**Harry Pimstein of the home office legal staff was named assistant to Arnold Grant, chairman of the board;**

**Richard Condon, former publicity director for 20th Century-Fox and Walt Disney Prod., was named national director of advertising, publicity and exploitation, a post which has been vacant for the past four years. (See separate story.)**

Don Prince, publicity manager, has resigned. The post will be filled when Condon takes over in about two weeks. The company's statement said: "Reorganization of said departments (advertising, publicity and exploitation) and the people therein will

(Continued on page 4)

## SMPTE Engineers Seek to Heighten Screen Brightness

WASHINGTON, Oct. 13.—In a report made public over the weekend The Society of Motion Picture and Television Engineers asked for the manufacture of light measuring instruments which would make possible the maintenance of better screen brightness standards.

The SMPTE screen brightness committee included in its report—the result of several years of study—specifications for two inexpensive instruments which could be used by the exhibitor himself to test, and therefore to maintain effective brightness of his theatre screen.

The report made clear that optimum screen brightness wasn't merely a matter of how much light was put on the screen but depended upon the distribution of light across the screen. Each point on the screen, the report

(Continued on page 4)

## Broader Field for Foreign Films Seen

A broader market for foreign films in the United States and Canada was envisioned here at the weekend by N. A. Taylor, president of 20th Century Theatres of Canada, Toronto, who saw foreign films filling the product gap as Hollywood concentrates on bigger, but fewer pictures.

Taylor, who is also president of In-

(Continued on page 7)

# CONDON TO HEAD RKO AD-PUBLICITY

## *Former 20th-Fox, Disney Publicity Chief Takes Over Oct. 25; To Coordinate 3 Departments*

Richard Condon, former publicity manager for 20th Century-Fox and Walt Disney Productions, was named director of advertising, publicity and exploitation for RKO Radio Pictures by the company's new management last Friday. He is scheduled to assume the post about Oct. 25.



Richard Condon

The post of director of RKO Radio's advertising, publicity and exploitation departments was dispensed with shortly after Howard Hughes acquired the controlling stock interest in the company several years ago. It was last held by S. Barret McCormick, who has been advertising director since. At that time Don Prince was named publicity director and Terry Turner exploitation director. Prince resigned on Friday.

Condon's appointment by the new RKO Radio management came as unexpectedly as that of Arnold Picker, who last week was named executive vice-president of the company in charge of distribution. According to a reliable version reported in the trade, Condon returned to his home after midnight last Thursday, having attended a theatre performance, and found a message awaiting him to call Arnold Grant, new chairman of RKO

(Continued on page 4)

## SIMPP Will Attend Next French Talks

The Society of Independent Motion Picture Producers intends to be represented at any future negotiations for a new Franco-American film agreement, Ellis G. Arnall, SIMPP president, said here at the weekend.

Asked if he planned to accompany Eric A. Johnston, Motion Picture Association of America president, on a trip to Paris in the near future, Arnall replied in the negative, adding that he assumed any such trip by Johnston would be an exploratory one and not for the purpose of "negotiat-

(Continued on page 7)

## *Tradewise...*

By SHERWIN KANE

THE Allied States national convention and the Tesma annual trade show, to be held jointly in Chicago next month, afford opportunity for a worthwhile public relations accomplishment for theatres generally and, therefore, for the industry.

With a little astute planning and no extraordinary effort, press contacts should be able to "suggest" to reporters for the lay press who cover the event that this first great theatre equipment trade show to be held in conjunction with a national exhibitor convention is a fresher and far better story than the one about the omnipresent popcorn, confections and soft drink dispensers dominating an exhibitor meeting, to the exclusion of motion pictures, equipment and the "merchandise" which is Hollywood personalities.

Every exhibitor who in recent years has attended a theatre owners convention of any size has been made aware that local newspaper coverage of the event all too often is confined to the "popcorn" story. Important as are the concessions to

(Continued on page 2)

## NEWS FLASHES

WASHINGTON, Oct. 13.--The Department of Commerce discloses that publicly-reported cash dividends paid by motion picture companies for September amounted to $2,371,000. This represents a drop of more than $2,000,000 from the September, 1951, figure of $4,545,000.

•

HOLLYWOOD, Oct. 13.--The annual Monogram Pictures Corp. fiscal report, released here at the weekend, discloses that the company's net profit for the fiscal year ended June 28 was $589,-259, which compares with $1,061,648 for the preceding year. The profit is equal to 76 cents per share.

# Personal Mention

DORE SCHARY, vice-president in charge of M-G-M production, left here for Washington yesterday and is due back today.

•

MICHAEL MAYER, son of ARTHUR L. MAYER, former executive vice-president of the Council of Motion Picture Organizations, is running on the Democratic and Liberal Party tickets for District Attorney of Westchester County, N. Y.

•

MORRIS ALIN, editor of *Progress*, Universal house organ, became a father for the second time on Friday when his wife, SYLVIA, gave birth to a son, ROBERT DAVID, at the Mt. Vernon Hospital, Mt. Vernon, N. Y.

•

PHIL REISMAN, RKO Radio Pictures vice-president in charge of foreign distribution, is due here from Europe today. Originally he was scheduled to arrive last Wednesday.

•

ELLIS G. ARNALL, president of the Society of Independent Motion Picture Producers, who returned to Atlanta from New York at the weekend, is due back here in about a week.

•

SALLYANN WAKEFIELD, secretary to the comptroller of Walter Reade Theatres, has become engaged to PAUL BAISE, assistant advertising-publicity director of Reade Theatres.

•

JACK DAVIS, British film executive, will sail for England from here tomorrow aboard the *S.S. Queen Elizabeth* after four months in the U. S. and Canada.

•

EDWARD L. HYMAN, vice-president of United Paramount Theatres, and his assistant, BERNARD LEVY, have returned here from Buffalo, Rochester and Detroit.

•

WILLIAM PINE, Paramount producer, will leave here tomorrow for Europe aboard the *S.S. Queen Elizabeth*, accompanied by MRS. PINE.

•

EDWIN W. AARON, Western sales manager for 20th Century-Fox, will return here today from Gloversville, N. Y.

•

CECIL B. DEMILLE has been re-elected to the board of directors of the American Cancer Society.

•

FLOYD E. STONE has been promoted to photo editor of *Motion Picture Herald*.

•

CARL POST, Hollywood publicist has arrived here from the Coast.

## Crosby Crew Returning

With location shooting in France completed for "Little Boy Lost," star Bing Crosby and producers William Perlberg and George Seaton head the unit of players and crew members who will head back to the United States beginning this week.

# Cole Warns of Defeatism in Fight to Repeal 20% Tax

DALLAS, Oct. 13. — At a meeting here of exhibitor chairman of the tax repeal campaign in Texas Col. H. A. Cole, national chairman of the Council of Motion Picture Organizations tax repeal campaign, warned of the two elements to guard against to insure the repeal of the Federal 20 per cent amusement tax: defeatism among the leaders and other exhibitors and neglecting to follow the pattern laid down by the COMPO committee.

"Too many leaders," he said, referring to the second point, "are prone to take the 'political wire-pulling' attitude in this campaign instead of the factual business meeting with their Congressman with several exhibitors present to put across the acuteness of the situation."

Reports were heard from the following district chairmen: Sidney Metcalf, Texarkana; J. Wood Fain, Woodville; R. D. Leatherman, Tyler; Leaman Marshall, Terrell; J. O. Cherry, Dallas; A. P. Boyette, Jr., College Station; J. F. Jones, Palestine; Al Lever, Houston; Mart Cole, Rosenberg; Louie Novy, Austin; C. H. Stewart, Waco; Frank Weatherford, Ft. Worth; J. E. Unger, Wichita Falls; Bruce Collins, Corpus Christi; Will Pence, Anson; Jack King, Amarillo; Royce Blankenship, Lubbock; George Watson, San Antonio, Henry Reeve, Menard; Rubin Frels, Victoria.

Others attending the luncheon were: Phil Isley, Paul Short, William McCraw, Don Douglas, R. I. Payne, John Adams, Raymond Willie, William O'Donnell, Sam Landrum, Duke Clark, Alfred Delcambre, Kyle Rorex, Frank Bradley, Claude C. Ezell and Robert J. O'Donnell.

## Tradewise . . .

(Continued from page 1)

present day theatre operations, it is exasperating to most exhibitors who spend convention days winnowing new ideas for improving their theatres and their service to the public to pick up a local newspaper and read that his major interest is pushing more popcorn into patrons while cutting down on the seasoning.

With more than 100 of the available 150 exhibit booths at the Tesma trade show already reserved, and the opening more than a month away, the success and impressiveness of the Chicago show already is assured. Without doubt, it will be the largest such exhibit in the industry's history.

Any lay reporter worthy of the name, properly conducted through that exhibit, cannot escape without a better understanding of the complex and costly equipment and supplies essential to the best enjoyment of the theatre's entertainment. Nor can he escape an impression of the investment involved.

The reporter will know, from his own observation, that the "popcorn" story coverage of an exhibitor convention is a worn-out satire and that, therein, lies a new, a truer and better story.

It is an opportunity for Allied's and Tesma's convention and show leaders which can pay fine dividends in constructive publicity. It should not be overlooked.

## Fine Arts Theatre Sues Over 'O. Henry'

Hearing in a suit brought against 20th Century-Fox and the Trans-Lux Lexington Corp. by the Fine Arts Theatre here concerning exhibition rights to "O. Henry's Full House," is scheduled to be held today in New York Supreme Court. The suit was filed Friday by Monroe E. Stein, attorney representing the Fine Arts Theatre, which sought injunctive relief, seeking to bar the opening of the film at the Trans-Lux 52nd Street on Thursday.

The complaint alleged that 20th-Fox contracted with the plaintiff for a first-run engagement of the picture in New York. It further stated that the Fine Arts put up an advance of $25,000 as a guarantee of at least a 12-week run.

Neither 20th-Fox nor Trans-Lux executives would comment on the suit.

## Ind. Allied Meets Dec. 1-3

INDIANAPOLIS, Oct. 13.—The Allied Theatre Owners of Indiana, Inc., will hold its 26th annual convention on Dec. 1-3 at the Hotel Lincoln in Indianapolis, it was announced.

## Critics Hear Loesser On 'Andersen' Score

CHICAGO, Oct. 13.—More than 70 representatives of Midwestern newspapers were here today to hear Frank Loesser discuss the music in Samuel Goldwyn's new production, "Hans Christian Andersen." Arrangements for the event were made by David Golding, Goldwyn Productions advertising-publicity director.

Golding, Martin Davis of his staff, and Terry Turner, RKO Radio exploitation manager, were on hand from New York. Golding returned to New York over the weekend, Turner will leave here tomorrow.

## Abrams in Charge of NY NSS Branch

Leo Abrams, National Screen Service district manager here, will handle the New York office, following the transfer of manager Harold Bennett, to Buffalo. The Buffalo office now becomes a full-fledged branch from where all trailers soon will be distributed directly in the exchange area instead of from New York.

Jack Goldstein, who had been manager of the Buffalo office, has been appointed sales manager there.

## Newsreel Parade

*THE PRESIDENTIAL campaign is the highlight of current newsreels, featured along with a three-train crash in Great Britain, election returns in Japan and Chile, and the Korean War. Complete contents follow:*

**FOX MOVIETONE NEWS, No. 83**—150,000 hail 'Ike' in San Francisco. Stevenson talks on subversives to Detroiters. Three-train crash near London. Premiere on ocean liner. Olympic star wins 100-mile walk. Convict cowboys in rough rodeo.

**NEWS OF THE DAY, No. 213**—War in Korea. Campaign in home stretch. Britain's worst disaster in 35 years. Duke of Windsor golfing. Ocean volcano keeps roaring. Persimmon festival.

**PARAMOUNT NEWS, No. 16**—Campaign roars into final week. Election returns from Japan and Chile. Three-train crash. UN troops regain hill.

**TELENEWS DIGEST, No. 41B**—English train crash. Japanese election returns. Canadian record wheat crop. German mono-rail train unveiled. Italian new Boys-town dedicated. Texas convict rodeo. Korean helicopter airlift.

**UNIVERSAL NEWSREEL, No. 403**—Train wreck in England. Reds leave and Japanese elect. New president in Chile. Commando memorial in England. Wingless plane. Korea.

**WARNER PATHE NEWS, No. 18**—Three-train British wreck. The campaign. Flight of fashion aboard sky-liner. Cards upset Bears in pro football thriller.

## Filmack Promotion Head

CHICAGO, Oct. 13.—Larry Goodman, former staff writer for *Film Daily*, has been appointed promotion manager for Filmack Trailer Co. here, president Irving Mack disclosed. Goodman, a World War II veteran, will assist Lou Kravitz, advertising manager, in the company's advertising-sales division.


NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
MARIO LANZA in
"BECAUSE YOU'RE MINE"
introducing DORETTA MORROW
Color by TECHNICOLOR - An M-G-M Picture
plus
SPECTACULAR STAGE PRESENTATION

BOB HOPE · JANE RUSSELL
ROY ROGERS and TRIGGER
in SON of Paleface
color by Technicolor
A Paramount Picture
PARAMOUNT
in person
LOUIS PRIMA
AND HIS ORCHESTRA
"KEELY" SMITH · LOS GATOS
Extra—The FIVE DE MARCO SISTERS
Midnight Feature Nightly

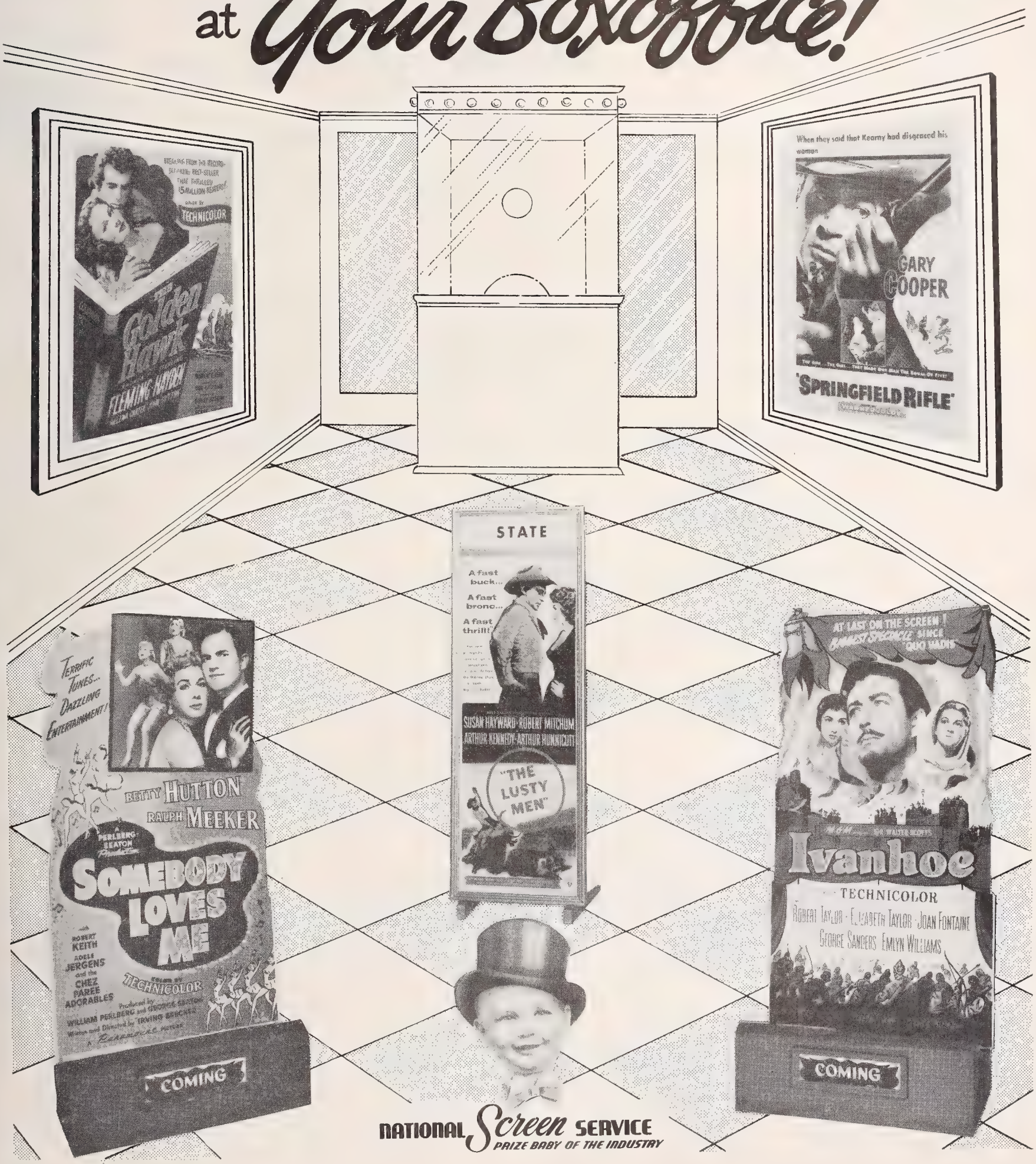
HOWARD HUGHES presents
"ONE MINUTE TO ZERO"
Starring ROBERT MITCHUM - ANN BLYTH
CRITERION BROADWAY AND 45th ST.


MOTION PICTURE DAILY. Martin Quigley. Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center; New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

FROM STREET TO SCREEN

# SHOWMANSHIP PAYS OFF!

## at Your Boxoffice!




NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

# *In the THEATRE* Equipment World . . . *. . with RAY GALLO*

AN opportunity to boost popcorn sales at refreshment stands through tie-ins with a $1,000,000 national advertising campaign is now being offered theatre operators. The Popcorn Institute of Chicago is sponsoring the huge promotional program, which will utilize magazines, newspapers, television and radio in a full-scale campaign designed to increase popcorn sales. Under a plan submitted to theatres by the Institute, exhibitors are asked to pay a tax of five-cents per hundredweight on their corn purchases. This amount will be matched by the Institute and the total used for the specific promotion of popcorn sales in *theatres*. Says the Institute to theatremen: "Make popcorn as much a part of movies as peanuts are at the circus!"

•

**"Pop-Set" is the tradename of a new, quick-erecting popcorn container devised for theatre refreshment stands by the Andre Paper Box Co. of San Francisco. The box is designed to allow the operator to pop it open and scoop it full of hot popcorn in a single motion for fast service during rush periods. Delivered to the user in flat, glued and pre-scored form, the containers are erected by applying pressure with the thumb and middle finger of one hand to the lower edges of the sides, about an inch from the bottom. This makes the box pop open along scored lines. Made of pure Potlatch solid bleached sulphate, the "Pop-Sets" have a design of red, blue and yellow against the white of the basic board.**

•

*Installation of Motiograph "Trad" large screen theatre television equipment in Milton Schwaber's new Met theatre at Baltimore, has been announced by Henry C. Dusman of the J. F. Dusman Co., Baltimore distributors for Motiograph, Inc., Chicago.*

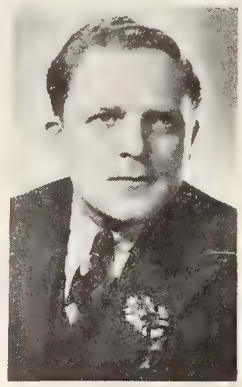
•

Electrical vaporizing units designed to destroy flies, mosquitoes and other insects have been coming on the market in substantial numbers in consequence of the development of chemicals which have been found effective for this method of insect control. Mounted on the wall, they are plugged into an ordinary electric light outlet and the heat generated by the simple electrical unit enclosed vaporizes an insecticide supplied by the manufacturer. Use of such devices is especially indicated for refreshment rooms, possibly also rest rooms of drive-in theatres. One such unit recently introduced is the "Mortron Vaporizer," a product of the Bedford Co., New York City. The insecticide used is Mortane crystal, which does not harm food or plants, according to the manufacturer. The unit is designed to operate in an area up to 10,000 cubic feet.

# *IN NEW RKO RADIO POSTS*



CHARLES BOASBERG



WALTER BRANSON



WM. ZIMMERMAN

# RKO Radio Sales Changes

(*Continued from page* 1)

await his having undertaken and completed a thorough study of the operations and the personnal."

The company also announced that the Eastern talent scout, story and research departments at the home office will be discontinued and their functions assigned to the studio. In line with the decision, Arthur Willi, talent scout; Leda Bauer, story department, and Harold Hendee, research department, have resigned. Richard Gavin, head of the purchasing department, also resigned.

### Awaits Reisman Arrival

The company stated that personnel in the foreign department will be reviewed with the arrival here today from Europe of Phil Reisman, foreign distribution chief. "Announcements in respect thereto will follow as soon as possible thereafter," the company said.

The statement issued on behalf of the new owners of the controlling stock interest in the company said of the changes which were announced:

**"It is regretted that a thorough consideration of the company's affairs requires the elimination of persons who have served the company faithfully. It is a source of satisfaction, however, that the board has been able to promote many employes from within the ranks.**

**"The board has been required to meet the problem of the company and it has done so squarely. It is the board's firm belief that those who have been advanced will prove the soundness of the judgment exercised and will inspire all personnel to a realization of the opportunity that exists for them. It is anticipated that over the coming months additional promotions may be made of persons to whom it is not possible to give immediate recognition," the statement concluded.**

Boasberg, new general sales manager, has been with RKO Radio since 1930, when he joined the company as a salesman in the Buffalo exchange. Prior to that he was a special representative for MGM for three years. In 1937 Boasberg was named Buffalo branch manager for RKO Radio; in 1940, district manager with headquarters at Cleveland; in 1944, Metropolitan district manager in New York, and in 1947, North-South division manager.

Branson, new assistant general sales manager, likewise has been with RKO for many years. He rose from the sales ranks to Midwest district manager with headquarters in Chicago in the mid-1930s and has been Western division manager for the past five years.

**Boasberg and Branson together will be charged with reorganizing RKO Radio's domestic sales department, the new board of directors said, "in accordance with their own thoughts and ideas."**

Zimmerman, new head of the legal department, has been a member of RKO Radio's home office legal staff for many years and only recently had been given the title of assistant to the general sales manager. Pimstein likewise has been a member of the home office legal staff for many years. His post as assistant to the chairman of the board, Grant, is a newly created one.

Walker, who resigned, entered RKO in the course of the company's receivership and reorganization in 1932 as an attorney. Prior to his resignation he was secretary, general counsel and a member of the board.

# Condon to RKO

(*Continued from page* 1)

Radio. On communicating with Grant, the two arranged an immediate meeting and the deal with Condon was concluded about 2:30 A.M.

This also was in the pattern of the Ralph Stolkin syndicate's closing of the deal for the purchase of Hughes' controlling stock interest in RKO Pictures three weeks ago in the early hours of the morning. The Condon appointment, too, is in keeping with the new RKO Radio management's announced intention to make executive appointments which will bring into the company "youth with its vitality, fresh approach and aggressive thinking."

Like the 39-year old Picker, Condon is not yet 40. He was 37 last May. After a period in the Merchant Marine, he entered the advertising agency field and in 1938 was named publicity director of Walt Disney Productions. In 1941 he joined the Hal Horne Organization, which at the time was in charge of advertising, publicity and exploitation for 20th Century-Fox. Subsequently, he became publicity director of 20th-Fox under the aegis of Max E. Youngstein, who now is a vice-president and partner in United Artists.

In 1943 Condon formed his own public relations organization here and in recent years also was active in the legitimate stage, both as producer and playwright. When Youngstein was vice-president of Paramount Pictures Distributing, in charge of advertising, publicity and exploitation, Condon handled special campaigns on "Samson and Delilah" and "Sunset Boulevard." He was also national coordinator for Stanley Kramer Productions on the campaign for "Cyrano de Bergerac."

More recently, Condon was associate producer of the stage play, "Stalag 17," and co-producer of the play "20th Century." He is the author of the stage farce, "How to Fly with One Feather," to be produced this season by Chandler Cowles and Ben Segal.

# Mochrie in Sales For 27 Years

Robert Mochrie, who resigned Friday as vice-president in charge of domestic distribution for RKO Radio Pictures, has been well known in distribution and exhibition circles in the industry for the greater part of his 27 years as sales executive.



Robert Mochrie

He started with Producers Distributing Corp. in Cleveland, becoming successively branch manager at Albany, Pittsburg and Philadelphia. He then was Philadelphia branch manager for Warners, becoming assistant sales manager at the home office in 1934. In 1937 he became Southern sales manager for United Artists and joined RKO Radio in 1939 as Southern district manager. Subsequently he was made Eastern and Southern sales manager, and has been general sales manager for the past 10 years.

He was selected a director of RKO Radio and vice-president in charge of domestic distribution in 1946.

# SMPTE Engineers

(*Continued from page* 1)

said, should have proper relative brilliance from every seat in the house.

The screen brightness committee's report was one of the final papers delivered during the closing sessions of the SMPTE's 72nd Convention, which was attended by more than 800 members. Among the reports given in the closing sessions on high-speed photography was one on a high-speed 35mm. camera with a magazine capacity of 1,000 feet and another on a newly designed series of highly corrected lenses for high-speed 35mm. motion picture photography.

One of the highlights of the convention's last day was a luncheon given to retiring convention vice-president William C. Kunzmann.

# A NEW "SUPREX" TRADE-MARK CARBON

WITH THE DIFFERENCE YOU CAN SEE!

**NATIONAL CARBON**

*PRESENTS:*

- Amazing New Light-Efficiency
- Lower Current Consumption
- Improved Arc-Stability
- Better Light Distribution

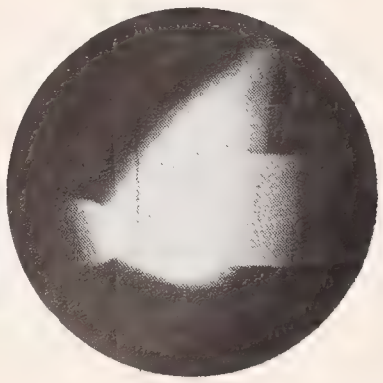
## ALL AT LOWER CARBON COST!

Not just claims but VISIBLE improvements distinguish the NEW 9 mm "Suprex" projector carbon in any 9-8 mm copper-coated high-intensity trim.

AND THAT'S NOT ALL! With an optimum current range of 65-75 amperes, the new 9 mm "Suprex" carbon and the 8 mm "Orotip" C negative carbon can be substituted directly for the 8 mm-7 mm carbon trim up to 70 amperes*. Merely install appropriate holders and guides in your present equipment and get:

- More light at slightly increased current
- Equal light at same current
- Lower carbon consumption and cost
- Better light distribution at all currents

*Above 70 amperes, see your theatre supply dealer for his equipment recommendations.



## BUY WISE—DEMAND TO SEE THE DIFFERENCE!

*The terms "Suprex" and "Orotip" are trade-marks of Union Carbide and Carbon Corporation*

**NATIONAL CARBON COMPANY**

**A Division of Union Carbide and Carbon Corporation**

***30 East 42nd Street, New York 17, N. Y.***

*District Sales Offices:* Atlanta, Chicago, Dallas, Kansas City, New York, Pittsburgh, San Francisco

*In Canada:* National Carbon Limited, Montreal, Toronto, Winnipeg

## Says Conventions Are Primary Field For Theatre TV

WASHINGTON, Oct. 13. — Denver exhibitor John Wolfberg told the Federal Communications Commission today that a primary field for theatre television would be in connection with "unassembled industry conventions" in the morning hours.

"If we could tap the convention business, it would be wonderful," Wolfberg said. "I can't see anything else that would provide a steady flow of product."

Wolfberg's idea has previously been expressed in other terms by officials of United Paramount Theatres, who told the Commission that they saw closed-circuit sales meetings as the best use of theatre television. With salespeople all over the country sitting in theatres equipped with theatre television, a company's home office could address all at the same time, the UPT people said, over the closed circuit.

Wolfberg also told the Commission he thought that the simultaneous release of a motion picture through each of the country's exchange centers and fanning out over a local theatre television network would result in great savings of time and money for the industry. The Denver exhibitor made these statements in an FCC hearing on two stations competing for the same Denver television channel. Wolfberg owns 21 per cent of the stock in the Denver Television Co., a competing applicant with Aladdin Radio and Television Co. for channel 7 in Denver.

Questioned at length by Aladdin attorney W. Theodore Pierson on his membership in Allied States Association and Allied's theatre television policy, Wolfberg said he couldn't recall that Allied had any policy on the subject.

Pierson also asked Wolfberg if there hadn't been "considerable man-to-man wagering" during the telecast of the Walcott-Marciano fight at Wolfberg's Paramount theatre in Denver. Wolfberg replied that he hadn't seen any betting nor would he have condoned it if he had seen it.

## Sees Dim Future for Educational TV

WASHINGTON, Oct. 13.—Unless educators exert more activity in the next few months in acquiring and using the television channels now set aside for them, there will be "slight basis" for continuing to reserve those channels, Federal Communications Commissioner Robert Bartley said over the weekend.

Bartley told a group of Alabama broadcasters that educators "failed to avail themselves" of the opportunities given to them in the AM and FM fields and it didn't appear to him "that the pattern has changed very much during the past six months under the television allocation plan."

Under the current allocation plan the FCC has set aside 242 channels for educational television stations.

## Applies for FCC Permit

BALTIMORE, Oct. 13.—Leon Back, general manager for Rome Theatre Enterprises here, has applied to the Federal Communications Commission for a permit to operate a television station in Norfolk, Va.

# Television--Radio

### with Pinky Herman

THE HALL OF FAME . . . more important than ever before in the comparatively young record of TV—and of particular significance at this stage in the history of radio entertainment—is the current poll of those most competent to evaluate the merits of program and performers in behalf of the public—the TV and radio editors, and columnists of the nation. These people of the press have no axe to grind, and it is their daily job to concentrate upon objective and unbiased reviewing of TV and radio programs. Nothing could be fairer or more constructive than the combined opinion of the men and women whose only vested interest is the welfare of the industry in terms of service to its audience.



Pinky Herman

Their columns in the press are read regularly by upwards of a hundred million people. Their individual variance of opinion is, in itself, assurance of independent thinking; and that is what makes the results of the ballot so democratic, and so reliable. To the nation's TV and radio editors and columnists whose ballots have already been returned to us, and to those who are now weighing their verdicts in preparation for sending in their ballots, a vote of sincere thanks in behalf of the TV and radio industries.

Judging from the number of inquiries we have received as to the publication date for the professional poll results, advance interest has reached a new high for the 17-year-period since *Motion Picture Daily* established this critics' poll.

The results will be published in *Motion Picture Daily* after the ballots from all parts of the nation have been received and every vote in each category has been entered and the final tabulation thoroughly rechecked. Then comes the complete deluxe presentation in the HALL OF FAME—the official, ornate record in *FAME* magazine for reference by sponsors, agencies, stations and publications everywhere. The 21st edition of *FAME* will be considerably expanded editorially and pictorially, with a number of innovations.

So inter-related, talent-wise, nowadays are the fields of motion pictures, TV and radio that the progress of talent in any of the three fields is of significant interest to each. Within separate sections of a single book, FAME sets forth the popularity status of programs and talent in each of the three fields.

☆ ☆ ☆

**Producer George F. Foley heads overseas Saturday to set up production units in Paris and Rome for 13 full-hour and 26 half-hour TV films. . . . WOR's "The Answer Man," marked his 15th consecutive year on the air yesterday and during that period answered about 8 million questions. (Wonder if he ever answered the proverbial "How High is Up?") . . . Sheldon Music is reviving "Walkin' By The River," penned by Robert Sour and Una Mae Carlisle which topped the "Hit Parade" for 17 consecutive weeks back in 1940. . . . Eddie Albert's new NBComedy TV series, "Leave It To Lester," bows in Saturday (9:00-9:30 P.M.). Scripts are by Leo Solomon, Vinnie Bogert and Billie Friedberg. . . . After two months in Hollywood on a business-vacation trip, Vic McCleod, formerly producer of the "James Melton Show," is back in New York with a new TV package. . . . Genial Mort Barron has been named ass't. sales promotion mgr. by prexy David H. Cogan of CBS-Columbia. . . . Back from the coast where he did the announcing chores for several Jerry Fairbanks telefilms and narration for two Kiddie Record series, is Leon Lederer. . . . To insure authenticity to DuMont's "Captain Video" series, Dr. R. S. Richardson of the Mt. Wilson and Palomar observatories in California, has been added to the writing staff by Producer Olga Druce. . . .**

☆ ☆ ☆

*A new book, "Chappell Television Book," containing suggestions for dramatic treatment for telecasting 40 standard-popular musical works published during the past 30 years by Chappell & Co., DeSylvia, Brown & Henderson, Inc. and T. B. Harms, Inc., has been printed by Chappell & Co. Compiled and edited by Perry Lafferty, who had been associated with such TV programs as "Freddy Martin Show," "Kay Kyser Show," "Victor Borge Show" and others, this collection of ditties offers unusual ideas for the staging and presentation of many favorites of the past and is a MUST for TV producers and directors. In a bid to obtain greater use of its music and yet, too, as a service to TV execs, the publisher is offering this valuable book to them FREE.*

## Work on Theatre TV Facilities Reported by AT&T

WASHINGTON, Oct. 13.—The American Telephone and Telegraph Co. said over the week-end that it was continuing development and research to make the facilities for theatre television transmission available when needed.

In a letter to James Fly and Vincent Welch, theatre television attorneys for the Motion Picture Association of America, and to Marcus Cohn, attorney for the National Exhibitors Theatre Television Committee, A T and T said it believed the attorneys would agree that "the actual provision of the facilities was of the utmost importance."

Work is proceeding as rapidly as possible, the company informed the attorneys, on the board band service for theatre television transmission which A T and T hoped "will meet or closely approach the transmission characteristics" specified by industry theatre television engineers.

A T and T expressed its hope that it could continue to work closely with industry theatre television experts and repeated its statement that it would make every effort to have the cost figures available by the end of the year.

## Delay NFL Phila. Trial to Jan. 26

WASHINGTON, Oct. 13.—The trial in the government's suit against the National Football League and its member companies has been postponed until Jan. 26, the Department of Justice said.

The original date for the trial, which will be held in Philadelphia, was Nov. 6. Attorneys for the League had several times requested postponements, which the Department opposed. A crowded Philadelphia court calendar necessitated the postponement, however. Justice brought the suit against the League last October because member companies had adopted restrictions against broadcasts and telecasts of football games.

## WNBC Show Set to Promote N. Y. Films

Another radio program, WNBC's "First Nighter," has been enlisted for the publicizing of motion pictures under the mutual promotion pact between the Organization of the Motion Picture Industry of New York and National Broadcasting, the OMPI announced.

The Tuesday evening programs will incorporate one-minute spot announcements listing recommended films currently playing in theatres here.

## New Para. TV Sales

Paramount Television Productions has sold its syndicated film programs in the nation's two newest television markets. Bob Clampett's "Time for Beany" has been sold for 39 weeks, five times a week, to the Franz Bakery in Portland, Ore., where it will appear on the country's first UHF television station, KPTV, beginning Oct. 20. KPTV will also telecast Paramount's "Wrestling from Hollywood," which has been sold for 26 weeks, beginning Thursday to the Blitz Weinhard Brewing Co.

# Foreign Field

(Continued from page 1)

ternational Film Distributors, Ltd., one of the largest independent distributors in Canada, was in New York to confer with Italian film industry officials, here in conjunction with the "Salute to Italian Films Week." Following a conference with Dr. Renato Gualino, general director of the Italian Film Export organization, Taylor expressed hope that his company would continue its alliance with Italian films in Canada.

Taylor said it is "inevitable" that fewer, but bigger pictures will come out in Hollywood. This, he said, will create a "vacuum" which could be filled by good, off-beat foreign pictures, properly dubbed.

Taylor, whose company operates 70 theatres in Ontario and recently added several in the West, said a good foreign film is better than "a carbon copy" uninspired, low-budgeted picture. The public, he continued, does not care where the picture is made as long as it has the necessary entertainment qualities.

The trouble with most foreign films, he continued, is that they lack sufficient action, deadening their interest with unexciting talk. A suitable foreign film, he added however, properly dubbed has a growing market.

## Italian Dignitaries At Ship Reception

In honor of the official Italian motion picture industry delegation recently arrived in New York for "Salute to Italian Films Week," a reception will be held this afternoon aboard the *SS. Conte Biancamano,* docked here. The Italian Line and the America-Italy Society, are hosts for the occasion.

Winthrop W. Aldrich, president of the America-Italy Society, will present an illuminated scroll to Nicola De Pirro, Italian government official leading the visiting dignitaries, in recognition of the Italian postwar motion picture industry's contribution to improved U.S.-Italy cultural relations.

## 'American Weekly' Contest on 'Snows'

Exhibitors who put on the best job of retail co-operative tie-in advertising in connection with the playing of 20th Century-Fox's "The Snows of Kilimanjaro" will receive an *American Weekly* showmanship award consisting of six cash prizes totaling $1,000. Local newspapers carrying the *American Weekly* in their Sunday editions will work with the exhibitors. Entries must be postmarked no later than Jan. 1, 1953 and winners will be announced shortly thereafter.

Walter Brooks, *Motion Picture Herald; Chester Friedman, Boxoffice;* and Al Lichtman, 20th-Fox director of distribution, will serve as judges for the contest. The prizes are broken down to $500 for first place and $100 apiece to the next five places.




## 20th-Fox Art Films Have Wide Appeal

Five of the seven one-reel art films which 20th Century-Fox is putting into worldwide distribution were previewed here at the weekend. Made in color by Technicolor, the shorts deal with world renowned artists and their work. Exhibitors can show them with pride and profit for they at once have a high degree of quality and are designed for widest popular appeal.

Arrangements for distribution of the films were made about a year ago by 20th Century-Fox with Art Films Productions. Following this a unit headed by Marilyn Silverstone, went abroad to make the films in France, Italy, England and Holland.

The films previewed were "Light in the Window," by Vermeer; "Curtain Call," Degas; "I Remember the Glory," Botticelli; "Joy of Living," Renoir, and "The Young Immortal," "Raphael." The others are "The Night Watch," Rembrandt; and "Birth of Venus, Art of the Renaissance."

Each film harks back to the time and locale of the painter with a slender story serving as an introductory framework. The color is strikingly effective.

The series was produced by Boris Vermont from scenarios by Mildred B. Vermont, based on research by Miss Silverstone.

Exploitation-minded exhibitors will find the subjects endowed with special qualities that can be capitalized at the box-office.

## Rogers Sets Theatre Contests for Kiddies

A nationwide series of contests for children will be sponsored by cowboy star Roy Rogers in theatres, department stores, drive-ins and state and county fairs, he announced at the weekend at Madison Square Garden here where he is appearing in a rodeo.

The contests, to be known as the "Roy Rogers Trick Lasso Contest," will commence Nov. 15 and continue for four weeks in each situation, Rogers said. Weekly prizes and a grand prize will be awarded. A cowboy personality will be master-of-ceremonies for each contest. Abe I. Feinberg of New York is contest representative for Rogers.

## Para. Cost Saving Focuses on Cutting

HOLLYWOOD, Oct. 13.—In line with his previously announced policy aiming at "greater economy and efficiency without sacrificing quality," Don Hartman, head of Paramount production, has begun a survey among studio department heads to discover the most effective means for eliminating waste film footage.

Hartman said he believes waste footage can be eliminated by "careful pre-editing and planning long in advance."

## Audrey Hepburn Feted

Paramount Pictures was host to Audrey Hepburn at a champagne reception at the Sherry-Netherland Hotel here last Friday. Miss Hepburn recently completed her first American film, "Roman Holiday," for Paramount. She is co-starred with Gregory Peck in the William Wyler production.

# SIMPP

(Continued from page 1)

ing." Johnston was tentatively scheduled to fly to Paris the end of this week.

Actual negotiations, Arnall reminded, have been and must continue to be handled by officials of the French and American governments. However, MPAA and SIMPP representatives are entitled to "sit in" on the official talks. An MPAA representative said here at the weekend that it was his understanding Johnston would seek to "negotiate" during his Paris visit.

SIMPP's policy with respect to the negotiation of foreign trade agreements has been to favor dealings on the inter-government level, while the MPAA has taken the position that quicker results are to be gotten when the American industry itself negotiates with foreign governments. The Anglo-US film pacts are reached between the American industry and British government. Franco-American film agreements, on the other hand, are governmental pacts.

## Elmer Lux Takes Over Lazar Theatres

BUFFALO, Oct. 13.—Management and operation of the Lazar circuit in New York, Ohio, Virginia, Maryland and Kentucky have been taken over by Elmart Theatres, Inc., Elmer F. Lux, president and general manager of the new corporation, said.

Lux formerly was vice-president and general manager for Lazar. The new organization's other officers are: vice-president, Howard Antevil, Gloversville, and secretary-treasurer, George Kubick of Albany.

## Bids for Pioneers Heaviest This Year

Applications for membership in the Motion Picture Pioneers here are coming in from all parts of the country at a much more rapid pace than in any previous year since the Pioneers was formed 13 years ago, Jack Cohn, president, reports.

Strict adherence to eligibility rules which require that a candidate for membership must have 25 active years in the industry to his credit, has led to the reluctant rejection of a number of applicants by the Pioneers' board of directors, Cohn pointed out. He explained that the term "active years" did not necessarily mean continuous years but the aggregate had to be a quarter of a century. Cohn also points out that new applications for membership cannot be serviced after Nov. 15, due to pressure of activity during the last 10 days before the "Jubilee Dinner."

Candidates accepted for membership will be inducted at the "Dinner" of the organization at the Hotel Astor on Tuesday evening, Nov. 25 at which N. J. Blumberg, chairman of the board of Universal, will be honored as the "Motion Picture Pioneer of 1952," with George Jessel acting as toastmaster and Ned E. Depinet serving as chairman.

## N.E. Independents' Convention Dec. 9

BOSTON, Oct. 13.—The annual convention of the Independent Exhibitors, Inc. of New England has been set for Dec. 9. It will be held at the Sheraton-Plaza Hotel, Boston.

GREAT MOTION PICTURES ARE PROCESSED BY PATHÉ

**BEN PIVAR,** *Independent Film Library President says:*

**"Our very survival is often dependent upon lab service. Pathé has never let us down."**



When the lab work can make or break a picture, don't take chances. Specify Pathé because Pathé produces the *highest*-quality work with best service available anywhere.

PATHÉ—PROCESSING · SOMETHING TO CROW ABOUT · TRADE MARK

Both New York and Hollywood Have *Complete* Pathé Laboratory Facilities:
35MM • 16MM • COLOR • BLACK AND WHITE
Pathé Laboratories, Inc. is a subsidiary of Chesapeake Industries, Inc.

# SNOWS OF KILIMANJARO STOPS THE PRESSES!

This report was set at 12:45 o'clock Tuesday morning to bring you an up-to-the-minute flash on 20th Century-Fox's sensation of the industry!

## SOK IN ATLANTA!

First six days topped everything in years at the Paramount!

## SOK IN CLEVELAND!

Opening week-end outgrossed full week of "David and Bathsheba" at the Hippodrome!

## SOK IN NEW YORK!

Fifth SRO week! Still smashing every record in the history of the Rivoli!

## SOK EVEN IN ALASKA!

Better than "David and Bathsheba" in first week at the Lacey, Fairbanks!

## THERE'S NO BUSINESS LIKE 'SNOWS' BUSINESS!

FIRST IN FILM NEWS

# MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 73 NEW YORK, U.S.A., TUESDAY, OCTOBER 14, 1952 TEN CENTS

# Boasberg General Sales Manager of RKO Radio

## *Succeeds Mochrie, Resigned; Branson Is Named Assistant General Sales Manager; Zimmerman, Pimstein Are Advanced*

Charles Boasberg, for the past five years North-South division manager for RKO Radio, was appointed general sales manager of the company, succeeding Robert Mochrie, resigned, on Friday, the company's new board of directors announced.

Moving swiftly in the executive realignment of the company following the appointment last week of Arnold Picker as executive vice-president, the new RKO Radio management also announced the following changes:

**Walter Branson, RKO Radio Western sales manager, was named assistant general sales manager, a new post;**

**William Zimmerman, formerly assistant to Mochrie, was named head of the legal department, succeeding J. Miller Walker, resigned;**

**Harry Pimstein of the home office legal staff was named assistant to Arnold Grant, chairman of the board;**

**Richard Condon, former publicity director for 20th Century-Fox and Walt Disney Prod., was named national director of advertising, publicity and exploitation, a post which has been vacant for the past four years. (See separate story.)**

Don Prince, publicity manager, has resigned. The post will be filled when Condon takes over in about two weeks. The company's statement said: "Reorganization of said departments (advertising, publicity and exploitation) and the people therein will

(Continued on page 4)

## *Tradewise...*

By SHERWIN KANE

THE Allied States national convention and the Tesma annual trade show, to be held jointly in Chicago next month, afford opportunity for a worthwhile public relations accomplishment for theatres generally and, therefore, for the industry.

With a little astute planning and no extraordinary effort, press contacts should be able to "suggest" to reporters for the lay press who cover the event that this first great theatre equipment trade show to be held in conjunction with a national exhibitor convention is a fresher and far better story than the one about the omnipresent popcorn, confections and soft drink dispensers dominating an exhibitor meeting, to the exclusion of motion pictures, equipment and the "merchandise" which is Hollywood personalities.

Every exhibitor who in recent years has attended a theatre owners convention of any size has been made aware that local newspaper coverage of the event all too often is confined to the "popcorn" story. Important as are the concessions to

(Continued on page 2)

## SMPTE Engineers Seek to Heighten Screen Brightness

WASHINGTON, Oct. 13.—In a report made public over the weekend The Society of Motion Picture and Television Engineers asked for the manufacture of light measuring instruments which would make possible the maintenance of better screen brightness standards.

The SMPTE screen brightness committee included in its report—the result of several years of study—specifications for two inexpensive instruments which could be used by the exhibitor himself to test, and therefore to maintain effective brightness of his theatre screen.

The report made clear that optimum screen brightness wasn't merely a matter of how much light was put on the screen but depended upon the distribution of light across the screen. Each point on the screen, the report

(Continued on page 4)

## Broader Field for Foreign Films Seen

A broader market for foreign films in the United States and Canada was envisioned here at the weekend by N. A. Taylor, president of 20th Century Theatres of Canada, Toronto, who saw foreign films filling the product gap as Hollywood concentrates on bigger, but fewer pictures.

Taylor, who is also president of In-

(Continued on page 7)

## $2,000,000 Drop In Film Dividends

WASHINGTON, Oct. 13. — Publicly-reported cash dividends paid by motion picture companies for September amounted to $2,371,000, the Department of Commerce said.

This represents a drop of more than $2,000,000 from the September 1951 figure of $4,545,000.

The major portion of the drop is due to the fact that 20th Century-Fox, which paid a Sept. 1951 dividend of $1,384,000, planned to pay its dividend this year in October because of the company's reorganization under the terms of its consent decree.

## *Monogram Profit For Year: $589,259*

**Hollywood, Oct. 13.—The net profit of Monogram Pictures Corp. for the fiscal year ended June 28 was $589,259, president Steve Broidy announced. Figure compares with $1,061,648 for the preceding fiscal year.**

# CONDON TO HEAD RKO AD-PUBLICITY

## *Former 20th-Fox, Disney Publicity Chief Takes Over Oct. 25; To Coordinate 3 Departments*

Richard Condon, former publicity manager for 20th Century-Fox and Walt Disney Productions, was named director of advertising, publicity and exploitation for RKO Radio Pictures by the company's new management last Friday. He is scheduled to assume the post about Oct. 25.

The post of director of RKO Radio's advertising, publicity and exploitation departments was dispensed with shortly after Howard Hughes acquired the controlling stock interest in the company several years ago. It was last held by S. Barret McCormick, who has been advertising director since.



Richard Condon

At that time Don Prince was named publicity director and Terry Turner exploitation director. Prince resigned on Friday.

Condon's appointment by the new RKO Radio management came as unexpectedly as that of Arnold Picker, who last week was named executive vice-president of the company in charge of distribution. According to a reliable version reported in the trade, Condon returned to his home after midnight last Thursday, having attended a theatre performance, and found a message awaiting him to call Arnold Grant, new chairman of RKO

(Continued on page 4)

## SIMPP Will Attend Next French Talks

The Society of Independent Motion Picture Producers intends to be represented at any future negotiations for a new Franco-American film agreement, Ellis G. Arnall, SIMPP president, said here at the weekend.

Asked if he planned to accompany Eric A. Johnston, Motion Picture Association of America president, on a trip to Paris in the near future, Arnall replied in the negative, adding that he assumed any such trip by Johnston would be an exploratory one and not for the purpose of "negotiat-

(Continued on page 7)

# Personal Mention

DORE SCHARY, vice-president in charge of M-G-M production, left here for Washington yesterday and is due back today.

•

MICHAEL MAYER, son of ARTHUR L. MAYER, former executive vice-president of the Council of Motion Picture Organizations, is running on the Democratic and Liberal Party tickets for District Attorney of Westchester County, N. Y.

•

MORRIS ALIN, editor of *Progress*, Universal house organ, became a father for the second time on Friday when his wife, SYLVIA, gave birth to a son, ROBERT DAVID, at the Mt. Vernon Hospital, Mt. Vernon, N. Y.

•

PHIL REISMAN, RKO Radio Pictures vice-president in charge of foreign distribution, is due here from Europe today. Originally he was scheduled to arrive last Wednesday.

•

ELLIS G. ARNALL, president of the Society of Independent Motion Picture Producers, who returned to Atlanta from New York at the weekend, is due back here in about a week.

•

SALLYANN WAKEFIELD, secretary to the comptroller of Walter Reade Theatres, has become engaged to PAUL BAISE, assistant advertising-publicity director of Reade Theatres.

•

JACK DAVIS, British film executive, will sail for England from here tomorrow aboard the *S.S. Queen Elizabeth* after four months in the U. S. and Canada.

•

EDWARD L. HYMAN, vice-president of United Paramount Theatres, and his assistant, BERNARD LEVY, have returned here from Buffalo, Rochester and Detroit.

•

WILLIAM PINE, Paramount producer, will leave here tomorrow for Europe aboard the *S.S. Queen Elizabeth*, accompanied by MRS. PINE.

•

EDWIN W. AARON, Western sales manager for 20th Century-Fox, will return here today from Gloversville, N. Y.

•

CECIL B. DEMILLE has been re-elected to the board of directors of the American Cancer Society.

•

FLOYD E. STONE has been promoted to photo editor of *Motion Picture Herald*.

•

CARL POST, Hollywood publicist has arrived here from the Coast.

## Crosby Crew Returning

With location shooting in France completed for "Little Boy Lost," star Bing Crosby and producers William Perlberg and George Seaton head the unit of players and crew members who will head back to the United States beginning this week.

# Cole Warns of Defeatism in Fight to Repeal 20% Tax

DALLAS, Oct. 13. — At a meeting here of exhibitor chairmen of the tax repeal campaign in Texas Col. H. A. Cole, national chairman of the Council of Motion Picture Organizations tax repeal campaign, warned of the two elements to guard against to insure the repeal of the Federal 20 per cent amusement tax: defeatism among the leaders and other exhibitors and neglecting to follow the pattern laid down by the COMPO committee.

"Too many leaders," he said, referring to the second point, "are prone to take the 'political wire-pulling' attitude in this campaign instead of the factual business meeting with their Congressman with several exhibitors present to put across the acuteness of the situation."

Reports were heard from the following district chairmen: Sidney Metcalf, Texarkana; J. Wood Fain, Woodville; R. D. Leatherman, Tyler; Leaman Marshall, Terrell; J. O. Cherry, Dallas; A. P. Boyette, Jr., College Station; J. F. Jones, Palestine; Al Lever, Houston; Mart Cole, Rosenberg; Louie Novy, Austin; C. H. Stewart, Waco; Frank Weatherford, Ft. Worth; J. E. Unger, Wichita Falls; Bruce Collins, Corpus Christi; Will Pence, Anson; Jack King, Amarillo; Royce Blankenship, Lubbock; George Watson, San Antonio, Henry Reeve, Menard; Rubin Frels, Victoria.

Others attending the luncheon were: Phil Isley, Paul Short, William McCraw, Don Douglas, R. I. Payne, John Adams, Raymond Willie, William O'Donnell, Sam Landrum, Duke Clark, Alfred Delcambre, Kyle Rorex, Frank Bradley, Claude C. Ezell and Robert J. O'Donnell.

## Tradewise . . .

(Continued from page 1)

present day theatre operations, it is exasperating to most exhibitors who spend convention days winnowing new ideas for improving their theatres and their service to the public to pick up a local newspaper and read that his major interest is pushing more popcorn into patrons while cutting down on the seasoning.

With more than 100 of the available 150 exhibit booths at the Tesma trade show already reserved, and the opening more than a month away, the success and impressiveness of the Chicago show already is assured. Without doubt, it will be the largest such exhibit in the industry's history.

Any lay reporter worthy of the name, properly conducted through that exhibit, cannot escape without a better understanding of the complex and costly equipment and supplies essential to the best enjoyment of the theatre's entertainment. Nor can he escape an impression of the investment involved.

The reporter will know, from his own observation, that the "popcorn" story coverage of an exhibitor convention is a worn-out satire and that, therein, lies a new, a truer and better story.

It is an opportunity for Allied's and Tesma's convention and show leaders which can pay fine dividends in constructive publicity. It should not be overlooked.

## Fine Arts Theatre Sues Over 'O. Henry'

Hearing in a suit brought against 20th Century-Fox and the Trans-Lux Lexington Corp. by the Fine Arts Theatre here concerning exhibition rights to "O. Henry's Full House," is scheduled to be held today in New York Supreme Court. The suit was filed Friday by Monroe E. Stein, attorney representing the Fine Arts Theatre, which sought injunctive relief, seeking to bar the opening of the film at the Trans-Lux 52nd Street on Thursday.

The complaint alleged that 20th-Fox contracted with the plaintiff for a first-run engagement of the picture in New York. It further stated that the Fine Arts put up an advance of $25,000 as a guarantee of at least a 12-week run.

Neither 20th-Fox nor Trans-Lux executives would comment on the suit.

## Ind. Allied Meets Dec. 1-3

INDIANAPOLIS, Oct. 13.—The Allied Theatre Owners of Indiana, Inc., will hold its 26th annual convention on Dec. 1-3 at the Hotel Lincoln in Indianapolis, it was announced.

## Critics Hear Loesser On 'Andersen' Score

CHICAGO, Oct. 13.—More than 70 representatives of Midwestern newspapers were here today to hear Frank Loesser discuss the music in Samuel Goldwyn's new production, "Hans Christian Andersen." Arrangements for the event were made by David Golding, Goldwyn Productions advertising-publicity director.

Golding, Martin Davis of his staff, and Terry Turner, RKO Radio exploitation manager, were on hand from New York. Golding returned to New York over the weekend, Turner will leave here tomorrow.

## Abrams in Charge of NY NSS Branch

Leo Abrams, National Screen Service district manager here, will handle the New York office, following the transfer of manager Harold Bennett, to Buffalo. The Buffalo office now becomes a full-fledged branch from where all trailers soon will be distributed directly in the exchange area instead of from New York.

Jack Goldstein, who had been manager of the Buffalo office, has been appointed sales manager there.

## Newsreel Parade

*THE PRESIDENTIAL campaign is the highlight of current newsreels, featured along with a three-train crash in Great Britain, election returns in Japan and Chile, and the Korean War. Complete contents follow:*

**FOX MOVIETONE NEWS, No. 83**—150,000 hail 'Ike' in San Francisco. Stevenson talks on subversives to Detroiters. Three-train crash near London. Premiere on ocean liner. Olympic star wins 100-mile walk. Convict cowboys in rough rodeo.

**NEWS OF THE DAY, No. 213**—War in Korea. Campaign in home stretch. Britain's worst disaster in 35 years. Duke of Windsor golfing. Ocean volcano keeps roaring. Persimmon festival.

**PARAMOUNT NEWS, No. 16**—Campaign roars into final week. Election returns from Japan and Chile. Three-train crash. UN troops regain hill.

**TELENEWS DIGEST, No. 41B**—English train crash. Japanese election returns. Canadian record wheat crop. German mono-rail train unveiled. Italian new Boys-town dedicated. Texas convict rodeo. Korean helicopter airlift.

**UNIVERSAL NEWSREEL, No. 403**—Train wreck in England. Reds leave and Japanese elect. New president in Chile. Commando memorial in England. Wingless plane. Korea.

**WARNER PATHE NEWS, No. 18**—Three-train British wreck. The campaign. Flight of fashion aboard sky-liner. Cards upset Bears in pro football thriller.

## Filmack Promotion Head

CHICAGO, Oct. 13.—Larry Goodman, former staff writer for *Film Daily*, has been appointed promotion manager for Filmack Trailer Co. here, president Irving Mack disclosed. Goodman, a World War II veteran, will assist Lou Kravitz, advertising manager, in the company's advertising-sales division.


NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
MARIO LANZA in
"BECAUSE YOU'RE MINE"
introducing DORETTA MORROW
Color by TECHNICOLOR - An M-G-M Picture
plus
SPECTACULAR STAGE PRESENTATION



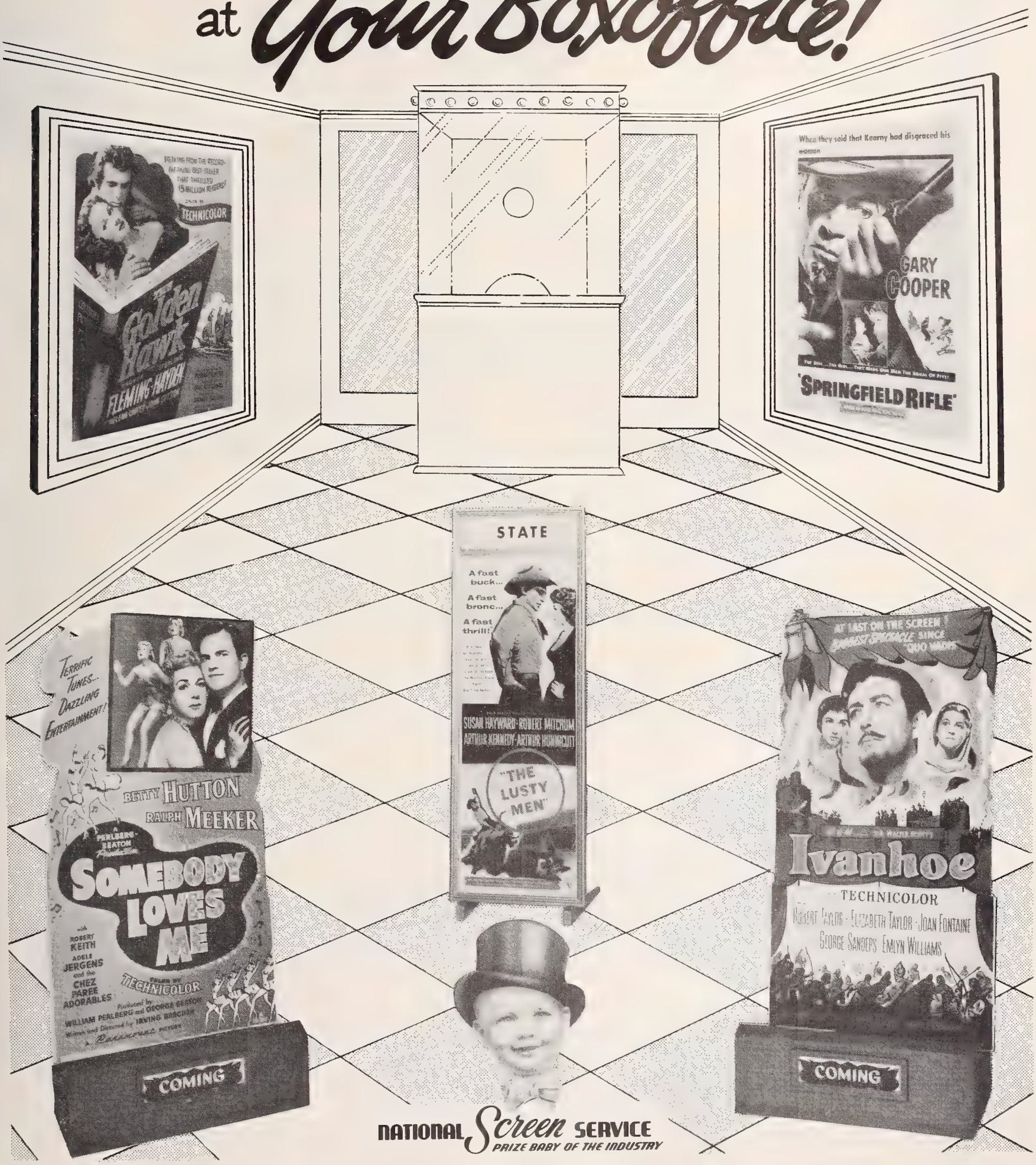

HOWARD HUGHES presents "ONE MINUTE TO ZERO"
Starring ROBERT MITCHUM - ANN BLYTH
CRITERION BROADWAY AND 45th ST.


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FROM STREET TO SCREEN

# SHOWMANSHIP PAYS OFF!

## at Your Boxoffice!




NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

# *In the THEATRE* Equipment World . . .

## . . . *with RAY GALLO*

AN opportunity to boost popcorn sales at refreshment stands through tie-ins with a $1,000,000 national advertising campaign is now being offered theatre operators. The Popcorn Institute of Chicago is sponsoring the huge promotional program, which will utilize magazines, newspapers, television and radio in a full-scale campaign designed to increase popcorn sales. Under a plan submitted to theatres by the Institute, exhibitors are asked to pay a tax of five-cents per hundredweight on their corn purchases. This amount will be matched by the Institute and the total used for the specific promotion of popcorn sales in *theatres*. Says the Institute to theatremen: "Make popcorn as much a part of movies as peanuts are at the circus!"

•

**"Pop-Set" is the tradename of a new, quick-erecting popcorn container devised for theatre refreshment stands by the Andre Paper Box Co. of San Francisco. The box is designed to allow the operator to pop it open and scoop it full of hot popcorn in a single motion for fast service during rush periods. Delivered to the user in flat, glued and pre-scored form, the containers are erected by applying pressure with the thumb and middle finger of one hand to the lower edges of the sides, about an inch from the bottom. This makes the box pop open along scored lines. Made of pure Potlatch solid bleached sulphate, the "Pop-Sets" have a design of red, blue and yellow against the white of the basic board.**

•

*Installation of Motiograph "Trad" large screen theatre television equipment in Milton Schwaber's new Met theatre at Baltimore, has been announced by Henry C. Dusman of the J. F. Dusman Co., Baltimore distributors for Motiograph, Inc., Chicago.*

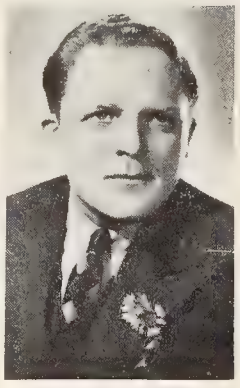
•

Electrical vaporizing units designed to destroy flies, mosquitoes and other insects have been coming on the market in substantial numbers in consequence of the development of chemicals which have been found effective for this method of insect control. Mounted on the wall, they are plugged into an ordinary electric light outlet and the heat generated by the simple electrical unit enclosed vaporizes an insecticide supplied by the manufacturer. Use of such devices is especially indicated for refreshment rooms, possibly also rest rooms of drive-in theatres. One such unit recently introduced is the "Mortron Vaporizer," a product of the Bedford Co., New York City. The insecticide used is Mortane crystal, which does not harm food or plants, according to the manufacturer. The unit is designed to operate in an area up to 10,000 cubic feet.

# *IN NEW RKO RADIO POSTS*



CHARLES BOASBERG



WALTER BRANSON



WM. ZIMMERMAN

# RKO Radio Sales Changes

(*Continued from page* 1)

await his having undertaken and completed a thorough study of the operations and the personnal."

The company also announced that the Eastern talent scout, story and research departments at the home office will be discontinued and their functions assigned to the studio. In line with the decision, Arthur Willi, talent scout; Leda Bauer, story department, and Harold Hendee, research department, have resigned. Richard Gavin, head of the purchasing department, also resigned.

### Awaits Reisman Arrival

The company stated that personnel in the foreign department will be reviewed with the arrival here today from Europe of Phil Reisman, foreign distribution chief. "Announcements in respect thereto will follow as soon as possible thereafter," the company said.

The statement issued on behalf of the new owners of the controlling stock interest in the company said of the changes which were announced:

**"It is regretted that a thorough consideration of the company's affairs requires the elimination of persons who have served the company faithfully. It is a source of satisfaction, however, that the board has been able to promote many employes from within the ranks.**

**"The board has been required to meet the problem of the company and it has done so squarely. It is the board's firm belief that those who have been advanced will prove the soundness of the judgment exercised and will inspire all personnel to a realization of the opportunity that exists for them. It is anticipated that over the coming months additional promotions may be made of persons to whom it is not possible to give immediate recognition," the statement concluded.**

Boasberg, new general sales manager, has been with RKO Radio since 1930, when he joined the company as a salesman in the Buffalo exchange. Prior to that he was a special representative for MGM for three years. In 1937 Boasberg was named Buffalo branch manager for RKO Radio; in 1940, district manager with headquarters at Cleveland; in 1944, Metropolitan district manager in New York, and in 1947, North-South division manager.

Branson, new assistant general sales manager, likewise has been with RKO for many years. He rose from the sales ranks to Midwest district manager with headquarters in Chicago in the mid-1930s and has been Western division manager for the past five years.

**Boasberg and Branson together will be charged with reorganizing RKO Radio's domestic sales department, the new board of directors said, "in accordance with their own thoughts and ideas."**

Zimmerman, new head of the legal department, has been a member of RKO Radio's home office legal staff for many years and only recently had been given the title of assistant to the general sales manager. Pimstein likewise has been a member of the home office legal staff for many years. His post as assistant to the chairman of the board, Grant, is a newly created one.

Walker, who resigned, entered RKO in the course of the company's receivership and reorganization in 1932 as an attorney. Prior to his resignation he was secretary, general counsel and a member of the board.

# Condon to RKO

(*Continued from page* 1)

Radio. On communicating with Grant, the two arranged an immediate meeting and the deal with Condon was concluded about 2:30 A.M.

This also was in the pattern of the Ralph Stolkin syndicate's closing of the deal for the purchase of Hughes' controlling stock interest in RKO Pictures three weeks ago in the early hours of the morning. The Condon appointment, too, is in keeping with the new RKO Radio management's announced intention to make executive appointments which will bring into the company "youth with its vitality, fresh approach and aggressive thinking."

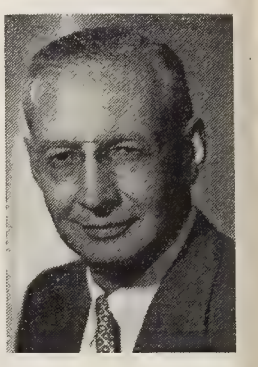
Like the 39-year old Picker, Condon is not yet 40. He was 37 last May. After a period in the Merchant Marine, he entered the advertising agency field and in 1938 was named publicity director of Walt Disney Productions. In 1941 he joined the Hal Horne Organization, which at the time was in charge of advertising, publicity and exploitation for 20th Century-Fox. Subsequently, he became publicity director of 20th-Fox under the aegis of Max E. Youngstein, who now is a vice-president and partner in United Artists.

In 1943 Condon formed his own public relations organization here and in recent years also was active in the legitimate stage, both as producer and playwright. When Youngstein was vice-president of Paramount Pictures Distributing, in charge of advertising, publicity and exploitation, Condon handled special campaigns on "Samson and Delilah" and "Sunset Boulevard." He was also national coordinator for Stanley Kramer Productions on the campaign for "Cyrano de Bergerac."

More recently, Condon was associate producer of the stage play, "Stalag 17," and co-producer of the play "20th Century." He is the author of the stage farce, "How to Fly with One Feather," to be produced this season by Chandler Cowles and Ben Segal.

# Mochrie in Sales For 27 Years

Robert Mochrie, who resigned Friday as vice-president in charge of domestic distribution for RKO Radio Pictures, has been well known in distribution and exhibition circles in the industry for the greater part of his 27 years as sales executive.



Robert Mochrie

He started with Producers Distributing Corp. in Cleveland, becoming successively branch manager at Albany, Pittsburg and Philadelphia. He then was Philadelphia branch manager for Warners, becoming assistant sales manager at the home office in 1934. In 1937 he became Southern sales manager for United Artists and joined RKO Radio in 1939 as Southern district manager. Subsequently he was made Eastern and Southern sales manager, and has been general sales manager for the past 10 years.

He was selected a director of RKO Radio and vice-president in charge of domestic distribution in 1946.

# SMPTE Engineers

(*Continued from page* 1)

said, should have proper relative brilliance from every seat in the house.

The screen brightness committee's report was one of the final papers delivered during the closing sessions of the SMPTE's 72nd Convention, which was attended by more than 800 members. Among the reports given in the closing sessions on high-speed photography was one on a high-speed 35mm. camera with a magazine capacity of 1,000 feet and another on a newly designed series of highly corrected lenses for high-speed 35mm. motion picture photography.

One of the highlights of the convention's last day was a luncheon given to retiring convention vice-president William C. Kunzmann.

# A NEW "SUPREX" TRADE-MARK CARBON

WITH THE DIFFERENCE YOU CAN SEE!

**NATIONAL CARBON**

*PRESENTS:*

- Amazing New Light-Efficiency
- Lower Current Consumption
- Improved Arc-Stability
- Better Light Distribution

## ALL AT LOWER CARBON COST!

Not just claims but VISIBLE improvements distinguish the NEW 9 mm "Suprex" projector carbon in any 9-8 mm copper-coated high-intensity trim.

AND THAT'S NOT ALL! With an optimum current range of 65-75 amperes, the new 9 mm "Suprex" carbon and the 8 mm "Orotip" C negative carbon can be substituted directly for the 8 mm-7 mm carbon trim up to 70 amperes*. Merely install appropriate holders and guides in your present equipment and get:

- More light at slightly increased current
- Equal light at same current
- Lower carbon consumption and cost
- Better light distribution at all currents

*Above 70 amperes, see your theatre supply dealer for his equipment recommendations.



## BUY WISE—DEMAND TO SEE THE DIFFERENCE!

*The terms "Suprex" and "Orotip" are trade-marks of Union Carbide and Carbon Corporation*

**NATIONAL CARBON COMPANY**

**A Division of Union Carbide and Carbon Corporation**

***30 East 42nd Street, New York 17, N. Y.***

*District Sales Offices:* Atlanta, Chicago, Dallas, Kansas City, New York, Pittsburgh, San Francisco

*In Canada:* National Carbon Limited, Montreal, Toronto, Winnipeg

## Says Conventions Are Primary Field For Theatre TV

WASHINGTON, Oct. 13. — Denver exhibitor John Wolfberg told the Federal Communications Commission today that a primary field for theatre television would be in connection with "unassembled industry conventions" in the morning hours.

"If we could tap the convention business, it would be wonderful," Wolfberg said. "I can't see anything else that would provide a steady flow of product."

Wolfberg's idea has previously been expressed in other terms by officials of United Paramount Theatres, who told the Commission that they saw closed-circuit sales meetings as the best use of theatre television. With salespeople all over the country sitting in theatres equipped with theatre television, a company's home office could address all at the same time, the UPT people said, over the closed circuit.

Wolfberg also told the Commission he thought that the simultaneous release of a motion picture through each of the country's exchange centers and fanning out over a local theatre television network would result in great savings of time and money for the industry. The Denver exhibitor made these statements in an FCC hearing on two stations competing for the same Denver television channel. Wolfberg owns 21 per cent of the stock in the Denver Television Co., a competing applicant with Aladdin Radio and Television Co. for channel 7 in Denver.

Questioned at length by Aladdin attorney W. Theodore Pierson on his membership in Allied States Association and Allied's theatre television policy, Wolfberg said he couldn't recall that Allied had any policy on the subject.

Pierson also asked Wolfberg if there hadn't been "considerable man-to-man wagering" during the telecast of the Walcott-Marciano fight at Wolfberg's Paramount theatre in Denver. Wolfberg replied that he hadn't seen any betting nor would he have condoned it if he had seen it.

## Sees Dim Future for Educational TV

WASHINGTON, Oct. 13.—Unless educators exert more activity in the next few months in acquiring and using the television channels now set aside for them, there will be "slight basis" for continuing to reserve those channels, Federal Communications Commissioner Robert Bartley said over the weekend.

Bartley told a group of Alabama broadcasters that educators "failed to avail themselves" of the opportunities given to them in the AM and FM fields and it didn't appear to him "that the pattern has changed very much during the past six months under the television allocation plan."

Under the current allocation plan the FCC has set aside 242 channels for educational television stations.

## Applies for FCC Permit

BALTIMORE, Oct. 13.—Leon Back, general manager for Rome Theatre Enterprises here, has applied to the Federal Communications Commission for a permit to operate a television station in Norfolk, Va.

# Television--Radio

### with Pinky Herman

THE HALL OF FAME . . . more important than ever before in the comparatively young record of TV—and of particular significance at this stage in the history of radio entertainment—is the current poll of those most competent to evaluate the merits of program and performers in behalf of the public—the TV and radio editors, and columnists of the nation. These people of the press have no axe to grind, and it is their daily job to concentrate upon objective and unbiased reviewing of TV and radio programs. Nothing could be fairer or more constructive than the combined opinion of the men and women whose only vested interest is the welfare of the industry in terms of service to its audience.



Pinky Herman

Their columns in the press are read regularly by upwards of a hundred million people. Their individual variance of opinion is, in itself, assurance of independent thinking; and that is what makes the results of the ballot so democratic, and so reliable. To the nation's TV and radio editors and columnists whose ballots have already been returned to us, and to those who are now weighing their verdicts in preparation for sending in their ballots, a vote of sincere thanks in behalf of the TV and radio industries.

Judging from the number of inquiries we have received as to the publication date for the professional poll results, advance interest has reached a new high for the 17-year-period since *Motion Picture Daily* established this critics' poll.

The results will be published in *Motion Picture Daily* after the ballots from all parts of the nation have been received and every vote in each category has been entered and the final tabulation thoroughly rechecked. Then comes the complete deluxe presentation in the HALL OF FAME—the official, ornate record in *FAME* magazine for reference by sponsors, agencies, stations and publications everywhere. The 21st edition of *FAME* will be considerably expanded editorially and pictorially, with a number of innovations.

So inter-related, talent-wise, nowadays are the fields of motion pictures, TV and radio that the progress of talent in any of the three fields is of significant interest to each. Within separate sections of a single book, FAME sets forth the popularity status of programs and talent in each of the three fields.

☆ ☆ ☆

**Producer George F. Foley heads overseas Saturday to set up production units in Paris and Rome for 13 full-hour and 26 half-hour TV films. . . . WOR's "The Answer Man," marked his 15th consecutive year on the air yesterday and during that period answered about 8 million questions. (Wonder if he ever answered the proverbial "How High is Up?") . . . Sheldon Music is reviving "Walkin' By The River," penned by Robert Sour and Una Mae Carlisle which topped the "Hit Parade" for 17 consecutive weeks back in 1940. . . . Eddie Albert's new NBComedy TV series, "Leave It To Lester," bows in Saturday (9:00-9:30 P.M.). Scripts are by Leo Solomon, Vinnie Bogert and Billie Friedberg. . . . After two months in Hollywood on a business-vacation trip, Vic McCleod, formerly producer of the "James Melton Show," is back in New York with a new TV package. . . . Genial Mort Barron has been named ass't. sales promotion mgr. by prexy David H. Cogan of CBS-Columbia. . . . Back from the coast where he did the announcing chores for several Jerry Fairbanks telefilms and narration for two Kiddie Record series, is Leon Lederer. . . . To insure authenticity to DuMont's "Captain Video" series, Dr. R. S. Richardson of the Mt. Wilson and Palomar observatories in California, has been added to the writing staff by Producer Olga Druce. . . .**

☆ ☆ ☆

*A new book, "Chappell Television Book," containing suggestions for dramatic treatment for telecasting 40 standard-popular musical works published during the past 30 years by Chappell & Co., DeSylvia, Brown & Henderson, Inc. and T. B. Harms, Inc., has been printed by Chappell & Co. Compiled and edited by Perry Lafferty, who had been associated with such TV programs as "Freddy Martin Show," "Kay Kyser Show," "Victor Borge Show" and others, this collection of ditties offers unusual ideas for the staging and presentation of many favorites of the past and is a MUST for TV producers and directors. In a bid to obtain greater use of its music and yet, too, as a service to TV execs, the publisher is offering this valuable book to them FREE.*

## Work on Theatre TV Facilities Reported by AT&T

WASHINGTON, Oct. 13.—The American Telephone and Telegraph Co. said over the week-end that it was continuing development and research to make the facilities for theatre television transmission available when needed.

In a letter to James Fly and Vincent Welch, theatre television attorneys for the Motion Picture Association of America, and to Marcus Cohn, attorney for the National Exhibitors Theatre Television Committee, A T and T said it believed the attorneys would agree that "the actual provision of the facilities was of the utmost importance."

Work is proceeding as rapidly as possible, the company informed the attorneys, on the board band service for theatre television transmission which A T and T hoped "will meet or closely approach the transmission characteristics" specified by industry theatre television engineers.

A T and T expressed its hope that it could continue to work closely with industry theatre television experts and repeated its statement that it would make every effort to have the cost figures available by the end of the year.

## Delay NFL Phila. Trial to Jan. 26

WASHINGTON, Oct. 13.—The trial in the government's suit against the National Football League and its member companies has been postponed until Jan. 26, the Department of Justice said.

The original date for the trial, which will be held in Philadelphia, was Nov. 6. Attorneys for the League had several times requested postponements, which the Department opposed. A crowded Philadelphia court calendar necessitated the postponement, however. Justice brought the suit against the League last October because member companies had adopted restrictions against broadcasts and telecasts of football games.

## WNBC Show Set to Promote N. Y. Films

Another radio program, WNBC's "First Nighter," has been enlisted for the publicizing of motion pictures under the mutual promotion pact between the Organization of the Motion Picture Industry of New York and National Broadcasting, the OMPI announced.

The Tuesday evening programs will incorporate one-minute spot announcements listing recommended films currently playing in theatres here.

## New Para. TV Sales

Paramount Television Productions has sold its syndicated film programs in the nation's two newest television markets. Bob Clampett's "Time for Beany" has been sold for 39 weeks, five times a week, to the Franz Bakery in Portland, Ore., where it will appear on the country's first UHF television station, KPTV, beginning Oct. 20. KPTV will also telecast Paramount's "Wrestling from Hollywood," which has been sold for 26 weeks, beginning Thursday to the Blitz Weinhard Brewing Co.

# Foreign Field

(Continued from page 1)

ternational Film Distributors, Ltd., one of the largest independent distributors in Canada, was in New York to confer with Italian film industry officials, here in conjunction with the "Salute to Italian Films Week." Following a conference with Dr. Renato Gualino, general director of the Italian Film Export organization, Taylor expressed hope that his company would continue its alliance with Italian films in Canada.

Taylor said it is "inevitable" that fewer, but bigger pictures will come out in Hollywood. This, he said, will create a "vacuum" which could be filled by good, off-beat foreign pictures, properly dubbed.

Taylor, whose company operates 70 theatres in Ontario and recently added several in the West, said a good foreign film is better than "a carbon copy" uninspired, low-budgeted picture. The public, he continued, does not care where the picture is made as long as it has the necessary entertainment qualities.

The trouble with most foreign films, he continued, is that they lack sufficient action, deadening their interest with unexciting talk. A suitable foreign film, he added however, properly dubbed has a growing market.

## Italian Dignitaries At Ship Reception

In honor of the official Italian motion picture industry delegation recently arrived in New York for "Salute to Italian Films Week," a reception will be held this afternoon aboard the *SS. Conte Biancamano,* docked here. The Italian Line and the America-Italy Society, are hosts for the occasion.

Winthrop W. Aldrich, president of the America-Italy Society, will present an illuminated scroll to Nicola De Pirro, Italian government official leading the visiting dignitaries, in recognition of the Italian postwar motion picture industry's contribution to improved U.S.-Italy cultural relations.

## 'American Weekly' Contest on 'Snows'

Exhibitors who put on the best job of retail co-operative tie-in advertising in connection with the playing of 20th Century-Fox's "The Snows of Kilimanjaro" will receive an *American Weekly* showmanship award consisting of six cash prizes totaling $1,000. Local newspapers carrying the *American Weekly* in their Sunday editions will work with the exhibitors. Entries must be postmarked no later than Jan. 1, 1953 and winners will be announced shortly thereafter.

Walter Brooks, *Motion Picture Herald; Chester Friedman, Boxoffice;* and Al Lichtman, 20th-Fox director of distribution, will serve as judges for the contest. The prizes are broken down to $500 for first place and $100 apiece to the next five places.




# 20th-Fox Art Films Have Wide Appeal

Five of the seven one-reel art films which 20th Century-Fox is putting into worldwide distribution were previewed here at the weekend. Made in color by Technicolor, the shorts deal with world renowned artists and their work. Exhibitors can show them with pride and profit for they at once have a high degree of quality and are designed for widest popular appeal.

Arrangements for distribution of the films were made about a year ago by 20th Century-Fox with Art Films Productions. Following this a unit headed by Marilyn Silverstone, went abroad to make the films in France, Italy, England and Holland.

The films previewed were "Light in the Window," by Vermeer; "Curtain Call," Degas; "I Remember the Glory," Botticelli; "Joy of Living," Renoir, and "The Young Immortal," "Raphael." The others are "The Night Watch," Rembrandt; and "Birth of Venus, Art of the Renaissance."

Each film harks back to the time and locale of the painter with a slender story serving as an introductory framework. The color is strikingly effective.

The series was produced by Boris Vermont from scenarios by Mildred B. Vermont, based on research by Miss Silverstone.

Exploitation-minded exhibitors will find the subjects endowed with special qualities that can be capitalized at the box-office.

## Rogers Sets Theatre Contests for Kiddies

A nationwide series of contests for children will be sponsored by cowboy star Roy Rogers in theatres, department stores, drive-ins and state and county fairs, he announced at the weekend at Madison Square Garden here where he is appearing in a rodeo.

The contests, to be known as the "Roy Rogers Trick Lasso Contest," will commence Nov. 15 and continue for four weeks in each situation, Rogers said. Weekly prizes and a grand prize will be awarded. A cowboy personality will be master-of-ceremonies for each contest. Abe I. Feinberg of New York is contest representative for Rogers.

## Para. Cost Saving Focuses on Cutting

HOLLYWOOD, Oct. 13.—In line with his previously announced policy aiming at "greater economy and efficiency without sacrificing quality," Don Hartman, head of Paramount production, has begun a survey among studio department heads to discover the most effective means for eliminating waste film footage.

Hartman said he believes waste footage can be eliminated by "careful pre-editing and planning long in advance."

## Audrey Hepburn Feted

Paramount Pictures was host to Audrey Hepburn at a champagne reception at the Sherry-Netherland Hotel here last Friday. Miss Hepburn recently completed her first American film, "Roman Holiday," for Paramount. She is co-starred with Gregory Peck in the William Wyler production.

# SIMPP

(Continued from page 1)

ing." Johnston was tentatively scheduled to fly to Paris the end of this week.

Actual negotiations, Arnall reminded, have been and must continue to be handled by officials of the French and American governments. However, MPAA and SIMPP representatives are entitled to "sit in" on the official talks. An MPAA representative said here at the weekend that it was his understanding Johnston would seek to "negotiate" during his Paris visit.

SIMPP's policy with respect to the negotiation of foreign trade agreements has been to favor dealings on the inter-government level, while the MPAA has taken the position that quicker results are to be gotten when the American industry itself negotiates with foreign governments. The Anglo-US film pacts are reached between the American industry and British government. Franco-American film agreements, on the other hand, are governmental pacts.

## Elmer Lux Takes Over Lazar Theatres

BUFFALO, Oct. 13.—Management and operation of the Lazar circuit in New York, Ohio, Virginia, Maryland and Kentucky have been taken over by Elmart Theatres, Inc., Elmer F. Lux, president and general manager of the new corporation, said.

Lux formerly was vice-president and general manager for Lazar. The new organization's other officers are: vice-president, Howard Antevil, Gloversville, and secretary-treasurer, George Kubick of Albany.

# Bids for Pioneers Heaviest This Year

Applications for membership in the Motion Picture Pioneers here are coming in from all parts of the country at a much more rapid pace than in any previous year since the Pioneers was formed 13 years ago, Jack Cohn, president, reports.

Strict adherence to eligibility rules which require that a candidate for membership must have 25 active years in the industry to his credit, has led to the reluctant rejection of a number of applicants by the Pioneers' board of directors, Cohn pointed out. He explained that the term "active years" did not necessarily mean continuous years but the aggregate had to be a quarter of a century. Cohn also points out that new applications for membership cannot be serviced after Nov. 15, due to pressure of activity during the last 10 days before the "Jubilee Dinner."

Candidates accepted for membership will be inducted at the "Dinner" of the organization at the Hotel Astor on Tuesday evening, Nov. 25 at which N. J. Blumberg, chairman of the board of Universal, will be honored as the "Motion Picture Pioneer of 1952," with George Jessel acting as toastmaster and Ned E. Depinet serving as chairman.

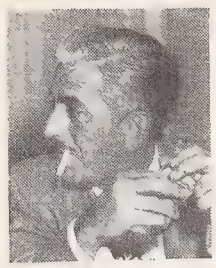
## N.E. Independents' Convention Dec. 9

BOSTON, Oct. 13.—The annual convention of the Independent Exhibitors, Inc. of New England has been set for Dec. 9. It will be held at the Sheraton-Plaza Hotel, Boston.

GREAT MOTION PICTURES ARE PROCESSED BY PATHÉ

**BEN PIVAR,** *Independent Film Library President says:*

**"Our very survival is often dependent upon lab service. Pathé has never let us down."**



When the lab work can make or break a picture, don't take chances. Specify Pathé because Pathé produces the *highest*-quality work with best service available anywhere.

PATHÉ—PROCESSING SOMETHING TO CROW ABOUT

Both New York and Hollywood Have *Complete* Pathé Laboratory Facilities:
35MM • 16MM • COLOR • BLACK AND WHITE
Pathé Laboratories, Inc. is a subsidiary of Chesapeake Industries, Inc.

# SNOWS OF KILIMANJARO STOPS THE PRESSES!

This report was set at 12:45 o'clock Tuesday morning to bring you an up-to-the-minute flash on 20th Century-Fox's sensation of the industry!

## SOK IN ATLANTA!

First six days topped everything in years at the Paramount!

## SOK IN CLEVELAND!

Opening week-end outgrossed full week of "David and Bathsheba" at the Hippodrome!

## SOK IN NEW YORK!

Fifth SRO week! Still smashing every record in the history of the Rivoli!

## SOK EVEN IN ALASKA!

Better than "David and Bathsheba" in first week at the Lacey, Fairbanks!

## THERE'S NO BUSINESS LIKE 'SNOWS' BUSINESS!

NEWS WHILE IT IS NEWS

# MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 72. NO. 74 NEW YORK, U. S. A., WEDNESDAY, OCTOBER 15, 1952 TEN CENTS

## RKO Foreign Changes Due; Talks Opened

### *Tevlin's Resignation Tops Moves at Studio*

Negotiations are underway between the new management group at RKO Radio Pictures preparatory to naming a new foreign sales manager.

Among those to whom overtures have been made is Alfred Crown, vice-president in charge of foreign distribution for Samuel Goldwyn Productions, Inc.

Officially, the post is still occupied by Phil Reisman, who returned to his desk at the home office yesterday upon his arrival from Europe. Reisman declined comment on his reported resignation, indicating that his status remained unclarified as of yesterday. Indications are a company announcement will be made today.

If it is, chances are that a new appointment to the foreign sales post will not be exactly that of a successor to Reisman, since Arnold Picker, new executive vice-president in charge of

(*Continued on page* 4)

## Report Columbia Net of $803,000

Columbia Pictures' net profit for the fiscal year ended June 30 was $803,000 compared to $1,498,000 for the previous year, Harry Cohn, president, reported yesterday.

Earnings per share of common stock this past year were 80 cents as against $1.81 in the prior year. Comparative earnings per share of common after preferred stock dividends are calculated on the increased amount of common which was outstanding on June 30, 1952. The number of shares outstanding on that date was 670,669, the

(*Continued on page* 4)

## Holiday, Product Up 1st-run Grosses

The combination of the Columbus Day holiday weekend and strong product in many first-run Broadway situations served to boost grosses to healthy proportions.

Outstanding were the holdovers "Because You're Mine," at Radio City Music Hall, and "Somebody Loves Me" at the Roxy, as both pictures

(*Continued on page* 4)

## *Exhibitor Ends Ticket Tax By Accepting 'Gifts'*

PORTLAND, ORE., Oct. 14.—Loren A. Gillespie, exhibitor at Okanogan, Wash., is so irritated by the Federal admission tax he decided to take matters into his own hands and do away with it now, instead of waiting for a successful outcome of COMPO's tax repeal campaign.

Gillespie stopped charging admission and asked patrons instead to donate any amount they like as they enter the theatre. He says he has the advice of an Internal Revenue deputy that he need pay no national tax as long as the contributions are not in specified sums.

Gillespie says the plan is working fine. Average donations are about one-third less than the previous established price with tax included. But, says Gillespie, refreshment sales have boomed. Patrons are diverting more to the concessions stand than they deduct from the old admission charge.

## Reelect Snaper to Head N. J. Allied

Wilburn Snaper, national Allied president, yesterday was reelected president of New Jersey Allied at a meeting of the unit at the Hotel Astor here.

Reelected also were Louis Gold and John Harwan, vice-presidents, and A. Louis Martin, treasurer. William Basil was elected secretary, succeeding Haskell Block.

The new board of directors con-

(*Continued on page* 5)

# NEW UNIV. CREDIT OF $17,000,000

### *Initial Borrowing Under an Agreement With New York, Boston Banks Is $3,800,000*

Universal Pictures has concluded with two banks a new loan agreement establishing a four-year revolving credit of $17,000,000, the company disclosed here yesterday in a report filed with the Securities & Exchange Commission.

The agreement, made with First National Bank of Boston and Guaranty Trust Co. of New York, followed cancellation of a 1950 credit contract with those two banks and the Bank of the Manhattan Co.

The company promptly borrowed under the new pact $3,800,000, which was used to liquidate borrowings of $2,800,000 under the 1950 agreement and to add $1,000,000 to working capital for general corporate purposes. This initial loan was part of $5,000,000 which the company is entitled to borrow during the first year, ending Sept. 14, 1953, under the agreement.

The breakdown of future loans is as follows: second loan year, beginning Sept. 15, 1953, $4,500,000; third loan year, beginning Sept. 15, 1954, $4,000,000; fourth loan year, beginning Sept. 15, 1955, $3,500,000.

Of the $3,800,000 borrowed initi-

(*Continued on page* 4)

## Goldsmith to RKO As TV Consultant

Dr. Alfred N. Goldsmith, engineer and inventor in the motion picture and television field, has joined RKO Theatres as a consultant, Sol. A. Schwartz, president, announced here yesterday.



Dr. A. Goldsmith

A former vice-president and general engineer of Radio Corp. of America, Dr. Goldsmith will undertake for RKO "detailed studies of possible technical and industrial improvements and additions in motion picture and television exhibition in theatres," Schwartz said.

Dr. Goldsmith was described as having been intimately connected with the development and growth of television and was credited with having made numerous inventions in black-and-white and color TV. His past service

(*Continued on page* 4)

## *Allied Board to Act on Arbitration Draft at Regular Meeting Next Month*

**Washington, Oct. 14.—There will be no call for a special meeting of Allied States' board of directors to act on the draft of an industry arbitration plan completed by distribution attorneys last week, Abram F. Myers, Allied chairman and general counsel, states. The plan will go before the regularly scheduled meeting of the board on Nov. 15-16, Myers said.**

**Myers' statement, in full, follows.**

**"Allied cannot act on the plan until the middle of November. There has been so much delay that a special session of the Allied board is out of the question. A call for the regular fall meeting, to be held in Chicago on Nov. 15 and 16, already has been issued. I hope Allied's arbitration committee will be prepared to make suitable recommendations to the board at that time.**

**"It goes without saying that a mishmash of the Aug. 20 draft contrived by film company attorneys behind closed doors and issued under Eric Johnston's imprimatur will be carefully scrutinized by Allied's committee and the board of directors before they reach a conclusion.**

**"I hope it will be found worthy."**

## NEWS FLASHES

It was indicated here yesterday that the result of Theatre Owners of America's poll of its member units to determine whether the organization should seek defendant status in the Government's 16mm. anti-trust suit is expected to be announced on or shortly after Nov. 1. This date was made the deadline for filing ballots.

•

KNOXVILLE, Tenn., Oct. 14.--Following a protest by the local American Legion, this city and the University of Tennessee will not show any of Charlie Chaplin's films. This action follows the recent banning of Chaplin's latest film, "Limelight," by the Memphis Censor Board.

# Personal Mention

FRANK L. NEWMAN, SR., president of the Evergreen circuit in Portland, Ore., who is celebrating his 45th anniversary in the motion picture business, was honored last week by his managers with a special "Banner Week."

•

OTTO A. HARBACH, ASCAP president; GEORGE HOFFMAN, comptroller, and IRVING CAESAR of the executive committee, are in Hollywood from New York to attend the ASCAP semi-annual West Coast membership meeting today at the Beverly Wilshire Hotel.

•

M. L. SIMONS, assistant to H. M. RICHEY at M-G-M, will address the convention of the Motion Picture Exhibitors of Florida at the Roosevelt Hotel, Jacksonville, Fla., Sunday through Tuesday.

•

MADELEINE CARROLL has been presented with the 1952 Americas Award by the Americas Foundation for her work in promoting a closer understanding between the various American countries.

•

HARRY MANDEL, national director of advertising-publicity for RKO Theatres, will leave here tomorrow with MRS. MANDEL for Europe aboard the *S.S. Nieuw Amsterdam.*

•

H. M. RICHEY, M-G-M exhibitor relations head, will attend the Allied Theatres of Michigan convention at Detroit next Monday through Wednesday.

•

DOUGLAS T. YATES, Republic Pictures International vice-president, is in Winnipeg and will stop in other Canadian cities before returning here Oct. 28.

•

EDWARD LACHMAN, president of Carbons, Inc., will leave here at the weekend for Detroit.

•

D. A. DORAN, executive assistant to DON HARTMAN, Paramount production head, has returned to Hollywood from Honolulu.

•

FRANK LLOYD, producer-director, will leave here for Europe today aboard the *S.S. Liberte.*

•

CLAY HAKE, Paramount's managing director for Australia and New Zealand, has arrived in New York.

## Beresin to Promote Variety Meeting

Jack Beresin, chief barker of Variety Clubs, will visit a number of tents to stimulate interest in the coming mid-winter meeting scheduled for Nov. 21-23 in Pittsburgh, the birthplace of Variety Clubs International.

John H. Harris, chairman of the 25th anniversary banquet on Nov. 23, is one of the original founders of Tent No. 1, Pittsburgh. All of the 11 original founders will be present at the dinner.

# High Court to Hear 3 Film Cases; Rejects 3 Others

WASHINGTON, Oct. 14.—The Supreme Court yesterday agreed to hear the government's appeal from a Nashville District court decision dismissing civil contempt charges against Crescent Amusement Co.

The decision to review the Crescent case was one of six actions on industry cases taken by the Court "on the first business session of the new term. Justices Black and Clark took no part in the consideration or the decision in the Crescent case.

The Court also agreed to hear argument in two other industry cases—a lower court decision which said that motion picture advertising companies are not in restraint of trade when they enter into long-term contracts with exhibitors; and a decision declaring that the American Federation of Musicians had engaged in unlawful featherbedding against the Palace Theatre in Akron, Ohio.

Argument in the three cases will probably be heard by the court late this year or early next year. The court placed the Palace Theatre case on the summary docket, indicating it would allow only half an hour to each side for argument.

The Court refused to review three other industry cases. Two involved a complicated legal squabble over the U. S. copyrights to the film "Ecstacy." The other was a tax claim brought against the Internal Revenue Bureau by Jeanette Brecher, owner of the Plaza Theatre in New York.

The Court gave no reason for refusing to review the two cases, merely noting them in a list of orders.

### Started in May, 1950

The history of the current Crescent suit started in May, 1950, when the Department of Justice brought both civil and criminal contempt of court actions against Crescent, four allied circuits and three circuit officers. It charged that they had violated the terms of the earlier consent decree and asked the court not only to find them in contempt, but also to modify the original decree in various respects to safeguard against further violations.

The U. S. District court at Nashville dismissed the charges against all defendants and refused to modify the decree except with regard to three instances where the court had earlier given Crescent the right to build theatres at Cleveland, Alcoa and Morristown, Tenn. In these three cases the court said it would listen to the Justice Department's allegations that the companies had been deceptive in their applications to build the theatres.

The Justice Department appealed the civil contempt proceedings directly to the Supreme Court and has appealed the criminal contempt charges to the Sixth Circuit court.

Defendants with Crescent are Rockwood Amusements, Inc., Muscle Shoals Theatres, Cherokee Amusement, Inc., Lyric Amusement Co., Louis Rosenbaum, Kermit C. Stengel and R. E. Baulch.

In the case of the Motion Picture Advertising Service Co., the Fifth Circuit Court of Appeals had thrown out a Federal Trade Commission order which found the company had violated the anti-trust laws by entering into five-year exclusive screening contracts with exhibitors. The FTC then appealed to the Supreme Court. While only one firm is involved in the appeal, the practice of making long-term contracts has been a common one, and many other film advertising companies will undoubtedly be affected by the final decision.

The featherbedding case arose from an unfair labor practice charge brought by the Palace Theatre against the A. F. of M. The Palace had attempted to book a name band into the theatre and had also rejected requests from the local union that it hire local musicians to play in addition. When A. F. of M. head James C. Petrillo ordered the name band not to play the Palace, the theatre brought the charges.

The National Labor Relations Board threw out the unfair labor practice charges, saying that since the local musicians actually wanted to work it wasn't a case of featherbedding. The Sixth Circuit Court of Appeals, however, upheld the Palace charges and the NLRB took the case to the Supreme Court.

## Studios Boost Top Product: Downing

Hollywood studios are turning out more top product today than in previous years, according to Russell V. Downing, president and managing director of Radio City Music Hall, who returned here yesterday from a two-week visit to the Coast where he had a look-see at pictures in production.



Russell Downing

Encouraged by his visit, Downing commented, "I think they are all concentrating on top product, rather than just turning out another picture." He said he saw 19 pictures during his stay, visiting the studios of M-G-M, Warner, Paramount, 20th Century-Fox and Columbia.

He said that studio personnel have made strides in their thinking, compared to what he found on previous annual trips.

## Presidents Meet Again

Presidents and foreign managers of Motion Picture Association of America member companies will meet here again tomorrow to attempt to settle the sharing of Japanese import licenses for the coming fiscal half-year.

## Newsreel Parade

*PRESIDENTIAL campaign activity continues to highlight newsreels. Also featured are the Korean air strike, the U.N., a new German train, the Holy Rosary celebration and college football. Complete contents follow:*

**FOX MOVIETONE NEWS, No. 84**—Gen. Eisenhower on South Western tour. Stevenson talks about Tidelands in Louisiana. Germans show train of future. Hindu film stars visit Hollywood. 76,000 attend New York Rosary Crusade. Penn-Princeton and Ohio State-Wisconsin football games.

**NEWS OF THE DAY, No. 214**—Campaign spotlight. Korean Reds blasted. Russiaons here for U.N. meeting. M-G-M stars greet India film leaders. Ohio State-Wisconsin and Penn.Princeton football games.

**PARAMOUNT NEWS, No. 17**—A special editorial entitled "Let's All Vote" comprises the news portion. Football games include Ohio State-Wisconsin, and Penn-Princeton.

**TELENEWS DIGEST, No. 42A**—Truman tour nears end. Adlai's campaign gains speed. New Chilean president. Ducks and bugs destroy plants. New jet-booster assists cargo plane. General Naguib tours Egypt.

**UNIVERSAL NEWSREEL, No. 404**—Truman gets award. "Ike" speaks in West. Air strike over Korea. Speedy German train. Rosary celebration at the Polo Grounds. U.C.L.A.-Rice, Georgia Tech-Tulane, and Penn-Princeton football games.

**WARNER PATHE NEWS, No. 19**—Korean air strike. United Nations. New train. Stevenson. Eisenhower. Penn-Princeton, Ohio State-Wisconsin football games. Remember to vote.

## 'Mirror' Starts A Theatre Directory

Starting today, the New York *Daily Mirror* will feature a classified motion picture theatre directory similar to the one which has been appearing in the New York *Post* since last April, the Independent Theatre Owners Association of New York disclosed yesterday.

The directory was established following a series of conferences between representatives of the ITOA's business promotions committee and officials of the *Mirror's* advertising department.

The directory will enable local theatres to advertise their attractions on a daily basis at special rates. At the outset, more than 40 theatres are expected to participate. The format will give each theatre two lines across two columns daily under a banner heading titled, "Neighborhood Movies." The *Post's* directory now has 90 theatre listings in its directory, or double the number that subscribed at the beginning.

The ITOA said discussions are underway with other local dailies with a view to securing the adoption of similar directories.

## To Aid UJA Benefit

George Jessel and Ed Sullivan have accepted invitations to act as masters-of-ceremonies for the forthcoming 19th annual "Night of Stars," United Jewish Appeal benefit show, which will be held at Madison Square Garden on Monday evening, Nov. 24.

MOTION PICTURE DAILY. Martin Quigley. Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

### *Says Cinerama Is Bigger Than Sound*

**Hollywood, Oct. 14.—Cinerama's beneficial effect on film theatres' future will exceed that of the transition from silent pictures to sound, chairman Roy Brewer told the AFL Film Council at its regular meeting today in reporting on his inspection of Cinerama during his New York visit.**

**Brewer, who is also the international representative of IATSE, revealed, in explaining Cinerama workings to the Council, that the operation requires the employment of 17 projectionists.**

## May Hold Italian Film Fete in '53

The possibility of holding another Italian film festival, again in New York, next year, was held out here yesterday by the Italian Film Export organization.

The IFE, commenting on the recently concluded "Salute to Italian Films Week," said that its success motivated the hope to hold another festival in New York and elsewhere next year. As previously reported, the IFE said it is planning to set up a distribution organization for Italian films in the U.S.

## *Newman Is Goldwyn's New Studio Head*

HOLLYWOOD, Oct. 14. — Robert V. Newman has been appointed vice-president of Samuel Goldwyn Productions and studio manager. Newman joined the Goldwyn company in 1951. He succeeds Marvin A. Ezzell, who resigned.

Ezzell, who had been with Goldwyn Productions since 1926, said that he will take a long vacation before announcing his future plans.

## *ITOA to Honor RKO Radio Heads*

The New York Independent Theatre Owners Association has set aside the agenda of its regular luncheon meeting at the Hotel Astor tomorrow and instead will honor a group of RKO Radio Pictures' newly-appointed executives at the luncheon, it was announced by Harry Brandt, ITOA President.

Among those invited were Charles Boasberg, general sales manager, and Walter Branson, assistant general sales manager.

## *Columbia Promotes Herbert L. Smith*

Herbert L. Smith, former assistant director of purchases for Columbia Pictures, has been promoted to the post of director of purchases. Smith replaces Max Seligman, former director, who will remain with the purchasing department in an advisory, executive capacity.

The appointment of Fred Izze to the post of assistant director of purchases was also announced.

# *Says U. S. Firms Can Take $20,000,000 Out of U. K.*

LONDON, Oct. 14.—American film companies operating here will be allowed to convert approximately $20,000,000 of their earnings here during the year ending Sept. 30, 1953, Henry Strauss, Parliamentary secretary of the Board of Trade, told questioners in Commons today.

The amount is slightly more than half the anticipated total earnings of the American companies here for the year, and represents something less than two per cent of the dollar expenditure of imports from the United States.

The Parliamentary questioning of Strauss was addressed to the recently concluded Anglo-American film agreement.

Earlier, the Board of Trade had called a press conference to clarify misunderstandings which arose here over the terms and intentions of the revised agreement.

The Board's spokesman emphasized that the £2,100,000 ($5,900,000) which the American companies agreed to treat as non-convertible related only to additional film rentals arising from seat price increases in the recent revision of the Eady Plan. It does not imply, he said, that at the end of the agreement next September there will be a balance of unremittable earnings.

The British government's sole concern, the spokesman added, was to ensure that the utilization of American earnings here did not create an undue drain on Britain's dollars. Whitehall wants the dollars set to work in this country, either by spending or investment. There is nothing in the agreement to prevent one American company transferring unremittable sterling to another.

## *Zukor Honored by N.Y. State Masons*

Adolph Zukor, chairman of the board of Paramount Pictures, was honored by members of the Centennial Lodge No. 763, Free and Accepted Masons of New York State, at a special meeting held yesterday at the Pythian Headquarters here. Zukor was presented the Grand Lodge 50-year service award medal by Raymond C. Ellis, deputy grand master of the Masons of New York.

Dr. Robert M. Cushing, worshipful master of the Lodge, presided. Will H. Hays, former president of the Motion Picture Association of America's predecessor organization, served as master of ceremonies. Louis Nizer, industry attorney also spoke. The meeting was attended by Blossom Seeley and Benny Fields.

## *Smith, A Malco Manager, Killed*

HOT SPRINGS, Ark., Oct. 14.—W. Clyde Smith, 49, manager of a circuit of theatres here was killed early today when his car crashed into a bridge on Highway 88. Smith had been manager of Malco Theatres here for 15 years.

State Trooper Jack McKinley said Smith was driving toward Hot Springs when he failed to negotiate a curve, crashed into a bridge abutment and plunged into a creek. He died shortly after being admitted to the Army-Navy Hospital.

## Stars Start Nov. 9 On Carolina Tours

CHARLOTTE, Oct. 14.—The annual "Movietime U.S.A." tour in the Carolinas will get under way here Nov. 9 with the opening of the 40th annual convention of the Theatre Owners Association of North and South Carolina.

Lou Smith, executive director of "Movietime," came here last week to confer with Mrs. Walter Griffith, executive secretary of the theatre owners. He said that from six to eight Hollywood personalities will arrive on Nov. 9, and the group will split into two units, one going to North Carolina towns and one to South Carolina.

Smith said stars, writers and others engaged in motion picture production will be asked to go on the tour but that the names will not be divulged until about ten days before the convention.

## *'Four Poster' Stars At Cocktail Party*

Lilli Palmer and Rex Harrison, stars of "The Four Poster," Columbia Pictures-Stanley Kramer production, observed their 10th wedding anniversary last night at a cocktail party at the Hotel Pierre, attended by more than 300 representatives from the newspaper, magazine, television and radio fields attended.

Among those invited were Sid Caesar, Arthur Godfrey, Milton Berle, Skitch Henderson, Faye Emerson, Jinx Falkenberg, Tex McCrary, Robert Montgomery, John Mason Brown and Columbia Pictures' Jack Cohn, Joseph McConville, Abe Montague, Rube Jackter, Paul Lazarus, Jr., Howard LaSieur, Lawrence Lipskin, Hortense Schorr, Al Rylander, Abe Schneider and Leo Jaffe.

## *Coast Services Today For Jack Conway*

HOLLYWOOD, Oct. 14. — Funeral services will be held tomorrow at the Church of the Recessional, Forest Lawn, for Jack Conway, veteran M-G-M director who died on Saturday. Said to be the star of the first picture made in Hollywod—a two-reeler called "Her Indian Hero"—Conway appeared in many early films until 1913, when he directed his first film, "The Old Armchair." Conway's last picture before becoming ill in 1948 was "Julia Misbehaves."

Surviving are his widow, the former Virginia Bushman, daughter of silent star Francis X. Bushman, two sons and a daughter.

## *Harry Yette Dies*

BUFFALO, Oct. 14.—Harry P. Yette, 48, with the Schine circuit for 25 years and manager, for 21 years, of the Riverside Theatre here, died Sunday after suffering a stroke while returning to his home from the theatre. He is survived by the widow, Eva, two daughters, a brother and four sisters.

# *National Pre-Selling*

*PHOTOPLAY* for November has a full-page, four-color, three-dimensional, pin-up portrait of Marilyn Monroe, which carries the headlines "I Want Women to Like Me," and is guaranteed to do no such thing. The same issue has a similar color page and stories on Susan Hayward and Jane Powell, and a double color page on Rock Hudson and Pier Angeli. *Photoplay* applauds "Assignment Paris" in this thriving fan magazine, and M-G-M, Warner, 20th Century-Fox, Universal, RKO Radio and Paramount carry pages of advertising. . . . Trans-World Airlines carried on a postcard campaign on "Assignment Paris" for the benefit of the Orpheum in Minneapolis. The airline provided and mailed the cards from Paris to the theatre's mailing list. . . . What may well be the longest greeting on record is being tape-recorded in the lobby of the Capitol Theatre on Broadway, to be sent to Bing Crosby with the compliments of his patrons who are enjoying "Just for You" and want to "say a few words to Bing." It can be done elsewhere, with the tape used on local stations as a 15-minute broadcast, and the voices identified.

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**Heads of museum and gallery staffs, nationally famous artists and art directors, America's top illustrators and both art and motion picture critics of the country's newspaper, magazine and trade press witnessed the combined showing of five of 20th Century's new art-film series in New York last week. . . . Integration of program material centering around the life and works of O. Henry on four major television quiz and panel shows will chalk up publicity for the O. Henry omnibus production. . . . The intensive use of TV is also planned to promote RKO Radio's "The Lusty Men" in New England, beginning yesterday, where the picture opened at the Empire Theatre, New Bedford. Today it will open at the Metropolitan in Boston, and immediately following, in 14 other New England towns with bookings set to obtain full benefit of the TV broadcasts from key situations. . . . The Chicago *Herald-American* is running a full-week serialization and picture layout on Warner's "Miracle of Our Lady of Fatima."**

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*M-G-M will hold the world premiere of "Plymouth Adventure" at the Old Colony Theatre, Plymouth, Mass., on Nov. 24, and theatre managers may be thankful for the exploitation and promotion benefits for the picture which are already underway. Newspaper and trade press representatives will attend the opening. At the recent convention of Westinghouse and New Home sewing machine dealers, a $50,000 nationwide contest was set, on how to dress the "Modern Priscilla." . . . Darryl Zanuck is the guest reviewer for* Coronet *magazine's October issue, and he picks "The Merry Widow" and "Son of Paleface" with a mere mention of "Snows of You-Know-Where." The magazine boasts a new all-time high in circulation—2,762,830 copies, with the customary five readers for each copy.*

WALTER BROOKS

# N. Y. Grosses

(Continued from page 1)

either topped or equalled first week grosses.

At the Roxy, which also features a stage show, a robust $82,000 is indicated for the third and final week of "Somebody Loves Me," which was ushered in with an initial seven-day gross of $77,000. Opening today at the Roxy is "The Thief."

A fine $145,000 seen for the third inning of "Because You're Mine" at Radio City Music Hall, which features a stage show, about equals the picture's take for its first week.

**'Paleface' Solid**

"Son of Paleface" at the Paramount is expected to hit a solid $70,000 for its second week. The current Paramount stage headliner is Louis Prima and his band.

Holding up strong at the Rivoli is "Snows of Kilimanjaro," with $53,000 estimated for the fourth week. Also doing well is "The Merry Widow" at Loew's State, where $27,000 is forecast for the third round.

Among the new films, "The World in His Arms" bowed to a good $30,000 at the Mayfair for its first seven days. At the Capitol, a fairly nice $43,000 was registered for the initial week of "Just for You."

The fourth week of "One Minute to Zero" at the Criterion is expected to hit a satisfactory $15,000, while the second week of "Lure of the Wilderness" at the Globe is due to gross a moderate $9,500. "The Miracle of Our Lady of Fatima" at the Astor is forecast to do a nice $13,000 for its eighth week. A fairly good $10,500 is seen for the 11th inning of "Affair in Trinidad" at the Victoria.

Among off-Broadway houses, a healthy $9,700 was racked up by "The Magic Box" in its third week at the Normandie. "The Four Poster" will premiere today at the Sutton, replacing "The Man in the White Suit," which ended its long engagement with $4,700 for its 28th week.

"The Amazing Monsieur Fabre" continues strong at the Park Avenue, with $4,600 indicated for its fifth stanza. The second week of "Savage Triangle" is expected to do a nice $7,000 at the Paris. The ninth week of "Stranger in Between" at the Fine Arts is due to rack up a good $4,000. "The Promoter" will premiere at the Fine Arts Oct. 28.

**$70,000 for 'Ivanhoe'**

CHICAGO, Oct. 14.—The Oriental Theatre did better, Friday and Sunday with "Ivanhoe" than with the corresponding days of the first week with "Quo Vadis." Saturday was almost as good as the first Saturday of "Quo Vadis." The management predicts that the first week will go over $70,000, a terrific figure for the House.

**$19,500 for 'Snows'**

CLEVELAND, Oct. 14.—Darryl F. Zanuck's "The Snows of Killimanjaro" is running more than $4,000 ahead of "David and Bathsheba" with a gross, for its first six days, of $19,500 at the Hippodrome Theatre.

## Goldsmith to RKO

(Continued from page 1)

includes employment as a consultant to General Electric, Marconi Wireless and Telegraph Co., National Broadcasting, and other corporations.

# Reviews

## "The Prisoner Of Zenda"

*(Metro-Goldwyn-Mayer)*

STUART GRANGER and James Mason are the dashing principals who register strongly in this lush adventure story in resplendant color by Technicolor, based on the captivating Anthony Hope novel that served as highly popular screen fare in prior silent and talkie versions. It is an especially appealing story that has been enhanced in this impressive Pandro S. Berman production by colorful settings and costumes, and some modernization in plot. Richard Thorpe's fine direction has kept the action moving at an absorbing pace. This should be one of the better box-office films of the year.

The adaptation by Wells Root, from the novel and the Edward Rose dramatization, establishes Granger as a vacationing Englishman arriving in the country of which his cousin, a physical double, overly fond of wine and whiskey, is soon to be crowned king. Granger performs both roles with proper character differentiation which is especially notable when the cousins drink together the night before the coronation. The real king outdrinks everyone, and his wine is drugged by order of his throne-seeking brother, Robert Douglas. The king's adviser, Louis Calhern, has the Englishman impersonate the King at the coronation, and Douglas' coup d'etat, engineered by the superbly villainous James Mason, is foiled.

When Mason finds the real king and imprisons him, Granger is forced to continue the impersonation, but his newly-found love for the intended queen, Deborah Kerr, causes him to attempt finding the king. A Mason ambush does not succeed as Granger is aided by Jane Greer, jealous girl friend of Douglas, who fears the latter's throne ascendance and marriage to Miss Kerr.

It is Miss Greer who later arranges to have Granger swim the moat to the castle in which the king is imprisoned and let down the drawbridge for Calhern and his soldiers to take over. Douglas is stabbed in a battle with Mason over Miss Greer's affections and after a tremendous sword battle with Granger, in which hardly any cinema trick is omitted, Mason escapes by diving into the moat. With the proper king restored to the throne and newly cognizant of his duties, the Englishman regretfully leaves Miss Kerr and rides away.

John L. Balderston and Noel Langley wrote the screen play. Capable support is given by Lewis Stone, Robert Coote, Peter Brocco and Francis Pierlot. Alfred Newman composed the appropriate musical score.

Running time, 101 minutes. General audience classification. Release date, Nov. 14.

## "Battle Zone"

*(Allied Artists)* *Hollywood, Oct. 14*

WALTER WANGER'S best production for AA to date is a fine representation of the Korean War that is authentic, compelling and bears rare conviction. John Hodiak, Stephen McNally and Linda Christian perform well under the excellent direction of Lesley Selander. An unusually credible screenplay by Steve Fisher has avoided mock heroics and romantic banalities and makes for an impressive story. This appears to be a money-maker for all situations.

Filmed with Marine Corps cooperation, Hodiak and McNally appear as Marine "non-coms" in the combat photography division. They continue their World War II rivalry in the Korean War, competing for the love of Miss Christian, a Red Cross nurse, who switches her affections from Hodiak to McNally. Meanwhile, the Marines move from training at Camp Pendleton to the Inchon landing, up to the reservoir area. For the finale, a large offensive, made possible by intelligence work by Hodiak, McNally and others in the combat photographic division, gets underway.

There is plenty of action in this neatly balanced producton which has effectively emphasized a genuine and plausible story. William A. Calihan, Jr., earned a solid credit as associate producer.

Included in the cast are Dave Willock, Martin Milner, Jack Larson, Richard Emory, Philip Ahn, John Fontaine, Carleton Young, Todd Karnes and Gil Stratton, Jr.

Running time, 82 minutes. General audience classification. Release date, Sept. 28.

## Albany TOA Lists Oct. 22 Agenda

ALBANY, N. Y., Oct. 14.—The national Theatre Owners of America's position in the Department of Justice 16mm. suit, the Council of Motion Picture Organizations, campaign to eliminate the 20 per cent Federal admission tax, arbitration and state legislation will be on the agenda of the Albany TOA meeting on Oct. 22, it was announced here today by president Harry LaMont and executive director Lewis A. Sumberg.

## 'Coronet' Features 'Hans'

The November issue of *Coronet* magazine, which reaches newsstands Oct. 27, will carry a 15-page feature on Samuel Goldwyn's "Hans Christian Andersen."

## Reade's Park Avenue Is Leased to Bank

The Park Avenue Theatre, here has been leased on a short-term basis to an undisclosed local banking institution, it was announced by Walter Reade Theatres.

The lease is for a period of two years commencing Nov. 1, and provides for the conversion of the theatre into banking quarters and office space for the lessee until a new building is erected for the bank. There will be no structural alterations to the theatre, it being contemplated that at the completion of the lease the premises will again be utilized for theatrical purposes. Walter Reade, Jr., president of Reade Theatres, Inc., declared that terms of the lease include an annual rental for the theatre "in excess of $100,000."

## New 'U' Credit

(Continued from page 1)

ally, $1,300,000 went to the company's wholly-owned subsidiary, United World Films. Repayment on the UW notes will be in the amount of $175,000 in March and Sept., 1953; $175,000 in March and Sept., 1954; $150,000 in March and Sept., 1955, and $150,000 in the same two months of 1956. The UW notes bear interest at the rate of 3½ per cent per annum.

Repayment interest under the general revolving credit was agreed upon as follows: "payment on the last day of each calendar month beginning last month an amount calculated at the rate of 1/24 of one per cent per month of the difference between the average daily amount of advances under the revolving credit outstanding during such calendar month and the average daily maximum amount of advances under the revolving credit that could properly have been outstanding during such month."

**By-laws Amended**

The company also notified the SEC tat by-laws were amended to establish the date for annual meetings of stockholders as the second Wednesday in March instead of the second Tuesday in July as previously stipulated. Other by-law amendments establish the office of board chairman, and assign to the executive vice-president powers and duties vested also in the company president.

## RKO Foreign Post

(Continued from page 1)

worldwide distribution for RKO Radio, will assume many of Reisman's functions when he takes over his new duties around Nov. 15. The appointment to be made, it is believed more likely, will be that of a foreign sales head who will operate under Picker's direction.

Meanwhile on the Coast, the resignation of C. J. Tevlin, studio head under Howard Hughes, topped a number of changes there. Also resigning were J. Kneeland Nunan and Joseph Rivkin, assistants to Tevlin, and several members of the studio publicity and other departments.

## Columbia Net

(Continued from page 1)

number outstanding on June 30, 1951, was 654,311.

Operating profit for the year was $1,563,000, against the previous year's $2,668,000, and estimated provision for Federal taxes in the respective years was $760,000 and $1,170,000.

## Merrill Sworn As FCC Commissioner

WASHINGTON, Oct. 14.—Eugene H. Merrill was sworn in today as an FCC commissioner, replacing by appointment of President Truman, Robert F. Jones, who resigned last month.

Merrill is a native of Utah and has been with the Defense Production Administration and the National Production Authority for the past two years. Prior to that he was chief of communications in the American zone of occupation in Germany. Merrill has a wide background in Public Utilities and for some time was a consulting engineer to the Utah Public Service Commission.

### *Weather a Boon to Oregon Drive-Ins*

**Portland, Ore., Oct. 14. — Drive-in theatres in this area have had a dividend in the form of fine weather this fall that is keeping attendance at midsummer peaks. There has been no general rainfall for 57 days.**

**Despite the good weather for the outdoors theatres, "Ivanhoe" drew capacity business at $1.25 top for its first week at Hamrick's Liberty here.**

## New Five-year Pact For Muhl at U-I

HOLLYWOOD, Oct. 14.—A new five-year employment contract has been signed by Edward Muhl as general manager of operations at the Universal-International studio.

The pact, which will become effective next Jan. 1, is a replacement for an existing agreement signed Oct. 16, 1951.

Beginning Jan. 1, Muhl's salary will be $1,200 per week. Under the agreement, it will increase to $1,300 for the second year, and to $1,400 for the third year. At the beginning of the fourth year his salary will rise to $1,500 per week and continue at that figure for the duration of the contract.

## Para. Mideast Group Leading Sales Drive

Paramount's Mideastern division, headed by Howard Minsky, occupies the number one position in the company's "Greater Confidence Parade of 1952" sales drive, according to a tabulation of the first month's figures.

Detroit, under branch manager Mike Simon, leads all other exchange cities, but is closely followed by quota-topping Kansas City, Washington, Omaha, Denver, Des Moines and Milwaukee.

Winners of the drive, which will continue for 13 weeks, through Nov. 29th, will share $40,000 in prize money. An additional $5,000 will be split among members of non-winning branches who display outstanding individual effort.

Among the top productions included in the drive period are: "Just for You," "Caribbean," "The Turning Point," "The Savage," "Somebody Loves Me" and "Hurricane Smith."

### *Owen Opens Para. Meeting in Atlanta*

ATLANTA, Oct. 14.—Hugh Owen, Paramount's Eastern - Southern division manager, is here from New York to conduct a week-long series of meetings with branch, sales and booking managers of the company's Atlanta, New Orleans, Jacksonville and Charlotte exchanges. He is accompanied to the meeting by his assistant, Al Fitter.

The meetings will be a follow-up to Paramount's recent division sales managers conclave in Chicago.

## Univ. Stockholder Sues on Decca Deal

Universal Pictures, Decca Records, General Cinema Finance Corp., Realart Pictures and certain "U" employes have been named defendants in an action filed in New York Supreme Court by "U" minority stockholder Bertha T. Aine, charging that common stock and warrants of Universal were sold to Decca at prices greater than their market value and that Milton R. Rackmil, "U" and Decca president, and Nate J. Blumberg, "U" board chairman, were given employment contracts at excessive salaries and carrying other allegedly unreasonable benefits.

It was also alleged that other officers and employes of Universal were given employment contracts at excessive salaries, and that some of the defendants conceived of a plan and scheme whereby Universal would acquire the assets and assume the liabilities of Decca in exchange for Universal stock at a ratio advantageous to the Decca stockholders.

Neither Decca nor Rackmil is named as a defendant to a second cause of action, which alleges a plan and scheme involving a license for the reissuance of certain of Universal's pictures for an allegedly inadequate consideration.

Relief sought by the plaintiff is for an accounting of profits and damages; for a judgment declaring certain contracts to be unfair and inequitable, and for an injunction.

## Stage for Theatre TV Hearing Set

WASHINGTON, Oct. 14.—James Fly, attorney for the Motion Picture Association of America, and Marcus Cohn, attorney for the National Exhibitors Theatre Television Committee, will make the opening statements at the engineering and accounting phase of the Federal Communications Commission's theatre television hearing scheduled to open here next Monday.

Fly and Cohn told this to the FCC today at a pre-hearing conference at which some 40 or 50 attorneys were present. Original estimate of this phase of the hearing was that it would last one week. But the attorneys today agreed that it would take two.

Part of the reason for the extended estimate is that the hearing won't meet on Thursdays, when the Commission transacts FCC business. Another reason is that although cross-questioning won't take place until the hearing re-opens Jan. 12, clarifying questions may be asked during this phase. All questions must be submitted in writing, the attorneys agreed, to Benedict Cottone, FCC general counsel. Cottone will represent the Commission at the hearing, along with four or five other FCC attorneys.

### *Mexican Import Duty On Film Increased*

MEXICO CITY, Oct. 14.—American pictures are affected in particular by increased import duties that have just been enforced by the Mexican government. Hollywood provides most foreign pictures played in this country.

The duties now are $4.62, plus 10 per cent per kilogram (2¼ lbs.) instead of $2.89 per kilogram.

## Calls Snaper Sales Charges Political

MILWAUKEE, Oct. 14.—Commenting today on recent statements by Wilbur Snaper, national Allied president, impugning film salesmen's methods in dealing with exhibitors, David Beznor, general counsel for the Colosseum of Motion Picture Salesman of America, said:

"What a melancholy commentary upon Mr. Snaper's sense of decency and fair play that he should stoop to hurling invectives upon the hard working salesmen who have done more than any other group to cement relationships between exhibitor and distributor and whose very livelihood depends upon their success in this undertaking.

"It is a hoary political maneuver to lash out and malign another's reputation to cover up personal shortcomings.

"When the duties of a man's position are so onerous as to overwhelm him with their complexities, he has indicated his inadequacy to hold a position with the responsibilities that the president of Allied is called upon to perform.

"Apparently, Mr. Snaper has cracked under the burden of operating an organization in an orderly fashion. Surely, the embarrassment to which he has subjected Allied members is such as to place Wilbur Snaper in an untenable position.

"His gratuitous outburst was completely incompatible with the sane, responsible viewpoint of the great majority of the Allied membership.

"For his difficulty in keeping pace with his manifold responsibilities, he has our deepest sympathy. For his unwarranted vituperation, Wilbur Snaper has our unmitigated contempt."

## Wurtzel Films Go Into TV Release

Sol M. Wurtzel, veteran Hollywood producer, has leased his entire group of productions to Major Attractions, Inc. for a number of years and simultaneously approved distribution through United Television Corp. The deal, as disclosed here in a joint statement by Wurtzel, who is here from the Coast, and Arche Mayer, United President, not only includes existing pictures, but provides for new productions as well.

In the first group, produced in Hollywood as recently as 1949, the release schedule will include: "Dangerous Years," "Strange Journey," "Rendezvous 24," "Roses Are Red," "Crimson Key," "Deadline for Murder," "Back Lash," "Dangerous Millions," "Trouble Preferred," "Night Wind," "Fighting Back," "Arthur Takes Over," "Half-past Midnight," "Invisible Wall" and "Second Chance."

## Reelect Snaper

(*Continued from page* 1)

sists of Irving Dollinger, Ralph Wilkins, Maurice Spewak, Howard Herman, Harwan, John Fioranavanzi, Herb Lukin, Jacob Unger, David Snaper and Henry Brown. Board ex-officio members are Gold, Lee Newberry, Harry N. Lowenstein, Sidney Samuelson and Edward Lachman.

Following the meeting the unit's members and their wives met at the Latin Quarter here for dinner.

### *Relief Fund Offers New Christmas Card*

**A Christmas card for the exclusive use of persons in the industry has been added to the list of cards put on sale this year by the Motion Picture Relief Fund in Hollywood.**

**The card, entitled "Christmas at the Bijou," is being offered for sale exclusively to exhibitors and personnel of the distributing companies. Printed in full color, it shows a typical American theatre, elaborately decorated for Christmas.**

## Miss. Exhibitors Map Tax Battle

JACKSON, Miss., Oct. 14.—Meetings between Mississippi exhibitors and Congressmen will be held shortly under a plan to help repeal the 20 per cent Federal admission tax. The plan was adopted recently by the board of directors of the Mississippi Theatre Owners.

The board agreed that Congressmen and Senators would be pressed for an answer to two questions:

(1.) If a bill to eliminate the tax is introduced and brought to the floor, will he vote for it and work for its passage?

(2.) Will he use his influence to have the bill reported favorably to the Ways and Means Committee and to the floor?

The board meeting, attended by Duke Clark of the Council of Motion Picture Organizations, also decided to use the argument of "sound business" in its anti-tax battle, emphasizing the need of small exhibitors to be saved from ruinous taxation.

### *Reserves Decision On 'O.Henry' Suit*

New York Supreme Court Justice Morris Elder yesterday reserved decision on the Fine Arts Theatre suit brought against 20th Century-Fox and the Trans-Lux Lexington Corp., seeking injunctive relief which would bar "O. Henry's Full House" from opening at the Trans-Lux 52nd Street tomorrow. A decision is expected today.

The defense claimed that the owner of the Fine Arts had repudiated the contract for the picture. In addition, the defense asked that the case be brought to trial, declaring that the suit should not be decided by affidavits. Fine Arts counsel claimed that even if there was an oral release from the contract, as a matter of law, such a release was *in operatum.*

### *20th-Fox to Meet On 'My Pal Gus'*

A series of conferences to be held during the next week at the 20th Century-Fox home office will aid in the decision to give the company's forthcoming release, "My Pal Gus," unusual distribution handling, it was announced by Al Lichtman, director of distribution.

The film is set to get a top advertising, publicity and exploitation promotion for its debut nationally in December.

# "I think it means Standing Room Only— COMPANION-Approved Movie!"




Currently advertised
in the COMPANION

**Because of You....Universal-International**
**The Prisoner of Zenda.....MGM**
**The Merry Widow.....MGM**
**Plymouth Adventure.....MGM**
**Because You're Mine.....MGM**

"COMPANION-APPROVED" is a *sure* sign of good entertainment to over 4,250,000 women. That's why Hollywood has invested more money in the COMPANION during the past six years than in any other monthly magazine.*

**Except of course the fan magazines.*

Woman's Home COMPANION
***Current Circulation over 4,250,000***

FIRST IN FILM NEWS

# MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 74 NEW YORK, U. S. A., WEDNESDAY, OCTOBER 15, 1952 TEN CENTS

## RKO Foreign Changes Due; Talks Opened

### *Tevlin's Resignation Tops Moves at Studio*

Negotiations are underway between the new management group at RKO Radio Pictures preparatory to naming a new foreign sales manager.

Among those to whom overtures have been made is Alfred Crown, vice-president in charge of foreign distribution for Samuel Goldwyn Productions, Inc.

Officially, the post is still occupied by Phil Reisman, who returned to his desk at the home office yesterday upon his arrival from Europe. Reisman declined comment on his reported resignation, indicating that his status remained unclarified as of yesterday. Indications are a company announcement will be made today.

If it is, chances are that a new appointment to the foreign sales post will not be exactly that of a successor to Reisman, since Arnold Picker, new executive vice-president in charge of

(*Continued on page* 4)

## Report Columbia Net of $803,000

Columbia Pictures' net profit for the fiscal year ended June 30 was $803,000 compared to $1,498,000 for the previous year, Harry Cohn, president, reported yesterday.

Earnings per share of common stock this past year were 80 cents as against $1.81 in the prior year. Comparative earnings per share of common after preferred stock dividends are calculated on the increased amount of common which was outstanding on June 30, 1952. The number of shares outstanding on that date was 670,669, the

(*Continued on page* 4)

## Holiday, Product Up 1st-run Grosses

The combination of the Columbus Day holiday weekend and strong product in many first-run Broadway situations served to boost grosses to healthy proportions.

Outstanding were the holdovers "Because You're Mine," at Radio City Music Hall, and "Somebody Loves Me" at the Roxy, as both pictures

(*Continued on page* 4)

## *Exhibitor Ends Ticket Tax By Accepting 'Gifts'*

PORTLAND, ORE., Oct. 14.—Loren A. Gillespie, exhibitor at Okanogan, Wash., is so irritated by the Federal admission tax he decided to take matters into his own hands and do away with it now, instead of waiting for a successful outcome of COMPO's tax repeal campaign.

Gillespie stopped charging admission and asked patrons instead to donate any amount they like as they enter the theatre. He says he has the advice of an Internal Revenue deputy that he need pay no national tax as long as the contributions are not in specified sums.

Gillespie says the plan is working fine. Average donations are about one-third less than the previous established price with tax included. But, says Gillespie, refreshment sales have boomed. Patrons are diverting more to the concessions stand than they deduct from the old admission charge.

## Reelect Snaper to Head N. J. Allied

Wilburn Snaper, national Allied president, yesterday was reelected president of New Jersey Allied at a meeting of the unit at the Hotel Astor here.

Reelected also were Louis Gold and John Harwan, vice-presidents, and A. Louis Martin, treasurer. William Basil was elected secretary, succeeding Haskell Block.

The new board of directors con-

(*Continued on page* 5)

# NEW UNIV. CREDIT OF $17,000,000

### *Initial Borrowing Under an Agreement With New York, Boston Banks Is $3,800,000*

Universal Pictures has concluded with two banks a new loan agreement establishing a four-year revolving credit of $17,000,000, the company disclosed here yesterday in a report filed with the Securities & Exchange Commission.

The agreement, made with First National Bank of Boston and Guaranty Trust Co. of New York, followed cancellation of a 1950 credit contract with those two banks and the Bank of the Manhattan Co.

The company promptly borrowed under the new pact $3,800,000, which was used to liquidate borrowings of $2,800,000 under the 1950 agreement and to add $1,000,000 to working capital for general corporate purposes. This initial loan was part of $5,000,000 which the company is entitled to borrow during the first year, ending Sept. 14, 1953, under the agreement.

The breakdown of future loans is as follows: second loan year, beginning Sept. 15, 1953, $4,500,000; third loan year, beginning Sept. 15, 1954, $4,000,000; fourth loan year, beginning Sept. 15, 1955, $3,500,000.

Of the $3,800,000 borrowed initi-

(*Continued on page* 4)

## Goldsmith to RKO As TV Consultant

Dr. Alfred N. Goldsmith, engineer and inventor in the motion picture and television field, has joined RKO Theatres as a consultant, Sol. A. Schwartz, president, announced here yesterday.



Dr. A. Goldsmith

A former vice-president and general engineer of Radio Corp. of America, Dr. Goldsmith will undertake for RKO "detailed studies of possible technical and industrial improvements and additions in motion picture and television exhibition in theatres," Schwartz said.

Dr. Goldsmith was described as having been intimately connected with the development and growth of television and was credited with having made numerous inventions in black-and-white and color TV. His past service

(*Continued on page* 4)

## TOA 16mm. Poll Result Due Nov. 1

The result of the Theatre Owners of America's poll of its member units to determine whether the organization should seek defendant status in the government's 16mm. anti-trust suit is expected to be announced on or shortly after Nov. 1, it was indicated here yesterday. Nov. 1 is the deadline for filing replies.

TOA was labeled a co-conspirator in the government's complaint, but not a defendant. Named defendants were major film companies, the charge being refusal to release product in 16mm. to TV and other outlets.

## Knoxville Bans All Of Chaplin's Films

KNOXVILLE, Tenn., Oct. 14.—Charlie Chaplin's films will not be shown in any Knoxville theatre or at the University of Tennessee, following a protest by the local American Legion, which also expressed objection to the showing of Russian-made films. C. E. Brehm, U. of T. president, pledged to recognize the protest.

## *Allied Board to Act on Arbitration Draft at Regular Meeting Next Month*

**Washington, Oct. 14.—There will be no call for a special meeting of Allied States' board of directors to act on the draft of an industry arbitration plan completed by distribution attorneys last week, Abram F. Myers, Allied chairman and general counsel, states. The plan will go before the regularly scheduled meeting of the board on Nov. 15-16, Myers said.**

**Myers' statement, in full, follows.**

**"Allied cannot act on the plan until the middle of November. There has been so much delay that a special session of the Allied board is out of the question. A call for the regular fall meeting, to be held in Chicago on Nov. 15 and 16, already has been issued. I hope Allied's arbitration committee will be prepared to make suitable recommendations to the board at that time.**

**"It goes without saying that a mishmash of the Aug. 20 draft contrived by film company attorneys behind closed doors and issued under Eric Johnston's imprimatur will be carefully scrutinized by Allied's committee and the board of directors before they reach a conclusion.**

**"I hope it will be found worthy."**

# Personal Mention

FRANK L. NEWMAN, SR., president of the Evergreen circuit in Portland, Ore., who is celebrating his 45th anniversary in the motion picture business, was honored last week by his managers with a special "Banner Week."

•

OTTO A. HARBACH, ASCAP president; GEORGE HOFFMAN, comptroller, and IRVING CAESAR of the executive committee, are in Hollywood from New York to attend the ASCAP semi-annual West Coast membership meeting today at the Beverly Wilshire Hotel.

•

M. L. SIMONS, assistant to H. M. RICHEY at M-G-M, will address the convention of the Motion Picture Exhibitors of Florida at the Roosevelt Hotel, Jacksonville, Fla., Sunday through Tuesday.

•

MADELEINE CARROLL has been presented with the 1952 Americas Award by the Americas Foundation for her work in promoting a closer understanding between the various American countries.

•

HARRY MANDEL, national director of advertising-publicity for RKO Theatres, will leave here tomorrow with MRS. MANDEL for Europe aboard the *S.S. Nieuw Amsterdam.*

•

H. M. RICHEY, M-G-M exhibitor relations head, will attend the Allied Theatres of Michigan convention at Detroit next Monday through Wednesday.

•

DOUGLAS T. YATES, Republic Pictures International vice-president, is in Winnipeg and will stop in other Canadian cities before returning here Oct. 28.

•

EDWARD LACHMAN, president of Carbons, Inc., will leave here at the weekend for Detroit.

•

D. A. DORAN, executive assistant to DON HARTMAN, Paramount production head, has returned to Hollywood from Honolulu.

•

FRANK LLOYD, producer-director, will leave here for Europe today aboard the *S.S. Liberte.*

•

CLAY HAKE, Paramount's managing director for Australia and New Zealand, has arrived in New York.

## Beresin to Promote Variety Meeting

Jack Beresin, chief barker of Variety Clubs, will visit a number of tents to stimulate interest in the coming midwinter meeting scheduled for Nov. 21-23 in Pittsburgh, the birthplace of Variety Clubs International.

John H. Harris, chairman of the 25th anniversary banquet on Nov. 23, is one of the original founders of Tent No. 1, Pittsburgh. All of the 11 original founders will be present at the dinner.

# High Court to Hear 3 Film Cases; Rejects 3 Others

WASHINGTON, Oct. 14.—The Supreme Court yesterday agreed to hear the government's appeal from a Nashville District court decision dismissing civil contempt charges against Crescent Amusement Co.

The decision to review the Crescent case was one of six actions on industry cases taken by the Court "on the first business session of the new term. Justices Black and Clark took no part in the consideration or the decision in the Crescent case.

The Court also agreed to hear argument in two other industry cases—a lower court decision which said that motion picture advertising companies are not in restraint of trade when they enter into long-term contracts with exhibitors; and a decision declaring that the American Federation of Musicians had engaged in unlawful featherbedding against the Palace Theatre in Akron, Ohio.

Argument in the three cases will probably be heard by the court late this year or early next year. The court placed the Palace Theatre case on the summary docket, indicating it would allow only half an hour to each side for argument.

The Court refused to review three other industry cases. Two involved a complicated legal squabble over the U. S. copyrights to the film "Ecstacy." The other was a tax claim brought against the Internal Revenue Bureau by Jeanette Brecher, owner of the Plaza Theatre in New York.

The Court gave no reason for refusing to review the two cases, merely noting them in a list of orders.

### Started in May, 1950

The history of the current Crescent suit started in May, 1950, when the Department of Justice brought both civil and criminal contempt of court actions against Crescent, four allied circuits and three circuit officers. It charged that they had violated the terms of the earlier consent decree and asked the court not only to find them in contempt, but also to modify the original decree in various respects to safeguard against further violations.

The U. S. District court at Nashville dismissed the charges against all defendants and refused to modify the decree except with regard to three instances where the court had earlier given Crescent the right to build theatres at Cleveland, Alcoa and Morristown, Tenn. In these three cases the court said it would listen to the Justice Department's allegations that the companies had been deceptive in their applications to build the theatres.

The Justice Department appealed the civil contempt proceedings directly to the Supreme Court and has appealed the criminal contempt charges to the Sixth Circuit court.

Defendants with Crescent are Rockwood Amusements, Inc., Muscle Shoals Theatres, Cherokee Amusement, Inc., Lyric Amusement Co., Louis Rosenbaum, Kermit C. Stengel and R. E. Baulch.

In the case of the Motion Picture Advertising Service Co., the Fifth Circuit Court of Appeals had thrown out a Federal Trade Commission order which found the company had violated the anti-trust laws by entering into five-year exclusive screening contracts with exhibitors. The FTC then appealed to the Supreme Court. While only one firm is involved in the appeal, the practice of making long-term contracts has been a common one, and many other film advertising companies will undoubtedly be affected by the final decision.

The featherbedding case arose from an unfair labor practice charge brought by the Palace Theatre against the A. F. of M. The Palace had attempted to book a name band into the theatre and had also rejected requests from the local union that it hire local musicians to play in addition. When A. F. of M. head James C. Petrillo ordered the name band not to play the Palace, the theatre brought the charges.

The National Labor Relations Board threw out the unfair labor practice charges, saying that since the local musicians actually wanted to work it wasn't a case of featherbedding. The Sixth Circuit Court of Appeals, however, upheld the Palace charges and the NLRB took the case to the Supreme Court.

## Studios Boost Top Product: Downing

Hollywood studios are turning out more top product today than in previous years, according to Russell V. Downing, president and managing director of Radio City Music Hall, who returned here yesterday from a two-week visit to the Coast where he had a look-see at pictures in production.



Russell Downing

Encouraged by his visit, Downing commented, "I think they are all concentrating on top product, rather than just turning out another picture." He said he saw 19 pictures during his stay, visiting the studios of M-G-M, Warner, Paramount, 20th Century-Fox and Columbia.

He said that studio personnel have made strides in their thinking, compared to what he found on previous annual trips.

## Presidents Meet Again

Presidents and foreign managers of Motion Picture Association of America member companies will meet here again tomorrow to attempt to settle the sharing of Japanese import licenses for the coming fiscal half-year.

## Newsreel Parade

*PRESIDENTIAL campaign activity continues to highlight newsreels. Also featured are the Korean air strike, the U.N., a new German train, the Holy Rosary celebration and college football. Complete contents follow:*

**FOX MOVIETONE NEWS, No. 84**—Gen. Eisenhower on South Western tour. Stevenson talks about Tidelands in Louisiana. Germans show train of future. Hindu film stars visit Hollywood. 76,000 attend New York Rosary Crusade. Penn-Princeton and Ohio State-Wisconsin football games.

**NEWS OF THE DAY, No. 214**—Campaign spotlight. Korean Reds blasted. Russiaons here for U.N. meeting. M-G-M stars greet India film leaders. Ohio State-Wisconsin and Penn.Princeton football games.

**PARAMOUNT NEWS, No. 17**—A special editorial entitled "Let's All Vote" comprises the news portion. Football games include Ohio State-Wisconsin, and Penn-Princeton.

**TELENEWS DIGEST, No. 42A**—Truman tour nears end. Adlai's campaign gains speed. New Chilean president. Ducks and bugs destroy plants. New jet-booster assists cargo plane. General Naguib tours Egypt.

**UNIVERSAL NEWSREEL, No. 404**—Truman gets award. "Ike" speaks in West. Air strike over Korea. Speedy German train. Rosary celebration at the Polo Grounds. U.C.L.A.-Rice, Georgia Tech-Tulane, and Penn-Princeton football games.

**WARNER PATHE NEWS, No. 19**—Korean air strike. United Nations. New train. Stevenson. Eisenhower. Penn-Princeton, Ohio State-Wisconsin football games. Remember to vote.

## 'Mirror' Starts A Theatre Directory

Starting today, the New York *Daily Mirror* will feature a classified motion picture theatre directory similar to the one which has been appearing in the New York *Post* since last April, the Independent Theatre Owners Association of New York disclosed yesterday.

The directory was established following a series of conferences between representatives of the ITOA's business promotions committee and officials of the *Mirror's* advertising department.

The directory will enable local theatres to advertise their attractions on a daily basis at special rates. At the outset, more than 40 theatres are expected to participate. The format will give each theatre two lines across two columns daily under a banner heading titled, "Neighborhood Movies." The *Post's* directory now has 90 theatre listings in its directory, or double the number that subscribed at the beginning.

The ITOA said discussions are underway with other local dailies with a view to securing the adoption of similar directories.

## To Aid UJA Benefit

George Jessel and Ed Sullivan have accepted invitations to act as masters-of-ceremonies for the forthcoming 19th annual "Night of Stars," United Jewish Appeal benefit show, which will be held at Madison Square Garden on Monday evening, Nov. 24.

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### *Says Cinerama Is Bigger Than Sound*

**Hollywood, Oct. 14.—Cinerama's beneficial effect on film theatres' future will exceed that of the transition from silent pictures to sound, chairman Roy Brewer told the AFL Film Council at its regular meeting today in reporting on his inspection of Cinerama during his New York visit.**

**Brewer, who is also the international representative of IATSE, revealed, in explaining Cinerama workings to the Council, that the operation requires the employment of 17 projectionists.**

## May Hold Italian Film Fete in '53

The possibility of holding another Italian film festival, again in New York, next year, was held out here yesterday by the Italian Film Export organization.

The IFE, commenting on the recently concluded "Salute to Italian Films Week," said that its success motivated the hope to hold another festival in New York and elsewhere next year. As previously reported, the IFE said it is planning to set up a distribution organization for Italian films in the U.S.

### *Newman Is Goldwyn's New Studio Head*

HOLLYWOOD, Oct. 14. — Robert V. Newman has been appointed vice-president of Samuel Goldwyn Productions and studio manager. Newman joined the Goldwyn company in 1951. He succeeds Marvin A. Ezzell, who resigned.

Ezzell, who had been with Goldwyn Productions since 1926, said that he will take a long vacation before announcing his future plans.

### *ITOA to Honor RKO Radio Heads*

The New York Independent Theatre Owners Association has set aside the agenda of its regular luncheon meeting at the Hotel Astor tomorrow and instead will honor a group of RKO Radio Pictures' newly-appointed executives at the luncheon, it was announced by Harry Brandt, ITOA President.

Among those invited were Charles Boasberg, general sales manager, and Walter Branson, assistant general sales manager.

### *Columbia Promotes Herbert L. Smith*

Herbert L. Smith, former assistant director of purchases for Columbia Pictures, has been promoted to the post of director of purchases. Smith replaces Max Seligman, former director, who will remain with the purchasing department in an advisory, executive capacity.

The appointment of Fred Izze to the post of assistant director of purchases was also announced.

# *Says U. S. Firms Can Take $20,000,000 Out of U. K.*

LONDON, Oct. 14.—American film companies operating here will be allowed to convert approximately $20,000,000 of their earnings here during the year ending Sept. 30, 1953, Henry Strauss, Parliamentary secretary of the Board of Trade, told questioners in Commons today.

The amount is slightly more than half the anticipated total earnings of the American companies here for the year, and represents something less than two per cent of the dollar expenditure of imports from the United States.

The Parliamentary questioning of Strauss was addressed to the recently concluded Anglo-American film agreement.

Earlier, the Board of Trade had called a press conference to clarify misunderstandings which arose here over the terms and intentions of the revised agreement.

The Board's spokesman emphasized that the £2,100,000 ($5,900,000) which the American companies agreed to treat as non-convertible related only to additional film rentals arising from seat price increases in the recent revision of the Eady Plan. It does not imply, he said, that at the end of the agreement next September there will be a balance of unremittable earnings.

The British government's sole concern, the spokesman added, was to ensure that the utilization of American earnings here did not create an undue drain on Britain's dollars. Whitehall wants the dollars set to work in this country, either by spending or investment. There is nothing in the agreement to prevent one American company transferring unremittable sterling to another.

### *Zukor Honored by N.Y. State Masons*

Adolph Zukor, chairman of the board of Paramount Pictures, was honored by members of the Centennial Lodge No. 763, Free and Accepted Masons of New York State, at a special meeting held yesterday at the Pythian Headquarters here. Zukor was presented the Grand Lodge 50-year service award medal by Raymond C. Ellis, deputy grand master of the Masons of New York.

Dr. Robert M. Cushing, worshipful master of the Lodge, presided. Will H. Hays, former president of the Motion Picture Association of America's predecessor organization, served as master of ceremonies. Louis Nizer, industry attorney also spoke. The meeting was attended by Blossom Seeley and Benny Fields.

### *Smith, A Malco Manager, Killed*

HOT SPRINGS, Ark., Oct. 14.—W. Clyde Smith, 49, manager of a circuit of theatres here was killed early today when his car crashed into a bridge on Highway 88. Smith had been manager of Malco Theatres here for 15 years.

State Trooper Jack McKinley said Smith was driving toward Hot Springs when he failed to negotiate a curve, crashed into a bridge abutment and plunged into a creek. He died shortly after being admitted to the Army-Navy Hospital.

## Stars Start Nov. 9 On Carolina Tours

CHARLOTTE, Oct. 14.—The annual "Movietime U.S.A." tour in the Carolinas will get under way here Nov. 9 with the opening of the 40th annual convention of the Theatre Owners Association of North and South Carolina.

Lou Smith, executive director of "Movietime," came here last week to confer with Mrs. Walter Griffith, executive secretary of the theatre owners. He said that from six to eight Hollywood personalities will arrive on Nov. 9, and the group will split into two units, one going to North Carolina towns and one to South Carolina.

Smith said stars, writers and others engaged in motion picture production will be asked to go on the tour but that the names will not be divulged until about ten days before the convention.

### *'Four Poster' Stars At Cocktail Party*

Lilli Palmer and Rex Harrison, stars of "The Four Poster," Columbia Pictures-Stanley Kramer production, observed their 10th wedding anniversary last night at a cocktail party at the Hotel Pierre, attended by more than 300 representatives from the newspaper, magazine, television and radio fields attended.

Among those invited were Sid Caesar, Arthur Godfrey, Milton Berle, Skitch Henderson, Faye Emerson, Jinx Falkenberg, Tex McCrary, Robert Montgomery, John Mason Brown and Columbia Pictures' Jack Cohn, Joseph McConville, Abe Montague, Rube Jackter, Paul Lazarus, Jr., Howard LaSieur, Lawrence Lipskin, Hortense Schorr, Al Rylander, Abe Schneider and Leo Jaffe.

### *Coast Services Today For Jack Conway*

HOLLYWOOD, Oct. 14. — Funeral services will be held tomorrow at the Church of the Recessional, Forest Lawn, for Jack Conway, veteran M-G-M director who died on Saturday. Said to be the star of the first picture made in Hollywod—a two-reeler called "Her Indian Hero"—Conway appeared in many early films until 1913, when he directed his first film, "The Old Armchair." Conway's last picture before becoming ill in 1948 was "Julia Misbehaves."

Surviving are his widow, the former Virginia Bushman, daughter of silent star Francis X. Bushman, two sons and a daughter.

### *Harry Yette Dies*

BUFFALO, Oct. 14.—Harry P. Yette, 48, with the Schine circuit for 25 years and manager, for 21 years, of the Riverside Theatre here, died Sunday after suffering a stroke while returning to his home from the theatre. He is survived by the widow, Eva, two daughters, a brother and four sisters.

# *National Pre-Selling*

*PHOTOPLAY* for November has a full-page, four-color, three-dimensional, pin-up portrait of Marilyn Monroe, which carries the headlines "I Want Women to Like Me," and is guaranteed to do no such thing. The same issue has a similar color page and stories on Susan Hayward and Jane Powell, and a double color page on Rock Hudson and Pier Angeli. *Photoplay* applauds "Assignment Paris" in this thriving fan magazine, and M-G-M, Warner, 20th Century-Fox, Universal, RKO Radio and Paramount carry pages of advertising. . . . Trans-World Airlines carried on a postcard campaign on "Assignment Paris" for the benefit of the Orpheum in Minneapolis. The airline provided and mailed the cards from Paris to the theatre's mailing list. . . . What may well be the longest greeting on record is being tape-recorded in the lobby of the Capitol Theatre on Broadway, to be sent to Bing Crosby with the compliments of his patrons who are enjoying "Just for You" and want to "say a few words to Bing." It can be done elsewhere, with the tape used on local stations as a 15-minute broadcast, and the voices identified.

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**Heads of museum and gallery staffs, nationally famous artists and art directors, America's top illustrators and both art and motion picture critics of the country's newspaper, magazine and trade press witnessed the combined showing of five of 20th Century's new art-film series in New York last week. . . . Integration of program material centering around the life and works of O. Henry on four major television quiz and panel shows will chalk up publicity for the O. Henry omnibus production. . . . The intensive use of TV is also planned to promote RKO Radio's "The Lusty Men" in New England, beginning yesterday, where the picture opened at the Empire Theatre, New Bedford. Today it will open at the Metropolitan in Boston, and immediately following, in 14 other New England towns with bookings set to obtain full benefit of the TV broadcasts from key situations. . . . The Chicago *Herald-American* is running a full-week serialization and picture layout on Warner's "Miracle of Our Lady of Fatima."**

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*M-G-M will hold the world premiere of "Plymouth Adventure" at the Old Colony Theatre, Plymouth, Mass., on Nov. 24, and theatre managers may be thankful for the exploitation and promotion benefits for the picture which are already underway. Newspaper and trade press representatives will attend the opening. At the recent convention of Westinghouse and New Home sewing machine dealers, a $50,000 nationwide contest was set, on how to dress the "Modern Priscilla." . . . Darryl Zanuck is the guest reviewer for* Coronet *magazine's October issue, and he picks "The Merry Widow" and "Son of Paleface" with a mere mention of "Snows of You-Know-Where." The magazine boasts a new all-time high in circulation—2,762,830 copies, with the customary five readers for each copy.*

WALTER BROOKS

# N. Y. Grosses

(Continued from page 1)

either topped or equalled first week grosses.

At the Roxy, which also features a stage show, a robust $82,000 is indicated for the third and final week of "Somebody Loves Me," which was ushered in with an initial seven-day gross of $77,000. Opening today at the Roxy is "The Thief."

A fine $145,000 seen for the third inning of "Because You're Mine" at Radio City Music Hall, which features a stage show, about equals the picture's take for its first week.

**'Paleface' Solid**

"Son of Paleface" at the Paramount is expected to hit a solid $70,000 for its second week. The current Paramount stage headliner is Louis Prima and his band.

Holding up strong at the Rivoli is "Snows of Kilimanjaro," with $53,000 estimated for the fourth week. Also doing well is "The Merry Widow" at Loew's State, where $27,000 is forecast for the third round.

Among the new films, "The World in His Arms" bowed to a good $30,000 at the Mayfair for its first seven days. At the Capitol, a fairly nice $43,000 was registered for the initial week of "Just for You."

The fourth week of "One Minute to Zero" at the Criterion is expected to hit a satisfactory $15,000, while the second week of "Lure of the Wilderness" at the Globe is due to gross a moderate $9,500. "The Miracle of Our Lady of Fatima" at the Astor is forecast to do a nice $13,000 for its eighth week. A fairly good $10,500 is seen for the 11th inning of "Affair in Trinidad" at the Victoria.

Among off-Broadway houses, a healthy $9,700 was racked up by "The Magic Box" in its third week at the Normandie. "The Four Poster" will premiere today at the Sutton, replacing "The Man in the White Suit," which ended its long engagement with $4,700 for its 28th week.

"The Amazing Monsieur Fabre" continues strong at the Park Avenue, with $4,600 indicated for its fifth stanza. The second week of "Savage Triangle" is expected to do a nice $7,000 at the Paris. The ninth week of "Stranger in Between" at the Fine Arts is due to rack up a good $4,000. "The Promoter" will premiere at the Fine Arts Oct. 28.

**$70,000 for 'Ivanhoe'**

CHICAGO, Oct. 14.—The Oriental Theatre did better, Friday and Sunday with "Ivanhoe" than with the corresponding days of the first week with "Quo Vadis." Saturday was almost as good as the first Saturday of "Quo Vadis." The management predicts that the first week will go over $70,000, a terrific figure for the House.

**$19,500 for 'Snows'**

CLEVELAND, Oct. 14.—Darryl F. Zanuck's "The Snows of Killimanjaro" is running more than $4,000 ahead of "David and Bathsheba" with a gross, for its first six days, of $19,500 at the Hippodrome Theatre.

## Goldsmith to RKO

(Continued from page 1)

includes employment as a consultant to General Electric, Marconi Wireless and Telegraph Co., National Broadcasting, and other corporations.

# Reviews

## "The Prisoner Of Zenda"

*(Metro-Goldwyn-Mayer)*

STUART GRANGER and James Mason are the dashing principals who register strongly in this lush adventure story in resplendant color by Technicolor, based on the captivating Anthony Hope novel that served as highly popular screen fare in prior silent and talkie versions. It is an especially appealing story that has been enhanced in this impressive Pandro S. Berman production by colorful settings and costumes, and some modernization in plot. Richard Thorpe's fine direction has kept the action moving at an absorbing pace. This should be one of the better box-office films of the year.

The adaptation by Wells Root, from the novel and the Edward Rose dramatization, establishes Granger as a vacationing Englishman arriving in the country of which his cousin, a physical double, overly fond of wine and whiskey, is soon to be crowned king. Granger performs both roles with proper character differentiation which is especially notable when the cousins drink together the night before the coronation. The real king outdrinks everyone, and his wine is drugged by order of his throne-seeking brother, Robert Douglas. The king's adviser, Louis Calhern, has the Englishman impersonate the King at the coronation, and Douglas' coup d'etat, engineered by the superbly villainous James Mason, is foiled.

When Mason finds the real king and imprisons him, Granger is forced to continue the impersonation, but his newly-found love for the intended queen, Deborah Kerr, causes him to attempt finding the king. A Mason ambush does not succeed as Granger is aided by Jane Greer, jealous girl friend of Douglas, who fears the latter's throne ascendance and marriage to Miss Kerr.

It is Miss Greer who later arranges to have Granger swim the moat to the castle in which the king is imprisoned and let down the drawbridge for Calhern and his soldiers to take over. Douglas is stabbed in a battle with Mason over Miss Greer's affections and after a tremendous sword battle with Granger, in which hardly any cinema trick is omitted, Mason escapes by diving into the moat. With the proper king restored to the throne and newly cognizant of his duties, the Englishman regretfully leaves Miss Kerr and rides away.

John L. Balderston and Noel Langley wrote the screen play. Capable support is given by Lewis Stone, Robert Coote, Peter Brocco and Francis Pierlot. Alfred Newman composed the appropriate musical score.

Running time, 101 minutes. General audience classification. Release date, Nov. 14.

## "Battle Zone"

*(Allied Artists)* *Hollywood, Oct. 14*

WALTER WANGER'S best production for AA to date is a fine representation of the Korean War that is authentic, compelling and bears rare conviction. John Hodiak, Stephen McNally and Linda Christian perform well under the excellent direction of Lesley Selander. An unusually credible screenplay by Steve Fisher has avoided mock heroics and romantic banalities and makes for an impressive story. This appears to be a money-maker for all situations.

Filmed with Marine Corps cooperation, Hodiak and McNally appear as Marine "non-coms" in the combat photography division. They continue their World War II rivalry in the Korean War, competing for the love of Miss Christian, a Red Cross nurse, who switches her affections from Hodiak to McNally. Meanwhile, the Marines move from training at Camp Pendleton to the Inchon landing, up to the reservoir area. For the finale, a large offensive, made possible by intelligence work by Hodiak, McNally and others in the combat photographic division, gets underway.

There is plenty of action in this neatly balanced producton which has effectively emphasized a genuine and plausible story. William A. Calihan, Jr., earned a solid credit as associate producer.

Included in the cast are Dave Willock, Martin Milner, Jack Larson, Richard Emory, Philip Ahn, John Fontaine, Carleton Young, Todd Karnes and Gil Stratton, Jr.

Running time, 82 minutes. General audience classification. Release date, Sept. 28.

## Albany TOA Lists Oct. 22 Agenda

ALBANY, N. Y., Oct. 14.—The national Theatre Owners of America's position in the Department of Justice 16mm. suit, the Council of Motion Picture Organizations, campaign to eliminate the 20 per cent Federal admission tax, arbitration and state legislation will be on the agenda of the Albany TOA meeting on Oct. 22, it was announced here today by president Harry LaMont and executive director Lewis A. Sumberg.

## 'Coronet' Features 'Hans'

The November issue of *Coronet* magazine, which reaches newsstands Oct. 27, will carry a 15-page feature on Samuel Goldwyn's "Hans Christian Andersen."

## Reade's Park Avenue Is Leased to Bank

The Park Avenue Theatre, here has been leased on a short-term basis to an undisclosed local banking institution, it was announced by Walter Reade Theatres.

The lease is for a period of two years commencing Nov. 1, and provides for the conversion of the theatre into banking quarters and office space for the lessee until a new building is erected for the bank. There will be no structural alterations to the theatre, it being contemplated that at the completion of the lease the premises will again be utilized for theatrical purposes. Walter Reade, Jr., president of Reade Theatres, Inc., declared that terms of the lease include an annual rental for the theatre "in excess of $100,000."

## New 'U' Credit

(Continued from page 1)

ally, $1,300,000 went to the company's wholly-owned subsidiary, United World Films. Repayment on the UW notes will be in the amount of $175,000 in March and Sept., 1953; $175,000 in March and Sept., 1954; $150,000 in March and Sept., 1955, and $150,000 in the same two months of 1956. The UW notes bear interest at the rate of 3½ per cent per annum.

Repayment interest under the general revolving credit was agreed upon as follows: "payment on the last day of each calendar month beginning last month an amount calculated at the rate of 1/24 of one per cent per month of the difference between the average daily amount of advances under the revolving credit outstanding during such calendar month and the average daily maximum amount of advances under the revolving credit that could properly have been outstanding during such month."

**By-laws Amended**

The company also notified the SEC tat by-laws were amended to establish the date for annual meetings of stockholders as the second Wednesday in March instead of the second Tuesday in July as previously stipulated. Other by-law amendments establish the office of board chairman, and assign to the executive vice-president powers and duties vested also in the company president.

## RKO Foreign Post

(Continued from page 1)

worldwide distribution for RKO Radio, will assume many of Reisman's functions when he takes over his new duties around Nov. 15. The appointment to be made, it is believed more likely, will be that of a foreign sales head who will operate under Picker's direction.

Meanwhile on the Coast, the resignation of C. J. Tevlin, studio head under Howard Hughes, topped a number of changes there. Also resigning were J. Kneeland Nunan and Joseph Rivkin, assistants to Tevlin, and several members of the studio publicity and other departments.

## Columbia Net

(Continued from page 1)

number outstanding on June 30, 1951, was 654,311.

Operating profit for the year was $1,563,000, against the previous year's $2,668,000, and estimated provision for Federal taxes in the respective years was $760,000 and $1,170,000.

## Merrill Sworn As FCC Commissioner

WASHINGTON, Oct. 14.—Eugene H. Merrill was sworn in today as an FCC commissioner, replacing by appointment of President Truman, Robert F. Jones, who resigned last month.

Merrill is a native of Utah and has been with the Defense Production Administration and the National Production Authority for the past two years. Prior to that he was chief of communications in the American zone of occupation in Germany. Merrill has a wide background in Public Utilities and for some time was a consulting engineer to the Utah Public Service Commission.

### *Weather a Boon to Oregon Drive-Ins*

**Portland, Ore., Oct. 14. — Drive-in theatres in this area have had a dividend in the form of fine weather this fall that is keeping attendance at midsummer peaks. There has been no general rainfall for 57 days.**

**Despite the good weather for the outdoors theatres, "Ivanhoe" drew capacity business at $1.25 top for its first week at Hamrick's Liberty here.**

## New Five-year Pact For Muhl at U-I

HOLLYWOOD, Oct. 14.—A new five-year employment contract has been signed by Edward Muhl as general manager of operations at the Universal-International studio.

The pact, which will become effective next Jan. 1, is a replacement for an existing agreement signed Oct. 16, 1951.

Beginning Jan. 1, Muhl's salary will be $1,200 per week. Under the agreement, it will increase to $1,300 for the second year, and to $1,400 for the third year. At the beginning of the fourth year his salary will rise to $1,500 per week and continue at that figure for the duration of the contract.

## Para. Mideast Group Leading Sales Drive

Paramount's Mideastern division, headed by Howard Minsky, occupies the number one position in the company's "Greater Confidence Parade of 1952" sales drive, according to a tabulation of the first month's figures.

Detroit, under branch manager Mike Simon, leads all other exchange cities, but is closely followed by quota-topping Kansas City, Washington, Omaha, Denver, Des Moines and Milwaukee.

Winners of the drive, which will continue for 13 weeks, through Nov. 29th, will share $40,000 in prize money. An additional $5,000 will be split among members of non-winning branches who display outstanding individual effort.

Among the top productions included in the drive period are: "Just for You," "Caribbean," "The Turning Point," "The Savage," "Somebody Loves Me" and "Hurricane Smith."

## *Owen Opens Para. Meeting in Atlanta*

ATLANTA, Oct. 14.—Hugh Owen, Paramount's Eastern - Southern division manager, is here from New York to conduct a week-long series of meetings with branch, sales and booking managers of the company's Atlanta, New Orleans, Jacksonville and Charlotte exchanges. He is accompanied to the meeting by his assistant, Al Fitter.

The meetings will be a follow-up to Paramount's recent division sales managers conclave in Chicago.

## Univ. Stockholder Sues on Decca Deal

Universal Pictures, Decca Records, General Cinema Finance Corp., Realart Pictures and certain "U" employes have been named defendants in an action filed in New York Supreme Court by "U" minority stockholder Bertha T. Aine, charging that common stock and warrants of Universal were sold to Decca at prices greater than their market value and that Milton R. Rackmil, "U" and Decca president, and Nate J. Blumberg, "U" board chairman, were given employment contracts at excessive salaries and carrying other allegedly unreasonable benefits.

It was also alleged that other officers and employes of Universal were given employment contracts at excessive salaries, and that some of the defendants conceived of a plan and scheme whereby Universal would acquire the assets and assume the liabilities of Decca in exchange for Universal stock at a ratio advantageous to the Decca stockholders.

Neither Decca nor Rackmil is named as a defendant to a second cause of action, which alleges a plan and scheme involving a license for the reissuance of certain of Universal's pictures for an allegedly inadequate consideration.

Relief sought by the plaintiff is for an accounting of profits and damages; for a judgment declaring certain contracts to be unfair and inequitable, and for an injunction.

## Stage for Theatre TV Hearing Set

WASHINGTON, Oct. 14.—James Fly, attorney for the Motion Picture Association of America, and Marcus Cohn, attorney for the National Exhibitors Theatre Television Committee, will make the opening statements at the engineering and accounting phase of the Federal Communications Commission's theatre television hearing scheduled to open here next Monday.

Fly and Cohn told this to the FCC today at a pre-hearing conference at which some 40 or 50 attorneys were present. Original estimate of this phase of the hearing was that it would last one week. But the attorneys today agreed that it would take two.

Part of the reason for the extended estimate is that the hearing won't meet on Thursdays, when the Commission transacts FCC business. Another reason is that although cross-questioning won't take place until the hearing re-opens Jan. 12, clarifying questions may be asked during this phase. All questions must be submitted in writing, the attorneys agreed, to Benedict Cottone, FCC general counsel. Cottone will represent the Commission at the hearing, along with four or five other FCC attorneys.

## *Mexican Import Duty On Film Increased*

MEXICO CITY, Oct. 14.—American pictures are affected in particular by increased import duties that have just been enforced by the Mexican government. Hollywood provides most foreign pictures played in this country.

The duties now are $4.62, plus 10 per cent per kilogram (2¼ lbs.) instead of $2.89 per kilogram.

## Calls Snaper Sales Charges Political

MILWAUKEE, Oct. 14.—Commenting today on recent statements by Wilbur Snaper, national Allied president, impugning film salesmen's methods in dealing with exhibitors, David Beznor, general counsel for the Colosseum of Motion Picture Salesman of America, said:

"What a melancholy commentary upon Mr. Snaper's sense of decency and fair play that he should stoop to hurling invectives upon the hard working salesmen who have done more than any other group to cement relationships between exhibitor and distributor and whose very livelihood depends upon their success in this undertaking.

"It is a hoary political maneuver to lash out and malign another's reputation to cover up personal shortcomings.

"When the duties of a man's position are so onerous as to overwhelm him with their complexities, he has indicated his inadequacy to hold a position with the responsibilities that the president of Allied is called upon to perform.

"Apparently, Mr. Snaper has cracked under the burden of operating an organization in an orderly fashion. Surely, the embarrassment to which he has subjected Allied members is such as to place Wilbur Snaper in an untenable position.

"His gratuitous outburst was completely incompatible with the sane, responsible viewpoint of the great majority of the Allied membership.

"For his difficulty in keeping pace with his manifold responsibilities, he has our deepest sympathy. For his unwarranted vituperation, Wilbur Snaper has our unmitigated contempt."

## Wurtzel Films Go Into TV Release

Sol M. Wurtzel, veteran Hollywood producer, has leased his entire group of productions to Major Attractions, Inc. for a number of years and simultaneously approved distribution through United Television Corp. The deal, as disclosed here in a joint statement by Wurtzel, who is here from the Coast, and Arche Mayer, United President, not only includes existing pictures, but provides for new productions as well.

In the first group, produced in Hollywood as recently as 1949, the release schedule will include: "Dangerous Years," "Strange Journey," "Rendezvous 24," "Roses Are Red," "Crimson Key," "Deadline for Murder," "Back Lash," "Dangerous Millions," "Trouble Preferred," "Night Wind," "Fighting Back," "Arthur Takes Over," "Half-past Midnight," "Invisible Wall" and "Second Chance."

## Reelect Snaper

(*Continued from page* 1)

sists of Irving Dollinger, Ralph Wilkins, Maurice Spewak, Howard Herman, Harwan, John Fioranavanzi, Herb Lukin, Jacob Unger, David Snaper and Henry Brown. Board ex-officio members are Gold, Lee Newberry, Harry N. Lowenstein, Sidney Samuelson and Edward Lachman.

Following the meeting the unit's members and their wives met at the Latin Quarter here for dinner.

### *Relief Fund Offers New Christmas Card*

**A Christmas card for the exclusive use of persons in the industry has been added to the list of cards put on sale this year by the Motion Picture Relief Fund in Hollywood.**

**The card, entitled "Christmas at the Bijou," is being offered for sale exclusively to exhibitors and personnel of the distributing companies. Printed in full color, it shows a typical American theatre, elaborately decorated for Christmas.**

## Miss. Exhibitors Map Tax Battle

JACKSON, Miss., Oct. 14.—Meetings between Mississippi exhibitors and Congressmen will be held shortly under a plan to help repeal the 20 per cent Federal admission tax. The plan was adopted recently by the board of directors of the Mississippi Theatre Owners.

The board agreed that Congressmen and Senators would be pressed for an answer to two questions:

(1.) If a bill to eliminate the tax is introduced and brought to the floor, will he vote for it and work for its passage?

(2.) Will he use his influence to have the bill reported favorably to the Ways and Means Committee and to the floor?

The board meeting, attended by Duke Clark of the Council of Motion Picture Organizations, also decided to use the argument of "sound business" in its anti-tax battle, emphasizing the need of small exhibitors to be saved from ruinous taxation.

## *Reserves Decision On 'O.Henry' Suit*

New York Supreme Court Justice Morris Elder yesterday reserved decision on the Fine Arts Theatre suit brought against 20th Century-Fox and the Trans-Lux Lexington Corp., seeking injunctive relief which would bar "O. Henry's Full House" from opening at the Trans-Lux 52nd Street tomorrow. A decision is expected today.

The defense claimed that the owner of the Fine Arts had repudiated the contract for the picture. In addition, the defense asked that the case be brought to trial, declaring that the suit should not be decided by affidavits. Fine Arts counsel claimed that even if there was an oral release from the contract, as a matter of law, such a release was *in operatum.*

## *20th-Fox to Meet On 'My Pal Gus'*

A series of conferences to be held during the next week at the 20th Century-Fox home office will aid in the decision to give the company's forthcoming release, "My Pal Gus," unusual distribution handling, it was announced by Al Lichtman, director of distribution.

The film is set to get a top advertising, publicity and exploitation promotion for its debut nationally in December.

# "I think it means Standing Room Only— COMPANION-Approved Movie!"




Currently advertised
in the COMPANION

**Because of You....Universal-International**
**The Prisoner of Zenda.....MGM**
**The Merry Widow.....MGM**
**Plymouth Adventure.....MGM**
**Because You're Mine.....MGM**

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NEWS WHILE IT IS NEWS

# MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 72. NO. 75 NEW YORK, U. S. A., THURSDAY, OCTOBER 16, 1952 TEN CENTS

## Theatres In COMPO Now Total 11,695

### *Governing Trio Expects Even Higher Figure Soon*

The number of theatres which have become members in the Council of Motion Picture Organizations has reached 11,695, it was disclosed here yesterday by Trueman T. Rembusch, Samuel Pinanski and Al Lichtman, governing co-chairmen of the industry agency.

**The triumvirate issued the membership report, which indicated that returns still are being received and that the final membership figure may be considerably larger, following a meeting in New York.**

With Lichtman presiding and Robert W. Coyne, special counsel; Herman Robbins, treasurer, and Charles E. McCarthy, information director,

(*Continued on page 4*)

## Elect 10-Man Mono. Board on Nov. 12

HOLLYWOOD, Oct. 15. — Monogram-Allied Artists' stockholders will meet here Nov. 12 to elect a board of directors.

Management nominees for board membership are W. Ray Johnston, Steve Broidy, George D. Burrows,

(*Continued on page 4*)

### *Canadians to Honor Industry Pioneers*

**Toronto, Oct. 15.—Six veterans of the industry in the Dominion who made their start prior to 1910 have been picked by a committee to receive special honors at a 50th anniversary banquet of the Canadian Picture Pioneers in the Royal York Hotel here on Nov. 5.**

**Guests will be Jule Allen, Premier Theatres, Toronto; G. N. Ganetakos, United Amusement Corp., Montreal; F. G. Spencer, Saint John, N. B.; A. J. Mason, Springhill, N. S.; John Schuberg, exhibitor of Vancouver, and L. Ernest Ouimet of Montreal.**

## *Set $20,000,000 Goal For Italian Films Here*

A goal of $20,000,000 per year for Italian films in the American market was set here last night by Dr. Renato Gualino, director general of Italian Films Export. In order to achieve this goal, Gualino added, the IFE will organize its own distribution company here.

Speaking at a farewell dinner at the Waldorf-Astoria Hotel, Gualino disclosed that the IFE has already filed the necessary papers to establish a separate distribution corporation which will handle Italian films in the American market. The dinner was tendered by the Italian film delegation in honor of the sponsoring committee of the recently-concluded "Salute to Italian Films Week."

Declared Gualino: "IFE will have established before the end of this year the nucleus of a national distribution company with five division offices in New York, Chicago, Cleveland, Los Angeles and Atlanta.

"We are ready to offer the services of our national organization to those independent distributors of Italian films who lack such national outlets," he added.

The $20,000,000 sought in the American market, Gualino observed, equals the gross revenue of American motion pictures in Italy, and the speedy achievement of this goal will eliminate the "film dollar gap." The IFE director expressed the view that dubbed Italian films can compete on equal terms with Hollywood films in the United States.

The Italian-American market will not be neglected either, Gualino said, adding that the IFE would offer from 25 to 30 films per year for audiences of Italian extraction.

Next month, Gualino told the as-

(*Continued on page 4*)

## 1,300 N. Y. Theatres Aid Rogers Drive

Over $300,000 annually is expected to be collected by the more than 1,300 theatres of New York State which will participate in the Will Rogers Memorial Hospital collection-can-on-candy project, according to Joseph R. Vogel, chairman of the campaign.

Among the circuits already signed are: RKO, Warner, Schine, Loew's, Fabian, Brandt, William Berinstein, Buffalo Paramount, Leo Brecher, Cinema Circuit, Dipson, Interboro, Harris, J. J. Theatres, Kallet, Kaybern, Randforce, Raybond, Walter Reade, Rugoff & Becker, and others.

## 'Ivanhoe' Chosen for Christopher Award

M-G-M's "Ivanhoe" was yesterday designated as one of the winners of the monthly Christopher Awards "for the inspiration and high quality entertainment (that it provides) to a vast audience."

Father James Keller, M.M., founder and director of the Christophers, disclosed that the winners for October in other media are "Karen," the biography of a youthful victim of cerebral palsy, and the "I Love Lucy" TV show.

Bronze medallions will be presented to the winners for their contribution that represents "a significant step in the direction of providing the public with entertainment of enduring spiritual value," it was said.

## Weiner, Marcus and Wurtele Honored

Three of Columbia's sales executives, with a combined total of 75 years association with the company, were honored at a luncheon yesterday at the 21 Club. The guests of honor, each of whom has been with Columbia for 25 years, were H. E. Weiner, division manager for Eastern Pennsylvania and Southern New Jersey; B. C. Marcus, Midwestern division manager, and Lester Wurtele, Philadelphia branch manager.

Present at the luncheon were Jack Cohn, A. Montague, N. B. Spingold,

(*Continued on page 4*)

## Bingo A Violation, Ohio Court Rules

COLUMBUS, O., Oct. 15. — Bingo, whether conducted for charity or profit, violates the state constitution, according to a decision by the Second District Court of Appeals. The unanimous decision upheld the opinion last December by Common Pleas Judge Cecil J. Randall of Franklin County, who held that bingo is a lottery, whether conducted for profit or charity.

The Court of Appeals decision was written by Judges Roscoe G. Hornbeck, William C. Wiseman and Fred J. Miller.

Safety director Donald Cook of Columbus and sheriff Ralph J. Paul of

(*Continued on page 5*)

## Crown Is RKO Radio Foreign Sales Manager

### *Takes New Post at Once; Reisman Resigns as V-P*

Alfred W. Crown, vice-president in charge of worldwide sales for Samuel Goldwyn Productions, yesterday was named by the new RKO Radio management as foreign sales manager. Crown will wind up his duties with Goldwyn Productions as soon as possible and will join RKO Radio probably in a matter of days.



Alfred Crown

Crown's post, a new one in the company, marks a realignment of RKO Radio's foreign distribution executive setup. Supervision of worldwide sales, both for-

(*Continued on page 4*)

## NEWS FLASHES

Jack Kirsch, Allied convention chairman, who is here from Chicago, reported yesterday that some 400 Allied members and others have registered so far for the organization's annual convention Nov. 15-17 at the Hotel Morrison in Chicago. Kirsch is here for talks with Wilbur Snaper.

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COLUMBUS, O., Oct. 15.--The latest effort to test the constitutionality of Ohio film censorship was blocked by the State's Supreme Court when it turned down a petition of Classic Pictures of New York which sought to force the censor board to take another look at "Native Son," previously rejected.

# Personal Mention

WILLIAM M. PIZOR of Lippert Pictures has returned here from a three- month European trip and will shortly leave for the Coast for conferences with ROBERT L. LIPPERT, company head.

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BEN KALMENSON, Warner Brothers distribution vice-president, became a grandfather for the second time on Sunday with the birth of a son, DONALD, to his daughter, MRS. BERT LEVINE, at Mt. Vernon Hospital, Mt. Vernon, N. Y.

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ERIC A. JOHNSTON, Motion Picture Association of America president, and JOYCE O'HARA, vice-president, will be here today from Washington for a meeting with distribution presidents and foreign managers.

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DORE SCHARY, M-G-M vice-president in charge of production, returned here from Washington yesterday accompanied by HOWARD STRICKLING, studio publicity head. SCHARY will leave for the Coast on Oct. 26.

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WILLIAM B. ZOELLNER, head of M-G-M's short subject and newsreel sales, will be in Jacksonville from New York Monday and then head for Atlanta, Charlotte and Washington.

•

ROBERT W. COYNE, Council of Motion Picture Organizations special counsel, and SAM SHAIN, field representative, will leave here today for Philadelphia.

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LEON BAMBERGER, RKO Radio sales promotion head, will address the annual convention of Allied Theatre Owners of Michigan in Detroit Monday through Wednesday.

•

C. J. LATTA, Warner Brothers representative on the Associated British Pictures Corp. board, is here from England.

•

BERT ORDE, manager of the motion picture department of *Redbook* magazine, will leave here tomorrow to visit the Coast studios.

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HERMAN RIPPS, assistant to JOHN P. BYRNE, M-G-M Eastern sales manager, will be in Albany and Gloversville for the remainder of this week.

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ROY DISNEY, president of Walt Disney Productions, and CARD WALKER, advertising - publicity manager, have left here for the Coast.

•

ARTHUR JEFFREY has been appointed public relations director of Magazine Management Co.

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SILAS F. SEADLER, M-G-M advertising head, is due back Monday from a vacation abroad.

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ARTHUR B. KRIM, United Artists president, has left here for Hollywood and will return in about two weeks.

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NATE J. BLUMBERG, Universal board chairman, is due here from the Coast around Nov. 1.

# Chairmen Are Named for Chicago Charity Campaign

CHICAGO, ILL., Oct. 15.—The local Amusement Activities Committee has endorsed several charity campaigns for local theatre participation and named chairmen to head the amusement divisions for the various drives.

Jack Rose of Indiana-Illinois Theatres will head the Will Rogers Hospital campaign, for which theatres are asked to place collection cans on their candy counters and ask for donations from their employes. Herb Sheeler of Warner Brothers Theatres will be chairman of the Community Fund; David B. Wallerstein, general manager of Balaban and Katz, will be in charge of the March of Dimes campaign, for which a lobby collection was approved by the committee.

Ralph Smith, general manager of Essaness Theatres, will serve as chairman of the Variety Club-Laravida Jackson Park Sanitarium annual audience collection, which raised a total of over $64,000 last year. Smith will be assisted by William K. Hollander, Balaban and Katz advertising and publicity head, and Irving Mack, President of Filmack Corp.

## Kunzmann Honored By the SMPTE

WASHINGTON, Oct. 15.—William C. Kunzmann, retiring vice-president of the Society of Motion Picture and Television Engineers, was presented with a solid gold life membership card by the newly elected executive vice-president, John G. Frayne, of Westrex, at a reception held in the Statler Hotel.

Kunzmann is also retiring from his position with National Carbon and may locate on the West Coast where he hopes to operate a combination drive-in and motel.

## 'Limelight' Opening On BBC Tonight

LONDON, Oct. 15.—Tomorrow evening's world premiere of Charles Chaplin's "Limelight" at the Odeon Theatre, Leicester Square, will be televised by the British Broadcasting's television network. In addition to showing the arrival of audience dignitaries, a precedent will be set in BBC televising excerpts from the film at the close of the program.

Princess Margaret will attend the premiere. The leading lady of Chaplin's 40th anniversary film is Claire Bloom, currently portraying Juliet in the new stage production here of Shakespeare's "Romeo and Juliet."

## 'Sudden Fear' Big At NY RKO Houses

Joseph Kaufman's "Sudden Fear," RKO Radio release currently playing at Metropolitan RKO houses, is understood to have grossed $165,000 in five days at 19 theatres, out-grossing any previous production to play the circuit in the past year and a half.

## 'Fatima' Extensions In Additional Spots

Warner Brothers "The Miracle of Fatima" continues piling up holdovers and extended runs in its early playdates throughout the country, the company reports.

Extended run engagements include the Astor Theatre, New York, where it enters its ninth week today; the Astor, Boston; Madison, Detroit; Boyd, Philadelphia and the Center, Buffalo, all in fourth weeks, and the St. Francis, San Francisco, three weeks.

Second-week holdovers have been set at the Strand, Albany; Strand, Hartford; Roger Sherman, New Haven; Strand, Scranton; Paramount, Wilkes Barre; Stanley, Utica; Mayfair, Trenton; Palace, Stamford; Strand, Akron; Victory, Dayton; Strand, Erie and the Majestic, Providence.

Normal split-week situations where the picture has been held over for a minimum of seven days include Ritz, Clarksburg; Strand, Greensburg; Havens, Olean; Capitol, Dunkirk; Strand, Shenandoah; Capitol, Hazelton; Hollywood, Pottsville, and the State, Waterbury.

## Loew's 'Big Five' Promotion Starts

"Loew's Big Five New Movie Season" will be launched at noon tomorrow with a Broadway send-off from in front of Loew's State Theatre. A caravan of floats, with girls in costume, will be greeted by city officials and stage and screen celebrities, after which they will tour the city.

Each float will represent one of the screen programs in "Loew's Big Five," the first of which is Stanley Kramer's "High Noon," starring Gary Cooper, opening at Loew's today. The second attraction is John Ford's "The Quiet Man," with John Wayne and Maureen O'Hara. Following will be the Rita Hayworth-Glenn Ford starrer, "Affair in Trinidad"; the new Betty Hutton musical, "Somebody Loves, Me," and M-G-M's "The Merry Widow," with Lana Turner and Fernando Lamas.

## Grainger Reports 'Quiet' Holdovers

James R. Grainger, Republic executive vice-president in charge of sales and distribution, yesterday declared that heavy holdover business and many extended runs have been reported on pre-release openings on "The Quiet Man," John Ford's Technicolor production.

The picture is going into its ninth week in Atlantic City; its fifth week in Miami, Baltimore, Minneapolis, St. Louis, and Philadelphia; its fourth week in Pittsburgh, and its third week in Washington.

## New 'U' Bank Loan Is for $6,300,000

**The new loan agreement concluded by Universal Pictures with the First National Bank of Boston and Guaranty Trust Co. of New York provides for a maximum credit of $6,300,000, Leon Goldberg, Universal treasurer, said yesterday. Due to an inadvertent error, *Motion Picture Daily* had reported that the new loan amounted to $17,000,000.**

**Goldberg said the bank agreement consists of a $5,000,000 revolving fund for Universal, to be reduced at the rate of $500,000 annually for four years, plus a $1,300,000 credit for the Universal subsidiary, United World, on which there are repayments of $175,000 annually for the first two years and $150,000 annually in the third and fourth years.**

## 'U' Tells of End of Decca Merger Plans

Universal Pictures Co., in its answer to the minority stockholders suit brought by Florence Long, said that it has abandoned all plans to merge with Decca Records, Inc., the company which bought a controlling interest in Universal.

The plaintiff's attorney disclosed that in its answer Universal said merger plans were discarded in June, 1952. The Long suit was brought in March of this year in New York Supreme Court. It charged that Decca acquired the stock of Universal in order to gain control of the corporation and pass on the assets of Decca to Universal at an excessive price.

## Services Tomorrow For Frederick Ryan

Frederick R. Ryan, a member of the board of directors of Republic Pictures Corp. for many years, died yesterday at his home here at the age of 73.

Ryan, who in addition to the general practice of law, had been a specialist in corporation law and in the fields of petroleum and motion pictures. A Requiem Mass will be offered at St. Vincent Ferrer Church, tomorrow at 10 A.M. Burial will be in Calvary Cemetery.

## Wife of A. H. Blank Dies in Des Moines

DES MOINES, Oct. 15.—Mrs. A. H. Blank, 70, wife of the president of Tri-States Theatre Corp., died here today. She had been ill since March.

Other survivors are a son, Myron, and a sister, Mrs. B. W. Prusiner of Springfield, Ohio. Services will be held Friday at Dunn Funeral Home. Burial will be at Glendale Cemetery, both in this city.

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WARNER BROS.

# "Operation Secret"

An Undercover U. S. Marine –
and the 7-year manhunt that
zigzagged across the globe!

SET TO FOLLOW
**'SPRINGFIELD RIFLE'**
AT THE PARAMOUNT, N. Y.
–AND NATIONALLY
ON ARMISTICE DAY

BEN KALMEN DRIVE

ARRING
ORNEL WILDE · KARL MALDEN · STEVE COCHRAN PHYLLIS THAXTER WITH PAUL PICERNI · LESTER MATTHEWS · DAN O'HERLIHY · JAY NOVELLO
SCREEN PLAY BY JAMES R. WEBB AND HAROLD MEDFORD PRODUCED BY HENRY BLANKE DIRECTED BY LEWIS SEIL

# Mono. Board

(*Continued from page* 1)

Howard Stubbins, G. Ralph Branton, Herman Rifkin, Harold J. Mirisch, Arthur C. Bromberg, Edward Morey and Norton V. Ritchey.

The official notice of the annual meeting discloses that directors or officers of the company during the fiscal year ended June 28 received fees and salaries totaling $348,580 and bonuses totaling $38,925, the total of these amounts having exceeded by $17,378 the sum paid to the group during the previous fiscal year.

The following individual compensation information also was set forth in the notice:

Johnston, board chairman, received $35,440 in fees and salary. Broidy, president, received $94,582 in salary and an $8,650 bonus, the total of these being less by $7,236 than the amount he received in the previous year. Burrows, executive vice-president and treasurer, got $26,597 in salary, or less by $13,776 than the previous year's amount. Mirisch, vice-president, received a salary of $32,200 and bonus of $8,650, the total of the two exceeding by $10,476 the prior years' remuneration. Ritchey, vice-president, received $27,300, plus $4,325 bonus, or $1,251 more than previously. Branton, vice-president, received $29,400 salary and $8,650 bonus, his previous remuneration having been nothing. Morey, vice-president, received $27,625 salary and $4,325 bonus, or $2,876 more than previously.

According to the notice, the directors having interests in exchanges reported exchange gross sales commissions received for the fiscal year as follows:

Johnston, Cincinnati, 50 per cent owned, $21,379; Stubbins, Los Angeles, 50 per cent owned, $226,948; Stubbins, Seattle, 25 per cent owned, $85,572; Hurlbut, Detroit, 33-1/3 per cent owned, $72,653; Rifkin, Boston, 100 per cent owned, $123,489; Bromberg, Atlanta, 85 per cent owned, $418,687.

Johnston sold his interest in the Cincinnati exchange a year ago, and the commissions indicated were for the period from July 1, 1951, to Sept. 30, 1951, it was explained.

## Weiner, Marcus

(*Continued from page* 1)

Leo Jaffe, Rube Jackter, Louis Astor, Irving Wormser, Maurice Grad, Paul Lazarus, Jr., H. C. Kaufman, Joe Freiberg, Seth Raisler and Vincent Borelli.

Cohn and Montague presented each of the guests with a silver bowl, suitably inscribed. Facsimile signatures of all those attending the luncheon were also engraved.

The trio are the first of the sales heads to reach the quarter-century mark with the company, although more than a score of Columbia's sales staff has been with the company more than 20 years.

## *Greshler Promoting Star*

HOLLYWOOD, Oct. 15.—Abner Greshler has launched a quest for stories in which to star Anthony Steele, one of the stars of "Emergency Call," made in England by Butcher Films, Ltd., and recently acquired by Greshler. The producer plans to build the star up with U. S. audiences in a series of starring vehicles. "Emergency Call" is set for early release in this country.

# *Reviews*

## *"The Iron Mistress"*

(*Warner Brothers*)

ACTION AND ROMANCE are neatly blended in this exciting screen adaptation of the best-selling novel of recent years by Paul Wellman that stars Alan Ladd and Virginia Mayo in enhancing color by Technicolor. In addition to their marquee lure the stars offer one of their better performances as they make the most out of a James Webb screenplay that traces the rise of backwoodsman Jim Bowie to wealth and notoriety in New Orleans.

Miss Mayo portrays the belle with an appreciation of men and money who inspires Ladd with a desire for better things. After several thrilling knife and sword duels in which Ladd vanquishes numerous romantic rivals, a picturesque horse race and a high-stakes card game, Miss Mayo's weakling husband, well performed by Alf Kjellin, is disposed of, but Ladd's love for her has ended. He returns to the strikingly beautiful Phyllis Kirk, who had saved his life when he was wounded in an ambush. He discards his Bowie knife and forswears killing.

Henry Blanke's production is notable in its successful impression of lush settings. Gordon Douglas directed ably, emphasizing the impressive action and romance. A large and capable cast that lends support is headed by Joseph Calleia, Tony Caruso and Douglas Dick, and includes Ned Young, George Voskovic, Richard Carlyle, Donald Beddoe, Sarah Selby, Dick Paxton, Edward Colmans and Daria Massey.

Running time, 110 minutes. General audience classification. Release date, Nov. 22.

WALTER PASHKIN

## *"Toughest Man In Arizona"*

(*Republic Pictures*)

VAUGHN MONROE is one of the big names of the popular music field and this follow-up to his Western debut box-office success of two years ago in "Singing Guns," is a well-performed Trucolor entry calculated to please. Monroe is notably credible as the hombre of the title, a Deputy Marshal who tracks down vicious desperado Victor Jory, fights off Indians and shyly romances Joan Leslie in the process. He pleasantly sings three songs: "A Man's Best Friend Is His Horse," "Hound Dog (Bay at the Moon)" and "The Man Don't Live Who Can Die Alone."

John K. Butler wrote the screenplay which provides Monroe ample opportunity to impress. He has a fine fist fight with Jory in mud and water, dives head-first out of a locked hearse to grab and fire discarded guns, and figures in the finale, a gun-battle showdown in a stable full of prancing horses. Miss Leslie is ably cast as the wife of telegrapher Henry Morgan, and is thought to be the sole survivor of an Indian massacre. Actually, Morgan is a moral coward desirous of making quick money and after escaping the Indians he joins forces with Jory's bandit brothers and aids in Jory's escape.

Morgan's telegraph wire tapping aids the Jory gang rob a stagecoach bearing a fortune in silver. Monroe recovers from wounds suffered in the Jory escape and by deduction and close querying of Jory's dance-hall girl friend, Jean Parker, establishes the gang's whereabouts. The gang is shot down and Morgan stands trial for the shooting of sheriff Edgar Buchanan, allowing thus the future marriage of Monroe and Miss Leslie.

Sidney Picker was the associate producer and R. G. Springsteen directed. Also in the cast are Ian MacDonald, Lee MacGregor, Bobby Hyatt, Charlita and Diana Christian.

Running time, 90 minutes. General audience classification. Release date, Oct. 10.

W. P.

## Italian Films

(*Continued from page* 1)

sembled group, the IFE sound studios in the Skouras Theatre Building here will be available to all importers of Italian films for dubbing purposes. In seeking what Gualino described as a four per cent share of the American box-office dollar, a strong reliance will be placed on the consistent release of Italian films in American language versions, he said.

Addressing the many exhibitors attending the luncheon, Gualino said the IFE would seek their skill and experience in launching Italian films. "We are ready to stand with the promotional and advertising dollars necessary to achieve this result," Gualino declared. He also replied to Mayor Impellitteri's previous invitation to the Italians to make pictures in New York, declaring that already several producers and directors have intentions of making films in the city.

Gualino, who returns to Rome tomorrow, expressed gratitude to the sponsoring committee, headed by Winthrop W. Aldrich, Eric Johnston, president of the Motion Picture Association of America; John McCarthy, vice-president of MPAA; E. R. Zorgniotti, U. S. representative of IFE; and Jonas Rosenfield, executive director of the "Salute" committee.

Among American industry leaders on the dais were: Barney Balaban, president of Paramount Pictures; Murray Silverstone, 20th Century-Fox International president; George Weltner, president of Paramount International Films; and McCarthy.

## *'Life' Issue Boosts Italian Pictures*

Italian pictures get a big boost in the current issue of *Life,* on newsstands today.

The cover is devoted to Italian actress Lucia Boce, under the heading, of "New Crop of Beauties in Italy." The seven-page article, which comes following the end of "Salute to Italian Films Week," covers such topics as realism in Italian films, a run-down of new product, the growing popularity of Italian films in the American market and arguments pro and con on dubbing.

# Crown to RKO

(*Continued from page* 1)

eign and domestic, will be in the hands of Arnold Picker, executive vice-president, who takes over around Nov. 15. Crown will direct foreign sales under Picker. Heretofore, RKO Radio's foreign distribution has been handled by Phil Reisman as vice-president, with R. K. Hawkinson as assistant foreign manager. Both of the latter posts will be dispensed with under the new arrangement. Reisman's resignation has been accepted by the board. Whether Hawkinson will continue in a new capacity appeared not to have been determined as of yesterday.

### 20 Years in Industry

Crown has been in the industry more than 20 years. He represented M-G-M in South America in the early 1930's. From 1935 to 1938 he was foreign manager of the old Grand National Pictures. He was co-ordinator of Inter-American Affairs in 1939 and 1940 and served in the Army for two years thereafter. Returning to the industry, he was with Charles K. Feldman in Hollywood and then joined Film Classics. In 1945, Crown was appointed worldwide sales manager for Goldwyn and was elected a vice-president in 1950. Last summer he was the representative of the Society of Independent Motion Picture Producers at negotiations in Paris on a new film import and monetary agreement for American distributors with the French.

Indications are that no successor to Crown will be appointed immediately by Goldwyn Productions.

## COMPO Theatres

(*Continued from page* 1)

also attending, the meeting reviewed COMPO's activities since June. The governing trio expressed satisfaction with both the results of the membership drive and the progress of the campaign for repeal of the Federal 20 per cent admission tax.

"The COMPO finance committee and the various exhibitor committees and sales personnel that conducted the membership drive," said the triumvirate in a statement issued after the meeting, "performed a magnificent job. It was an unprecedented example of what can be done by industry organization and cooperation."

The co-chairmen made it plain that the COMPO staff, headed by Coyne, is to devote all of its activities, if necessary, to the prosecution of the industry's tax repeal campaign, which is being conducted under the direction of Col. H. A. Cole of Dallas and Pat McGee of Denver, co-chairmen of the national tax repeal campaign committee.

The co-chairmen also placed on the record their thanks to the trade press for its cooperation in the membership drive and in the tax repeal campaign.

## *Peterson Is Named Altec Division Head*

LOS ANGELES, Oct. 15. — D. A. Peterson, who was with Altec Service Corp. in Philadelphia, has arrived here to take over the post of Altec Western division manager, left vacant by the sudden death of Stanley M. Pariseau on Oct. 7.

## *Pimstein Active At RKO Radio*

**Harry Pimstein's duties are in full swing as assistant to Arnold Grant, chairman of the board of RKO Radio Pictures. Pimstein started with RKO in 1927, the year he was graduated from Syracuse University Law School. He joined B. F. Keith Theatres' legal department, transferring to the picture company in 1939. Pimstein has served in various capacities in the legal departments of RKO Radio.**



Harry Pimstein

**He is a member of the Motion Picture Pioneers, Variety, Syracuse University Club of New York, Syracuse University Law Association, and a trustee of the Bancroft School in Haddonfield, N. J.**

## *FCC Okays Missouri Television Station*

WASHINGTON, Oct. 15.—The Federal Communications Commission authorized construction of the first post-freeze commercial television station in Missouri with a grant to the Independent Broadcasting Co. in Springfield.

The Commission made four other commercial television grants. They were: Bryant Radio and Television, Inc., and Texas Telecasting, Inc., Lubbock, Tex.; the Plains Radio Broadcasting Co., Amarillo, Tex., and the City of St. Petersburg, St. Petersburg, Fla.

## *Cornell Films Gets 2*

J. Milton Salzburg, president of Cornell Films, announces the acquisition of worldwide distribution rights to two films, "High Calling" and "Pocahontas." Both films will be released theatrically early in 1953 and subsequently released for non-theatrical and television use. "High Calling," produced by Missionary Films, follows the travels of Paul Miller and his wife to their mission in Tibet.

## *Brandts Buy Club*

ALBANY, N. Y., Oct. 15.—Harry and William Brandt, New York theatre owners, have purchased the Arcady Club at the Hague-on-Lake George, an Albany realty firm announced. The club includes a golf course, and is 16 miles from the Sagamore Hotel on Lake George, which the Brandts acquired several years ago. The Arcady Club may be used for a boys' club, it has been reported.

## *Delay Towne Hearings*

CHICAGO, Oct. 15.—Hearings on a change of venue from Chicago to Milwaukee by defendants in the Towne Theatre case (in which attorney Thomas C. McConnell is asking additional attorney fees to cover the period of the appeal from the original decision) and the Viking Theatre case have been postponed to Monday.

# FPA-SAG Talks Will Resume Here Today

Counter-proposals will be submitted by the Film Producers Association to the Screen Actors Guild today when negotiations between representatives of the two groups resume here, Mel Gold, president of the National Television Film Council, disclosed yesterday.

Gold, who is also a member of the producers' negotiating committee, indicated that a wide gap currently exists on provisions governing spot announcements.

The status of SAG negotiations was revealed by Gold at an NTFC luncheon at the Hotel Warwick.

Samuel Spring, prominent attorney and author of the book, "Rights and Risks," warned TV producers about the legal dangers involved in the invasion of privacy. Spring, who was a guest speaker, advised those attending to seek the aid of counsel before deciding on whether or not someone's privacy had been invaded in a TV show. He explored the complexity of the law in regard to the problem, both in New York and elsewhere in the country.

## *PSI-TV Opens an Office in Boston*

PSI-TV, Inc., producer-distributor, has opened a Boston office to service New England, it was announced by Manny Reiner, vice-president in charge of sales.

This marks PSI-TV's third regional office opening in the past two months, the others being in Chicago and Hollywood. Edward Ruff and Irving M. Farber will be in charge at Boston.

## *WICC-TV With ABC*

Station WICC-TV in Bridgeport, Conn., New England's first ultra-high frequency television station and the second such station to sign a network affiliation, will join the ABC-TV network on or about Jan. 1, it was announced by Alfred R. Beckman, national director of ABC's radio and television station relations departments. In August of this year, ABC announced the first UHF network affiliation with the signing of station WSBA-TV in York, Pa., as a basic ABC-TV affiliate, effective Nov. 1. The addition of station WICC-TV to the ABC-TV network will bring the total number of network affiliates to 66.

## *India Film Heads Feted*

HOLLYWOOD, Oct. 15.—Stars, directors and producers of India attended a luncheon with Hollywood counterparts at which Jack L. Warner was host. This was the final formal studio function held for the Indian visitors during their week here. The Indian notables included Chadulal Shah, Raj Kapoor, B. N. Sircar and D. Subramanyam.

## *On Kodak U.K. Board*

LONDON, Oct. 15.—Denis Wratten, head of Eastman Kodak's motion picture division here, has been appointed to the company's board of directors. Wratten served as president of the British Kinematograph Society for two years and lately was made president of the Royal Photographic Society.

# *Memphis Ruling Makes 'Bank Nights' Legal*

MEMPHIS, Oct. 15.—"Bank nights," as presently operated in Memphis film houses, are legal, according to a decision by City Commissioner Claude A. Armour, rendered after an investigation by the city police and receipt of legal advice from city attorney Frank B. Giannoti, Jr. Such giveaway schemes were banned in December, 1936, on the grounds that they were common gambling.

"We have asked theatres to refrain from the use of loudspeakers on the outside and the gathering of crowds to listen to drawing results," the commissioner said.

Giannoti said he based his legal opinion on a Tennessee Supreme Court ruling in 1936 in the Crescent Amusement case, originating in Nashville, where the "bank night" involved was similar to those now conducted jointly at four houses here owned by M. A. Lightman, Sr., and where the court held there was not a lottery. He pointed out that Memphis theatres are going one step further from a lottery by allowing registration for the drawings without buying a ticket. In the Nashville case, it was held theatre patrons got full money's worth from the film.

## *Name Kaiser-Frazer, 'U' Prize Winners*

Winners of five Henry J. Corsair cars and $2,000 in cash prizes posted by Universal Pictures and the Kaiser-Frazer Corp. for the best promotional campaigns developed by showmen for "Steel Town," were announced by the two companies.

Five sets of prizes were awarded to theatremen in five population classifications: theatres in cities over 500,000; 100,000 to 500,000; 50,000 to 100,000; 25,000 to 50,000 and under 25,000. Group one first prize winner of a Henry J. was Jack Silverthorne of the Hippodrome in Cleveland; second prize of $250 went to Jack Sydney of Loew's Century in Baltimore and third prize of $150 went to Ken Hoel of the J. P. Harris Theatre in Pittsburgh.

## *McCarthy, Italians Meet*

Various trade problems, including rental ceilings, will be discussed today at a meeting here between John G. McCarthy, Motion Picture Association of America international division chief, and Eitel Monaco and Renato Gualino, Italian Film Export officials.

## *Tenn. Theatre Burned*

DOVER, Tenn., Oct. 15.—Fire destroyed the Dover Theatre and three business houses. The loss, estimated at $20,000, was covered by insurance. Owners J. T. Scurlock and Leroy Cherry expect to rebuild as soon as possible.

## *$19,350 for 'Snows'*

ATLANTA, Oct. 15. — Topping last year's box-office "champ," "David and Bathsheba," by a wide margin at the Paramount Theatre here is Darryl F. Zanuck's "The Snows of Kilimanjaro," which racked up $19,350 in its first six days.

# 42 Pictures Are Now in Production

HOLLYWOOD, Oct. 15.—With another one point increase in production, the total number of pictures in work reached 42. Nine new pictures were started and eight were finished.

Started were: "Timber Wolf," Allied Artists; "Love Song," "Pack Train" and "Slaves of Babylon," Columbia; "Invaders from Mars" (Notional Pictures), 20th Century Fox; "Miss Robinson Crusoe," Motion Picture Artists; "Toilers of the Sea" (Coronado), RKO Radio; "Sioux Uprising" and "Vermillion O'Toole," Universal.

Completed were: "Return to Paradise," Aspen Productions; "Dangerous When Wet," Metro-Goldwyn-Mayer; "Jamaica," Paramount; "Silver Ship," 20th Century-Fox; "Law and Order," Universal-International; "By the Light of the Silvery Moon," "The Jazz Singer" and "Sea Rogue," Warner Brothers.

## *Ohio Atty. Gen. Seen Behind Appeal Pass*

TOLEDO, Oct. 15. — The City of Toledo declined to appeal the industry's victory in the Ohio newsreel censorship case on the advice of the state's attorney-general, William C. O'Neil, according to defense sources. The deadline to appeal, last Friday, passed without the city taking any action.

Toledo exhibitor Martin G. Smith, backed by the Motion Picture Association of America and Allied Independent Theatre Owners of Ohio, several weeks ago won a decision by Municipal Judge Wiley that censorship of newsreels by the state was unconstitutional. Failure of the city to appeal means that the industry loses the chance to take the case to the state or U. S. Supreme Court for a decision which could have made the Toledo ruling mandatory across the entire state.

## *Article on George Sidney*

The Sunday issue of *Pictorial Review* will feature an article by Louella O. Parsons on George Sidney, Metro-Goldwyn-Mayer director. The story will trace Sidney's career with M-G-M and include his theories about making motion pictures. The next Sidney-directed film will be "Young Bess."

## *ITOA Lunch Oct. 30*

Date for the luncheon to be given by the Independent Theatre Owners Association of New York to recently apointed RKO Radio sales executives is Thursday, Oct. 30. It was incorrectly reported here yesterday that the luncheon was scheduled for today.

## *Charlotte Reopens Soon*

CHARLOTTE, Oct. 15.—The Charlotte theatre here will reopen soon. It has been closed since May 17. Owner S. W. Craver said it will operate on a policy of double feature bills with second-run pictures for family entertainment.

## Bingo

(*Continued from page* 1)

Franklin County said the current banning of bingo games would be continued.

# MOTION PICTURE DAILY'S BOOKING CHART

| WEEK OF | COLUMBIA | LIPPERT | M-G-M | MONO. | PARA. | REPUBLIC | RKO | 20TH-FOX | UNITED ARTISTS | UNIV.-INT'L. | WARNERS |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Sept. 7 | (Sept. Releases)<br>RAINBOW 'ROUND MY SHOULDER<br>(Color)<br>Frankie Lane<br>Billy Daniels<br>M—78 min.<br>(Rev. 8/8/52)<br>AFFAIR IN TRINIDAD<br>Rita Hayworth<br>Glenn Ford<br>D—98 min.<br>(Rev. 7/30/52) | | THE DEVIL MAKES THREE<br>Gene Kelly<br>Pier Angeli<br>D—91 min.<br>(Rev. 8/13/52) | FARGO<br>Wild Bill Elliott<br>O—69 min. (5226)<br>(Rev. 9/4/52) | (Sept. Releases)<br>JUST FOR YOU<br>(Color)<br>Bing Crosby<br>Jane Wyman<br>(5201)<br>CD—M—104 min.<br>(Rev. 7/31/52)<br>CARIBBEAN<br>(Color)<br>John Payne<br>Arlene Dahl<br>D—97 min. (5202)<br>(Rev. 8/4/52) | | (Sept. Releases)<br>BEWARE MY LOVELY<br>Ida Lupino<br>Robert Ryan<br>D—77 min. (302)<br>(Rev. 7/31/52)<br>(Re-Releases)<br>ANNIE OAKLEY<br>Barbara Stanwyck<br>Preston Foster<br>D—91 min. (383)<br>(Rev. 10/28/35)<br>ALLEGHENY UPRISING<br>John Wayne<br>Claire Trevor<br>D—81 min. (384)<br>(Rev. 10/24/39) | (Sept. Releases)<br>LURE OF THE WILDERNESS<br>(Color)<br>Jean Peters<br>Jeffrey Hunter<br>D—92 min. (227)<br>(Rev. 7/29/52)<br>O. HENRY'S FULL HOUSE<br>Fred Allen<br>Anne Baxter<br>CD—91 min. (228)<br>(Rev. 8/18/52)<br>MONKEY BUSINESS<br>Cary Grant<br>Ginger Rogers<br>C—97 min. (230)<br>(Rev. 9/2/52) | (Jewell)<br>UNTAMED WOMEN<br>D—70 min.<br>(Rev. 8/13/52)<br>(Re-Release)<br>THE LADY VANISHES<br>Michael Redgrave<br>Margaret Lockwood<br>D—85 min.<br>(Rev. 10/11/38)<br>(King Bros.)<br>THE RING<br>Gerald Mohr<br>Lalos Rios<br>D—79 min.<br>(Rev. 8/26/52) | (Sept. Releases)<br>UNTAMED FRONTIER<br>(Color)<br>Joseph Cotten<br>Shelley Winters<br>OD—75 min. (230)<br>SON OF ALI BABA<br>(Color)<br>Tony Curtis<br>Piper Laurie<br>D—75 min. (231)<br>(Rev. 8/13/52)<br>BONZO GOES TO COLLEGE<br>Maureen O'Sullivan<br>Edmund Gwenn<br>C—80 min. (232)<br>(Rev. 8/29/52) | |
| Sept. 14 | | | MY MAN AND I<br>Shelley Winters<br>Ricardo Montalban<br>D—99 min.<br>(Rev. 8/19/52) | FEUDIN' FOOLS<br>Leo Gorcey<br>C—63 min. (5213) | | | | | | | |
| Sept. 21 | (Re-Release)<br>THE MINE WITH THE IRON DOOR<br>Richard Arlen<br>Cecilia Parker<br>D—66 min.<br>(Rev. 4/20/36) | | BECAUSE YOU'RE MINE<br>(Color)<br>Mario Lanza<br>M—103 min.<br>(Rev. 8/29/52) | (Allied Artists)<br>BATTLE ZONE<br>John Hodiak<br>Linda Christian<br>D—82 min. (AA22)<br>(Rev. 10/15/52)<br>ARMY BOUND<br>Stanley Clements<br>D—61 min. (5216) | | TROPICAL HEAT WAVE<br>Estelita<br>Robert Hutton<br>CM—74 min. (5126)<br>(Rev. 10/6/52)<br>DESPERADOES OUTPOST<br>Alan "Rocky" Lane<br>O—54 min. (5174)<br>(Rev. 10/9/52)<br>THE WAC FROM WALLA WALLA<br>Judy Canova<br>Stephen Dunne<br>C—83 min. (5123)<br>TOUGHEST MAN IN ARIZONA<br>(Color)<br>Vaughn Monroe<br>Joan Leslie<br>O—90 min. (5109)<br>SOUTH PACIFIC TRAIL<br>Rex Allen<br>O | | | | | |
| Oct. 5 | | | APACHE WAR SMOKE<br>Gilbert Roland<br>Glenda Farrell<br>O—67 min.<br>(Rev. 9/29/52) | CANYON AMBUSH<br>Johnny Mack Brown<br>O—53 min. (5244) | (Oct. Releases)<br>SOMEBODY LOVES ME<br>(Color)<br>Betty Hutton<br>Ralph Meeker<br>M—95 min. (5203)<br>(Rev. 8/20/52)<br>HURRICANE SMITH<br>(Color)<br>Yvonne DeCarlo<br>John Ireland<br>D—90 min. (5204)<br>(Rev. 9/12/52) | | (Oct. Releases)<br>THE LUSTY MEN<br>Robert Mitchum<br>Susan Hayward<br>OD—112 min. (304)<br>(Rev. 9/29/52)<br>UNDER THE RED SEA<br>Dr. Hans Hass<br>Lottie Berl<br>D—67 min. (305)<br>(Rev. 9/29/52) | (Oct. Releases)<br>MY WIFE'S BEST FRIEND<br>Anne Baxter<br>Macdonald Carey<br>CD 87 min. (231)<br>(Rev. 10/6/52)<br>WAY OF A GAUCHO<br>Rory Calhoun<br>Gene Tierney<br>O—91 min. (229)<br>(Rev. 10/7/52)<br>SOMETHING FOR THE BIRDS<br>Victor Mature<br>Patricia Neal<br>C—81 min. (238)<br>(Rev. 10/8/52) | (Harry M. Popkin)<br>THE THIEF<br>Ray Milland<br>Rita Gam<br>D—85 min.<br>(Rev. 9/26/52) | (Oct. Releases)<br>WILLIE AND JOE BACK AT THE FRONT<br>Tom Ewell<br>Mary Blanchard<br>C—87 min. (233)<br>(Rev. 9/29/52)<br>YANKEE BUCCANEER<br>(Color)<br>Jeff Chandler<br>Scott Brady<br>D—86 min. (234)<br>(Rev. 9/17/52)<br>HORIZONS WEST<br>(Color)<br>Robert Ryan<br>Julia Adams<br>OD—81 min. (235)<br>(Rev. 9/29/52) | THE CRIMSON PIRATE<br>(Color)<br>Burt Lancaster<br>D—104 min. (202)<br>(Rev. 8/27/52) |
| Oct. 12 | (Oct. Releases)<br>ASSIGNMENT—PARIS<br>Dana Andrews<br>Marta Toren<br>D—85 min.<br>(Rev. 9/4/52)<br>THE GOLDEN HAWK<br>(Color)<br>Rhonda Fleming<br>Sterling Hayden<br>D—83 min.<br>(Rev. 9/10/52) | SCOTLAND YARD INSPECTOR<br>Cesar Romero<br>Lois Maxwell<br>D (5202) | | | | | | | | | THE MIRACLE OF OUR LADY OF FATIMA<br>(Color)<br>Gilbert Roland<br>Angela Clark<br>D—102 min.<br>(Rev. 8/21/52) |
| Oct. 19 | | TROMBA, THE TIGER MAN<br>Special Cast<br>D—63 min. (5201) | EVERYTHING I HAVE IS YOURS<br>(Color)<br>Marge & Gower Champion<br>Dennis O'Keefe<br>M—96 min.<br>(Rev. 9/25/52) | ARCTIC FLIGHT<br>Wayne Morris<br>D—78 min. (5210)<br>(Rev. 8/5/52) | | | | | | | SPRINGFIELD RIFLE<br>(Color)<br>Gary Cooper<br>D 93 min. (204)<br>(Rev. 9/25/52) |
| Oct. 26 | | | | | (Nov. Releases)<br>THE TURNING POINT<br>William Holden<br>Alexis Smith<br>D—85 min. (5205)<br>(Rev. 9/18/52)<br>THE SAVAGE<br>(Color)<br>Charlton Heston<br>Susan Morrow<br>OD—95 min. (5206)<br>(Rev. 9/18/52) | | | (Nov. Releases)<br>NIGHT WITHOUT SLEEP<br>Linda Darnell<br>Gary Merrill<br>D—77 min. (235)<br>(Rev. 9/30/52)<br>THE STEEL TRAP<br>Joseph Cotten<br>Teresa Wright<br>D—85 min. (232)<br>BLOODHOUNDS OF BROADWAY<br>(Color)<br>Mitzi Gaynor<br>Scott Brady<br>MC—90 min. (236)<br>PONY SOLDIER<br>(Color)<br>Tyrone Power<br>Cameron Mitchell<br>OD (237) | | (Nov. Releases)<br>THE RAIDERS<br>(Color)<br>Richard Conte<br>Viveca Lindfors<br>OD—80 min. (301)<br>(Rev. 10/9/52)<br>BECAUSE OF YOU<br>Loretta Young<br>Jeff Chandler<br>D—95 min. (302)<br>(Rev. 10/9/52)<br>IT GROWS ON TREES<br>Irene Dunne<br>Dean Jagger<br>C—84 min. (303) | |
| Nov. 2 | (Nov. Releases)<br>HANGMAN'S KNOT<br>(Color)<br>Randolph Scott<br>Donna Reed<br>OD<br>VOODOO TIGER<br>Johnny Weismuller<br>D—67 min. | | | WYOMING ROUNDUP<br>Whip Wilson<br>O—53 min. (5254)<br>FLAT TOP<br>(Color)<br>Sterling Hayden<br>Richard Carlson<br>D—87 min. (5201) | | | (Nov. Release)<br>FACE TO FACE<br>James Mason<br>Robert Preston<br>D—91 min. | | | OPERATION SECRET<br>Cornel Wilde<br>Steve Cochran<br>D—108 min. (205)<br>(Rev. 10/9/52) |
| Nov. 9 | BLUE CANADIAN ROCKIES<br>Gene Autry<br>O—58 min.<br>(Re-Release)<br>LADIES OF THE CHORUS<br>Marilyn Monroe<br>Adele Jergens<br>D—61 min. | MR. WALKIE TALKIE<br>William Tracy<br>Joe Sawyer<br>C (5203) | THE PRISONER OF ZENDA<br>(Color)<br>Stewart Granger<br>James Mason<br>Deborah Kerr<br>D—101 min.<br>(Rev. 10/15/52)<br>THE HOUR OF 13<br>Peter Lawford<br>D—79 min.<br>(Rev. 9/30/52) | | | | | | (J. Arthur Rank)<br>OUTPOST IN MALAYA<br>Claudette Colbert<br>D—91 min. | | |
| Nov. 16 | | | | | | | | | | | |

*(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.)*

FIRST IN FILM NEWS

# MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 75 NEW YORK, U. S. A., THURSDAY, OCTOBER 16, 1952 TEN CENTS

## Theatres In COMPO Now Total 11,695

### *Governing Trio Expects Even Higher Figure Soon*

The number of theatres which have become members in the Council of Motion Picture Organizations has reached 11,695, it was disclosed here yesterday by Trueman T. Rembusch, Samuel Pinanski and Al Lichtman, governing co-chairmen of the industry agency.

**The triumvirate issued the membership report, which indicated that returns still are being received and that the final membership figure may be considerably larger, following a meeting in New York.**

With Lichtman presiding and Robert W. Coyne, special counsel; Herman Robbins, treasurer, and Charles E. McCarthy, information director,

(*Continued on page* 4)

## Elect 10-Man Mono. Board on Nov. 12

HOLLYWOOD, Oct. 15. — Monogram-Allied Artists' stockholders will meet here Nov. 12 to elect a board of directors.

Management nominees for board membership are W. Ray Johnston, Steve Broidy, George D. Burrows,

(*Continued on page* 4)

### *Canadians to Honor Industry Pioneers*

**Toronto, Oct. 15.—Six veterans of the industry in the Dominion who made their start prior to 1910 have been picked by a committee to receive special honors at a 50th anniversary banquet of the Canadian Picture Pioneers in the Royal York Hotel here on Nov. 5.**

**Guests will be Jule Allen, Premier Theatres, Toronto; G. N. Ganetakos, United Amusement Corp., Montreal; F. G. Spencer, Saint John, N. B.; A. J. Mason, Springhill, N. S.; John Schuberg, exhibitor of Vancouver, and L. Ernest Ouimet of Montreal.**

## *Set $20,000,000 Goal For Italian Films Here*

A goal of $20,000,000 per year for Italian films in the American market was set here last night by Dr. Renato Gualino, director general of Italian Films Export. In order to achieve this goal, Gualino added, the IFE will organize its own distribution company here.

Speaking at a farewell dinner at the Waldorf-Astoria Hotel, Gualino disclosed that the IFE has already filed the necessary papers to establish a separate distribution corporation which will handle Italian films in the American market. The dinner was tendered by the Italian film delegation in honor of the sponsoring committee of the recently-concluded "Salute to Italian Films Week."

Declared Gualino: "IFE will have established before the end of this year the nucleus of a national distribution company with five division offices in New York, Chicago, Cleveland, Los Angeles and Atlanta.

"We are ready to offer the services of our national organization to those independent distributors of Italian films who lack such national outlets," he added.

The $20,000,000 sought in the American market, Gualino observed, equals the gross revenue of American motion pictures in Italy, and the speedy achievement of this goal will eliminate the "film dollar gap." The IFE director expressed the view that dubbed Italian films can compete on equal terms with Hollywood films in the United States.

The Italian-American market will not be neglected either, Gualino said, adding that the IFE would offer from 25 to 30 films per year for audiences of Italian extraction.

Next month, Gualino told the as-

(*Continued on page* 4)

## 1,300 N. Y. Theatres Aid Rogers Drive

Over $300,000 annually is expected to be collected by the more than 1,300 theatres of New York State which will participate in the Will Rogers Memorial Hospital collection-can-on-candy project, according to Joseph R. Vogel, chairman of the campaign.

Among the circuits already signed are: RKO, Warner, Schine, Loew's, Fabian, Brandt, William Berinstein, Buffalo Paramount, Leo Brecher, Cinema Circuit, Dipson, Interboro, Harris, J. J. Theatres, Kallet, Kaybern, Randforce, Raybond, Walter Reade, Rugoff & Becker, and others.

## 'Ivanhoe' Chosen for Christopher Award

M-G-M's "Ivanhoe" was yesterday designated as one of the winners of the monthly Christopher Awards "for the inspiration and high quality entertainment (that it provides) to a vast audience."

Father James Keller, M.M., founder and director of the Christophers, disclosed that the winners for October in other media are "Karen," the biography of a youthful victim of cerebral palsy, and the "I Love Lucy" TV show.

Bronze medallions will be presented to the winners for their contribution that represents "a significant step in the direction of providing the public with entertainment of enduring spiritual value," it was said.

## Weiner, Marcus and Wurtele Honored

Three of Columbia's sales executives, with a combined total of 75 years association with the company, were honored at a luncheon yesterday at the 21 Club. The guests of honor, each of whom has been with Columbia for 25 years, were H. E. Weiner, division manager for Eastern Pennsylvania and Southern New Jersey; B. C. Marcus, Midwestern division manager, and Lester Wurtele, Philadelphia branch manager.

Present at the luncheon were Jack Cohn, A. Montague, N. B. Spingold,

(*Continued on page* 4)

## Bingo A Violation, Ohio Court Rules

COLUMBUS, O., Oct. 15. — Bingo, whether conducted for charity or profit, violates the state constitution, according to a decision by the Second District Court of Appeals. The unanimous decision upheld the opinion last December by Common Pleas Judge Cecil J. Randall of Franklin County, who held that bingo is a lottery, whether conducted for profit or charity.

The Court of Appeals decision was written by Judges Roscoe G. Hornbeck, William C. Wiseman and Fred J. Miller.

Safety director Donald Cook of Columbus and sheriff Ralph J. Paul of

(*Continued on page* 5)

## Crown Is RKO Radio Foreign Sales Manager

### *Takes New Post at Once; Reisman Resigns as V-P*

Alfred W. Crown, vice-president in charge of worldwide sales for Samuel Goldwyn Productions, yesterday was named by the new RKO Radio management as foreign sales manager. Crown will wind up his duties with Goldwyn Productions as soon as possible and will join RKO Radio probably in a matter of days.



Alfred Crown

Crown's post, a new one in the company, marks a realignment of RKO Radio's foreign distribution executive setup. Supervision of worldwide sales, both for-

(*Continued on page* 4)

## Allied Convention Roll Reaches 400

Some 400 Allied members and others have registered to date for the organization's annual convention, Nov. 15-17, at the Hotel Morrison in Chicago, Jack Kirsch, convention chairman, who has arrived here from that city, reports.

Kirsch, who arrived yesterday for three days of convention planning talks with Wilbur Snaper, Allied president, foresaw the possibility of the "greatest" convention in Allied's history.

### *'Son' Ohio Censor Appeal Is Beaten*

**Columbus, O., Oct. 15.— Ohio's Supreme Court has blocked the latest effort to test the constitutionality of Ohio film censorship by turning down a petition of Classic Pictures of New York which sought to force the censor board to take another look at "Native Son," previously rejected.**

(M) Musical. (C) Comedy. (O) Outdoor Action. Production

# Personal Mention

WILLIAM M. PIZOR of Lippert Pictures has returned here from a three- month European trip and will shortly leave for the Coast for conferences with ROBERT L. LIPPERT, company head.

•

BEN KALMENSON, Warner Brothers distribution vice-president, became a grandfather for the second time on Sunday with the birth of a son, DONALD, to his daughter, MRS. BERT LEVINE, at Mt. Vernon Hospital, Mt. Vernon, N. Y.

•

ERIC A. JOHNSTON, Motion Picture Association of America president, and JOYCE O'HARA, vice-president, will be here today from Washington for a meeting with distribution presidents and foreign managers.

•

DORE SCHARY, M-G-M vice-president in charge of production, returned here from Washington yesterday accompanied by HOWARD STRICKLING, studio publicity head. SCHARY will leave for the Coast on Oct. 26.

•

WILLIAM B. ZOELLNER, head of M-G-M's short subject and newsreel sales, will be in Jacksonville from New York Monday and then head for Atlanta, Charlotte and Washington.

•

ROBERT W. COYNE, Council of Motion Picture Organizations special counsel, and SAM SHAIN, field representative, will leave here today for Philadelphia.

•

LEON BAMBERGER, RKO Radio sales promotion head, will address the annual convention of Allied Theatre Owners of Michigan in Detroit Monday through Wednesday.

•

C. J. LATTA, Warner Brothers representative on the Associated British Pictures Corp. board, is here from England.

•

BERT ORDE, manager of the motion picture department of *Redbook* magazine, will leave here tomorrow to visit the Coast studios.

•

HERMAN RIPPS, assistant to JOHN P. BYRNE, M-G-M Eastern sales manager, will be in Albany and Gloversville for the remainder of this week.

•

ROY DISNEY, president of Walt Disney Productions, and CARD WALKER, advertising - publicity manager, have left here for the Coast.

•

ARTHUR JEFFREY has been appointed public relations director of Magazine Management Co.

•

SILAS F. SEADLER, M-G-M advertising head, is due back Monday from a vacation abroad.

•

ARTHUR B. KRIM, United Artists president, has left here for Hollywood and will return in about two weeks.

•

NATE J. BLUMBERG, Universal board chairman, is due here from the Coast around Nov. 1.

# Chairmen Are Named for Chicago Charity Campaign

CHICAGO, ILL., Oct. 15.—The local Amusement Activities Committee has endorsed several charity campaigns for local theatre participation and named chairmen to head the amusement divisions for the various drives.

Jack Rose of Indiana-Illinois Theatres will head the Will Rogers Hospital campaign, for which theatres are asked to place collection cans on their candy counters and ask for donations from their employes. Herb Sheeler of Warner Brothers Theatres will be chairman of the Community Fund; David B. Wallerstein, general manager of Balaban and Katz, will be in charge of the March of Dimes campaign, for which a lobby collection was approved by the committee.

Ralph Smith, general manager of Essaness Theatres, will serve as chairman of the Variety Club-Laravida Jackson Park Sanitarium annual audience collection, which raised a total of over $64,000 last year. Smith will be assisted by William K. Hollander, Balaban and Katz advertising and publicity head, and Irving Mack, President of Filmack Corp.

## Kunzmann Honored By the SMPTE

WASHINGTON, Oct. 15.—William C. Kunzmann, retiring vice-president of the Society of Motion Picture and Television Engineers, was presented with a solid gold life membership card by the newly elected executive vice-president, John G. Frayne, of Westrex, at a reception held in the Statler Hotel.

Kunzmann is also retiring from his position with National Carbon and may locate on the West Coast where he hopes to operate a combination drive-in and motel.

## 'Limelight' Opening On BBC Tonight

LONDON, Oct. 15.—Tomorrow evening's world premiere of Charles Chaplin's "Limelight" at the Odeon Theatre, Leicester Square, will be televised by the British Broadcasting's television network. In addition to showing the arrival of audience dignitaries, a precedent will be set in BBC televising excerpts from the film at the close of the program.

Princess Margaret will attend the premiere. The leading lady of Chaplin's 40th anniversary film is Claire Bloom, currently portraying Juliet in the new stage production here of Shakespeare's "Romeo and Juliet."

## 'Sudden Fear' Big At NY RKO Houses

Joseph Kaufman's "Sudden Fear," RKO Radio release currently playing at Metropolitan RKO houses, is understood to have grossed $165,000 in five days at 19 theatres, out-grossing any previous production to play the circuit in the past year and a half.

## 'Fatima' Extensions In Additional Spots

Warner Brothers "The Miracle of Fatima" continues piling up holdovers and extended runs in its early playdates throughout the country, the company reports.

Extended run engagements include the Astor Theatre, New York, where it enters its ninth week today; the Astor, Boston; Madison, Detroit; Boyd, Philadelphia and the Center, Buffalo, all in fourth weeks, and the St. Francis, San Francisco, three weeks.

Second-week holdovers have been set at the Strand, Albany; Strand, Hartford; Roger Sherman, New Haven; Strand, Scranton; Paramount, Wilkes Barre; Stanley, Utica; Mayfair, Trenton; Palace, Stamford; Strand, Akron; Victory, Dayton; Strand, Erie and the Majestic, Providence.

Normal split-week situations where the picture has been held over for a minimum of seven days include Ritz, Clarksburg; Strand, Greensburg; Havens, Olean; Capitol, Dunkirk; Strand, Shenandoah; Capitol, Hazelton; Hollywood, Pottsville, and the State, Waterbury.

## Loew's 'Big Five' Promotion Starts

"Loew's Big Five New Movie Season" will be launched at noon tomorrow with a Broadway send-off from in front of Loew's State Theatre. A caravan of floats, with girls in costume, will be greeted by city officials and stage and screen celebrities, after which they will tour the city.

Each float will represent one of the screen programs in "Loew's Big Five," the first of which is Stanley Kramer's "High Noon," starring Gary Cooper, opening at Loew's today. The second attraction is John Ford's "The Quiet Man," with John Wayne and Maureen O'Hara. Following will be the Rita Hayworth-Glenn Ford starrer, "Affair in Trinidad"; the new Betty Hutton musical, "Somebody Loves, Me," and M-G-M's "The Merry Widow," with Lana Turner and Fernando Lamas.

## Grainger Reports 'Quiet' Holdovers

James R. Grainger, Republic executive vice-president in charge of sales and distribution, yesterday declared that heavy holdover business and many extended runs have been reported on pre-release openings on "The Quiet Man," John Ford's Technicolor production.

The picture is going into its ninth week in Atlantic City; its fifth week in Miami, Baltimore, Minneapolis, St. Louis, and Philadelphia; its fourth week in Pittsburgh, and its third week in Washington.

## New 'U' Bank Loan Is for $6,300,000

**The new loan agreement concluded by Universal Pictures with the First National Bank of Boston and Guaranty Trust Co. of New York provides for a maximum credit of $6,300,000, Leon Goldberg, Universal treasurer, said yesterday. Due to an inadvertent error, *Motion Picture Daily* had reported that the new loan amounted to $17,000,000.**

**Goldberg said the bank agreement consists of a $5,000,000 revolving fund for Universal, to be reduced at the rate of $500,000 annually for four years, plus a $1,300,000 credit for the Universal subsidiary, United World, on which there are repayments of $175,000 annually for the first two years and $150,000 annually in the third and fourth years.**

## 'U' Tells of End of Decca Merger Plans

Universal Pictures Co., in its answer to the minority stockholders suit brought by Florence Long, said that it has abandoned all plans to merge with Decca Records, Inc., the company which bought a controlling interest in Universal.

The plaintiff's attorney disclosed that in its answer Universal said merger plans were discarded in June, 1952. The Long suit was brought in March of this year in New York Supreme Court. It charged that Decca acquired the stock of Universal in order to gain control of the corporation and pass on the assets of Decca to Universal at an excessive price.

## Services Tomorrow For Frederick Ryan

Frederick R. Ryan, a member of the board of directors of Republic Pictures Corp. for many years, died yesterday at his home here at the age of 73.

Ryan, who in addition to the general practice of law, had been a specialist in corporation law and in the fields of petroleum and motion pictures. A Requiem Mass will be offered at St. Vincent Ferrer Church, tomorrow at 10 A.M. Burial will be in Calvary Cemetery.

## Wife of A. H. Blank Dies in Des Moines

DES MOINES, Oct. 15.—Mrs. A. H. Blank, 70, wife of the president of Tri-States Theatre Corp., died here today. She had been ill since March.

Other survivors are a son, Myron, and a sister, Mrs. B. W. Prusiner of Springfield, Ohio. Services will be held Friday at Dunn Funeral Home. Burial will be at Glendale Cemetery, both in this city.

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WARNER BROS.

# "Operation Secret"

An Undercover U. S. Marine — and the 7-year manhunt that zigzagged across the globe!

SET TO FOLLOW
**'SPRINGFIELD RIFLE'**
AT THE PARAMOUNT, N. Y.
— AND NATIONALLY
ON ARMISTICE DAY

BEN KALMENSON DRIVE

ARRING
ORNEL WILDE · KARL MALDEN · STEVE COCHRAN PHYLLIS THAXTER WITH PAUL PICERNI · LESTER MATTHEWS · DAN O'HERLIHY · JAY NOVELLO
SCREEN PLAY BY JAMES R. WEBB AND HAROLD MEDFORD PRODUCED BY HENRY BLANKE DIRECTED BY LEWIS SEILE

# Mono. Board

(*Continued from page* 1)

Howard Stubbins, G. Ralph Branton, Herman Rifkin, Harold J. Mirisch, Arthur C. Bromberg, Edward Morey and Norton V. Ritchey.

The official notice of the annual meeting discloses that directors or officers of the company during the fiscal year ended June 28 received fees and salaries totaling $348,580 and bonuses totaling $38,925, the total of these amounts having exceeded by $17,378 the sum paid to the group during the previous fiscal year.

The following individual compensation information also was set forth in the notice:

Johnston, board chairman, received $35,440 in fees and salary. Broidy, president, received $94,582 in salary and an $8,650 bonus, the total of these being less by $7,236 than the amount he received in the previous year. Burrows, executive vice-president and treasurer, got $26,597 in salary, or less by $13,776 than the previous year's amount. Mirisch, vice-president, received a salary of $32,200 and bonus of $8,650, the total of the two exceeding by $10,476 the prior years' remuneration. Ritchey, vice-president, received $27,300, plus $4,325 bonus, or $1,251 more than previously. Branton, vice-president, received $29,400 salary and $8,650 bonus, his previous remuneration having been nothing. Morey, vice-president, received $27,625 salary and $4,325 bonus, or $2,876 more than previously.

According to the notice, the directors having interests in exchanges reported exchange gross sales commissions received for the fiscal year as follows:

Johnston, Cincinnati, 50 per cent owned, $21,379; Stubbins, Los Angeles, 50 per cent owned, $226,948; Stubbins, Seattle, 25 per cent owned, $85,572; Hurlbut, Detroit, 33-1/3 per cent owned, $72,653; Rifkin, Boston, 100 per cent owned, $123,489; Bromberg, Atlanta, 85 per cent owned, $418,687.

Johnston sold his interest in the Cincinnati exchange a year ago, and the commissions indicated were for the period from July 1, 1951, to Sept. 30, 1951, it was explained.

## Weiner, Marcus

(*Continued from page* 1)

Leo Jaffe, Rube Jackter, Louis Astor, Irving Wormser, Maurice Grad, Paul Lazarus, Jr., H. C. Kaufman, Joe Freiberg, Seth Raisler and Vincent Borelli.

Cohn and Montague presented each of the guests with a silver bowl, suitably inscribed. Facsimile signatures of all those attending the luncheon were also engraved.

The trio are the first of the sales heads to reach the quarter-century mark with the company, although more than a score of Columbia's sales staff has been with the company more than 20 years.

## *Greshler Promoting Star*

HOLLYWOOD, Oct. 15.—Abner Greshler has launched a quest for stories in which to star Anthony Steele, one of the stars of "Emergency Call," made in England by Butcher Films, Ltd., and recently acquired by Greshler. The producer plans to build the star up with U. S. audiences in a series of starring vehicles. "Emergency Call" is set for early release in this country.

# *Reviews*

## *"The Iron Mistress"*

(*Warner Brothers*)

ACTION AND ROMANCE are neatly blended in this exciting screen adaptation of the best-selling novel of recent years by Paul Wellman that stars Alan Ladd and Virginia Mayo in enhancing color by Technicolor. In addition to their marquee lure the stars offer one of their better performances as they make the most out of a James Webb screenplay that traces the rise of backwoodsman Jim Bowie to wealth and notoriety in New Orleans.

Miss Mayo portrays the belle with an appreciation of men and money who inspires Ladd with a desire for better things. After several thrilling knife and sword duels in which Ladd vanquishes numerous romantic rivals, a picturesque horse race and a high-stakes card game, Miss Mayo's weakling husband, well performed by Alf Kjellin, is disposed of, but Ladd's love for her has ended. He returns to the strikingly beautiful Phyllis Kirk, who had saved his life when he was wounded in an ambush. He discards his Bowie knife and forswears killing.

Henry Blanke's production is notable in its successful impression of lush settings. Gordon Douglas directed ably, emphasizing the impressive action and romance. A large and capable cast that lends support is headed by Joseph Calleia, Tony Caruso and Douglas Dick, and includes Ned Young, George Voskovic, Richard Carlyle, Donald Beddoe, Sarah Selby, Dick Paxton, Edward Colmans and Daria Massey.

Running time, 110 minutes. General audience classification. Release date, Nov. 22.

WALTER PASHKIN

## *"Toughest Man In Arizona"*

(*Republic Pictures*)

VAUGHN MONROE is one of the big names of the popular music field and this follow-up to his Western debut box-office success of two years ago in "Singing Guns," is a well-performed Trucolor entry calculated to please. Monroe is notably credible as the hombre of the title, a Deputy Marshal who tracks down vicious desperado Victor Jory, fights off Indians and shyly romances Joan Leslie in the process. He pleasantly sings three songs: "A Man's Best Friend Is His Horse," "Hound Dog (Bay at the Moon)" and "The Man Don't Live Who Can Die Alone."

John K. Butler wrote the screenplay which provides Monroe ample opportunity to impress. He has a fine fist fight with Jory in mud and water, dives head-first out of a locked hearse to grab and fire discarded guns, and figures in the finale, a gun-battle showdown in a stable full of prancing horses. Miss Leslie is ably cast as the wife of telegrapher Henry Morgan, and is thought to be the sole survivor of an Indian massacre. Actually, Morgan is a moral coward desirous of making quick money and after escaping the Indians he joins forces with Jory's bandit brothers and aids in Jory's escape.

Morgan's telegraph wire tapping aids the Jory gang rob a stagecoach bearing a fortune in silver. Monroe recovers from wounds suffered in the Jory escape and by deduction and close querying of Jory's dance-hall girl friend, Jean Parker, establishes the gang's whereabouts. The gang is shot down and Morgan stands trial for the shooting of sheriff Edgar Buchanan, allowing thus the future marriage of Monroe and Miss Leslie.

Sidney Picker was the associate producer and R. G. Springsteen directed. Also in the cast are Ian MacDonald, Lee MacGregor, Bobby Hyatt, Charlita and Diana Christian.

Running time, 90 minutes. General audience classification. Release date, Oct. 10.

W. P.

## Italian Films

(*Continued from page* 1)

sembled group, the IFE sound studios in the Skouras Theatre Building here will be available to all importers of Italian films for dubbing purposes. In seeking what Gualino described as a four per cent share of the American box-office dollar, a strong reliance will be placed on the consistent release of Italian films in American language versions, he said.

Addressing the many exhibitors attending the luncheon, Gualino said the IFE would seek their skill and experience in launching Italian films. "We are ready to stand with the promotional and advertising dollars necessary to achieve this result," Gualino declared. He also replied to Mayor Impellitteri's previous invitation to the Italians to make pictures in New York, declaring that already several producers and directors have intentions of making films in the city.

Gualino, who returns to Rome tomorrow, expressed gratitude to the sponsoring committee, headed by Winthrop W. Aldrich, Eric Johnston, president of the Motion Picture Association of America; John McCarthy, vice-president of MPAA; E. R. Zorgniotti, U. S. representative of IFE; and Jonas Rosenfield, executive director of the "Salute" committee.

Among American industry leaders on the dais were: Barney Balaban, president of Paramount Pictures; Murray Silverstone, 20th Century-Fox International president; George Weltner, president of Paramount International Films; and McCarthy.

## *'Life' Issue Boosts Italian Pictures*

Italian pictures get a big boost in the current issue of *Life,* on newsstands today.

The cover is devoted to Italian actress Lucia Boce, under the heading, of "New Crop of Beauties in Italy." The seven-page article, which comes following the end of "Salute to Italian Films Week," covers such topics as realism in Italian films, a run-down of new product, the growing popularity of Italian films in the American market and arguments pro and con on dubbing.

# Crown to RKO

(*Continued from page* 1)

eign and domestic, will be in the hands of Arnold Picker, executive vice-president, who takes over around Nov. 15. Crown will direct foreign sales under Picker. Heretofore, RKO Radio's foreign distribution has been handled by Phil Reisman as vice-president, with R. K. Hawkinson as assistant foreign manager. Both of the latter posts will be dispensed with under the new arrangement. Reisman's resignation has been accepted by the board. Whether Hawkinson will continue in a new capacity appeared not to have been determined as of yesterday.

### 20 Years in Industry

Crown has been in the industry more than 20 years. He represented M-G-M in South America in the early 1930's. From 1935 to 1938 he was foreign manager of the old Grand National Pictures. He was co-ordinator of Inter-American Affairs in 1939 and 1940 and served in the Army for two years thereafter. Returning to the industry, he was with Charles K. Feldman in Hollywood and then joined Film Classics. In 1945, Crown was appointed worldwide sales manager for Goldwyn and was elected a vice-president in 1950. Last summer he was the representative of the Society of Independent Motion Picture Producers at negotiations in Paris on a new film import and monetary agreement for American distributors with the French.

Indications are that no successor to Crown will be appointed immediately by Goldwyn Productions.

## COMPO Theatres

(*Continued from page* 1)

also attending, the meeting reviewed COMPO's activities since June. The governing trio expressed satisfaction with both the results of the membership drive and the progress of the campaign for repeal of the Federal 20 per cent admission tax.

"The COMPO finance committee and the various exhibitor committees and sales personnel that conducted the membership drive," said the triumvirate in a statement issued after the meeting, "performed a magnificent job. It was an unprecedented example of what can be done by industry organization and cooperation."

The co-chairmen made it plain that the COMPO staff, headed by Coyne, is to devote all of its activities, if necessary, to the prosecution of the industry's tax repeal campaign, which is being conducted under the direction of Col. H. A. Cole of Dallas and Pat McGee of Denver, co-chairmen of the national tax repeal campaign committee.

The co-chairmen also placed on the record their thanks to the trade press for its cooperation in the membership drive and in the tax repeal campaign.

## *Peterson Is Named Altec Division Head*

LOS ANGELES, Oct. 15. — D. A. Peterson, who was with Altec Service Corp. in Philadelphia, has arrived here to take over the post of Altec Western division manager, left vacant by the sudden death of Stanley M. Pariseau on Oct. 7.

## *Pimstein Active At RKO Radio*

**Harry Pimstein's duties are in full swing as assistant to Arnold Grant, chairman of the board of RKO Radio Pictures. Pimstein started with RKO in 1927, the year he was graduated from Syracuse University Law School. He joined B. F. Keith Theatres' legal department, transferring to the picture company in 1939. Pimstein has served in various capacities in the legal departments of RKO Radio.**



**Harry Pimstein**

**He is a member of the Motion Picture Pioneers, Variety, Syracuse University Club of New York, Syracuse University Law Association, and a trustee of the Bancroft School in Haddonfield, N. J.**

## *FCC Okays Missouri Television Station*

WASHINGTON, Oct. 15.—The Federal Communications Commission authorized construction of the first post-freeze commercial television station in Missouri with a grant to the Independent Broadcasting Co. in Springfield.

The Commission made four other commercial television grants. They were: Bryant Radio and Television, Inc., and Texas Telecasting, Inc., Lubbock, Tex.; the Plains Radio Broadcasting Co., Amarillo, Tex., and the City of St. Petersburg, St. Petersburg, Fla.

## *Cornell Films Gets 2*

J. Milton Salzburg, president of Cornell Films, announces the acquisition of worldwide distribution rights to two films, "High Calling" and "Pocahontas." Both films will be released theatrically early in 1953 and subsequently released for non-theatrical and television use. "High Calling," produced by Missionary Films, follows the travels of Paul Miller and his wife to their mission in Tibet.

## *Brandts Buy Club*

ALBANY, N. Y., Oct. 15.—Harry and William Brandt, New York theatre owners, have purchased the Arcady Club at the Hague-on-Lake George, an Albany realty firm announced. The club includes a golf course, and is 16 miles from the Sagamore Hotel on Lake George, which the Brandts acquired several years ago. The Arcady Club may be used for a boys' club, it has been reported.

## *Delay Towne Hearings*

CHICAGO, Oct. 15.—Hearings on a change of venue from Chicago to Milwaukee by defendants in the Towne Theatre case (in which attorney Thomas C. McConnell is asking additional attorney fees to cover the period of the appeal from the original decision) and the Viking Theatre case have been postponed to Monday.

# FPA-SAG Talks Will Resume Here Today

Counter-proposals will be submitted by the Film Producers Association to the Screen Actors Guild today when negotiations between representatives of the two groups resume here, Mel Gold, president of the National Television Film Council, disclosed yesterday.

Gold, who is also a member of the producers' negotiating committee, indicated that a wide gap currently exists on provisions governing spot announcements.

The status of SAG negotiations was revealed by Gold at an NTFC luncheon at the Hotel Warwick.

Samuel Spring, prominent attorney and author of the book, "Rights and Risks," warned TV producers about the legal dangers involved in the invasion of privacy. Spring, who was a guest speaker, advised those attending to seek the aid of counsel before deciding on whether or not someone's privacy had been invaded in a TV show. He explored the complexity of the law in regard to the problem, both in New York and elsewhere in the country.

## *PSI-TV Opens an Office in Boston*

PSI-TV, Inc., producer-distributor, has opened a Boston office to service New England, it was announced by Manny Reiner, vice-president in charge of sales.

This marks PSI-TV's third regional office opening in the past two months, the others being in Chicago and Hollywood. Edward Ruff and Irving M. Farber will be in charge at Boston.

## *WICC-TV With ABC*

Station WICC-TV in Bridgeport, Conn., New England's first ultra-high frequency television station and the second such station to sign a network affiliation, will join the ABC-TV network on or about Jan. 1, it was announced by Alfred R. Beckman, national director of ABC's radio and television station relations departments. In August of this year, ABC announced the first UHF network affiliation with the signing of station WSBA-TV in York, Pa., as a basic ABC-TV affiliate, effective Nov. 1. The addition of station WICC-TV to the ABC-TV network will bring the total number of network affiliates to 66.

## *India Film Heads Feted*

HOLLYWOOD, Oct. 15.—Stars, directors and producers of India attended a luncheon with Hollywood counterparts at which Jack L. Warner was host. This was the final formal studio function held for the Indian visitors during their week here. The Indian notables included Chadulal Shah, Raj Kapoor, B. N. Sircar and D. Subramanyam.

## *On Kodak U.K. Board*

LONDON, Oct. 15.—Denis Wratten, head of Eastman Kodak's motion picture division here, has been appointed to the company's board of directors. Wratten served as president of the British Kinematograph Society for two years and lately was made president of the Royal Photographic Society.

## *Memphis Ruling Makes 'Bank Nights' Legal*

MEMPHIS, Oct. 15.—"Bank nights," as presently operated in Memphis film houses, are legal, according to a decision by City Commissioner Claude A. Armour, rendered after an investigation by the city police and receipt of legal advice from city attorney Frank B. Giannoti, Jr. Such give-away schemes were banned in December, 1936, on the grounds that they were common gambling.

"We have asked theatres to refrain from the use of loudspeakers on the outside and the gathering of crowds to listen to drawing results," the commissioner said.

Giannoti said he based his legal opinion on a Tennessee Supreme Court ruling in 1936 in the Crescent Amusement case, originating in Nashville, where the "bank night" involved was similar to those now conducted jointly at four houses here owned by M. A. Lightman, Sr., and where the court held there was not a lottery. He pointed out that Memphis theatres are going one step further from a lottery by allowing registration for the drawings without buying a ticket. In the Nashville case, it was held theatre patrons got full money's worth from the film.

## *Name Kaiser-Frazer, 'U' Prize Winners*

Winners of five Henry J. Corsair cars and $2,000 in cash prizes posted by Universal Pictures and the Kaiser-Frazer Corp. for the best promotional campaigns developed by showmen for "Steel Town," were announced by the two companies.

Five sets of prizes were awarded to theatremen in five population classifications: theatres in cities over 500,000; 100,000 to 500,000; 50,000 to 100,000; 25,000 to 50,000 and under 25,000. Group one first prize winner of a Henry J. was Jack Silverthorne of the Hippodrome in Cleveland; second prize of $250 went to Jack Sydney of Loew's Century in Baltimore and third prize of $150 went to Ken Hoel of the J. P. Harris Theatre in Pittsburgh.

## *McCarthy, Italians Meet*

Various trade problems, including rental ceilings, will be discussed today at a meeting here between John G. McCarthy, Motion Picture Association of America international division chief, and Eitel Monaco and Renato Gualino, Italian Film Export officials.

## *Tenn. Theatre Burned*

DOVER, Tenn., Oct. 15.—Fire destroyed the Dover Theatre and three business houses. The loss, estimated at $20,000, was covered by insurance. Owners J. T. Scurlock and Leroy Cherry expect to rebuild as soon as possible.

## *$19,350 for 'Snows'*

ATLANTA, Oct. 15. — Topping last year's box-office "champ," "David and Bathsheba," by a wide margin at the Paramount Theatre here is Darryl F. Zanuck's "The Snows of Kilimanjaro," which racked up $19,350 in its first six days.

# 42 Pictures Are Now in Production

HOLLYWOOD, Oct. 15.—With another one point increase in production, the total number of pictures in work reached 42. Nine new pictures were started and eight were finished.

Started were: "Timber Wolf," Allied Artists; "Love Song," "Pack Train" and "Slaves of Babylon," Columbia; "Invaders from Mars" (Notional Pictures), 20th Century Fox; "Miss Robinson Crusoe," Motion Picture Artists; "Toilers of the Sea" (Coronado), RKO Radio; "Sioux Uprising" and "Vermillion O'Toole," Universal.

Completed were: "Return to Paradise," Aspen Productions; "Dangerous When Wet," Metro-Goldwyn-Mayer; "Jamaica," Paramount; "Silver Ship," 20th Century-Fox; "Law and Order," Universal-International; "By the Light of the Silvery Moon," "The Jazz Singer" and "Sea Rogue," Warner Brothers.

## *Ohio Atty. Gen. Seen Behind Appeal Pass*

TOLEDO, Oct. 15. — The City of Toledo declined to appeal the industry's victory in the Ohio newsreel censorship case on the advice of the state's attorney-general, William C. O'Neil, according to defense sources. The deadline to appeal, last Friday, passed without the city taking any action.

Toledo exhibitor Martin G. Smith, backed by the Motion Picture Association of America and Allied Independent Theatre Owners of Ohio, several weeks ago won a decision by Municipal Judge Wiley that censorship of newsreels by the state was unconstitutional. Failure of the city to appeal means that the industry loses the chance to take the case to the state or U. S. Supreme Court for a decision which could have made the Toledo ruling mandatory across the entire state.

## *Article on George Sidney*

The Sunday issue of *Pictorial Review* will feature an article by Louella O. Parsons on George Sidney, Metro-Goldwyn-Mayer director. The story will trace Sidney's career with M-G-M and include his theories about making motion pictures. The next Sidney-directed film will be "Young Bess."

## *ITOA Lunch Oct. 30*

Date for the luncheon to be given by the Independent Theatre Owners Association of New York to recently apointed RKO Radio sales executives is Thursday, Oct. 30. It was incorrectly reported here yesterday that the luncheon was scheduled for today.

## *Charlotte Reopens Soon*

CHARLOTTE, Oct. 15.—The Charlotte theatre here will reopen soon. It has been closed since May 17. Owner S. W. Craver said it will operate on a policy of double feature bills with second-run pictures for family entertainment.

## Bingo

(*Continued from page* 1)

Franklin County said the current banning of bingo games would be continued.

# MOTION PICTURE DAILY'S BOOKING CHART

| WEEK OF | COLUMBIA | LIPPERT | M-G-M | MONO. | PARA. | REPUBLIC | RKO | 20TH-FOX | UNITED ARTISTS | UNIV.-INT'L. | WARNERS |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Sept. 7 | (Sept. Releases)<br>RAINBOW 'ROUND MY SHOULDER<br>(Color)<br>Frankie Lane<br>Billy Daniels<br>M—78 min.<br>(Rev. 8/8/52) | | THE DEVIL MAKES THREE<br>Gene Kelly<br>Pier Angeli<br>D—91 min.<br>(Rev. 8/13/52) | FARGO<br>Wild Bill Elliott<br>O—69 min. (5226)<br>(Rev. 9/4/52) | (Sept. Releases)<br>JUST FOR YOU<br>(Color)<br>Bing Crosby<br>Jane Wyman<br>(5201)<br>CD—M—104 min.<br>(Rev. 7/31/52) | | (Sept. Releases)<br>BEWARE MY LOVELY<br>Ida Lupino<br>Robert Ryan<br>D—77 min. (302)<br>(Rev. 7/31/52) | (Sept. Releases)<br>LURE OF THE WILDERNESS<br>(Color)<br>Jean Peters<br>Jeffrey Hunter<br>D—92 min. (227)<br>(Rev. 7/29/52) | (Jewell)<br>UNTAMED WOMEN<br>D—70 min.<br>(Rev. 8/13/52) | (Sept. Releases)<br>UNTAMED FRONTIER<br>(Color)<br>Joseph Cotten<br>Shelley Winters<br>OD—75 min. (230) | |
| Sept. 14 | AFFAIR IN TRINIDAD<br>Rita Hayworth<br>Glenn Ford<br>D—98 min.<br>(Rev. 7/30/52) | | MY MAN AND I<br>Shelley Winters<br>Ricardo Montalban<br>D—99 min.<br>(Rev. 8/19/52) | FEUDIN' FOOLS<br>Leo Gorcey<br>C—63 min. (5213) | CARIBBEAN<br>(Color)<br>John Payne<br>Arlene Dahl<br>D—97 min. (5202)<br>(Rev. 8/4/52) | | ANNIE OAKLEY<br>Barbara Stanwyck<br>Preston Foster<br>D—91 min. (383)<br>(Rev. 10/28/35) | O. HENRY'S FULL HOUSE<br>Fred Allen<br>Anne Baxter<br>CD—91 min. (228)<br>(Rev. 8/18/52) | (Re-Release)<br>THE LADY VANISHES<br>Michael Redgrave<br>Margaret Lockwood<br>D—85 min.<br>(Rev. 10/11/38) | SON OF ALI BABA<br>(Color)<br>Tony Curtis<br>Piper Laurie<br>D—75 min. (231)<br>(Rev. 8/13/52) | |
| Sept. 21 | (Re-Release)<br>THE MINE WITH THE IRON DOOR<br>Richard Arlen<br>Cecilia Parker<br>D—66 min.<br>(Rev. 4/20/36) | | BECAUSE YOU'RE MINE<br>(Color)<br>Mario Lanza<br>M—103 min.<br>(Rev. 8/29/52) | (Allied Artists)<br>BATTLE ZONE<br>John Hodiak<br>Linda Christian<br>D—82 min. (AA22)<br>(Rev. 10/15/52) | | TROPICAL HEAT WAVE<br>Estelita<br>Robert Hutton<br>CM—74 min. (5126)<br>(Rev. 10/6/52) | ALLEGHENY UPRISING<br>John Wayne<br>Claire Trevor<br>D—81 min. (384)<br>(Rev. 10/24/39) | | (King Bros.)<br>THE RING<br>Gerald Mohr<br>Lalos Rios<br>D—79 min.<br>(Rev. 8/26/52) | BONZO GOES TO COLLEGE<br>Maureen O'Sullivan<br>Edmund Gwenn<br>C—80 min. (232)<br>(Rev. 8/29/52) | |
| Sept. 28 | | | | ARMY BOUND<br>Stanley Clements<br>D—61 min. (5216) | | DESPERADOES OUTPOST<br>Alan "Rocky" Lane<br>O—54 min. (5174)<br>(Rev. 10/9/52) | | | | | THE CRIMSON PIRATE<br>(Color)<br>Burt Lancaster<br>D—104 min. (202)<br>(Rev. 8/27/52) |
| Oct. 5 | (Oct. Releases)<br>ASSIGNMENT—PARIS<br>Dana Andrews<br>Marta Toren<br>D—85 min.<br>(Rev. 9/4/52) | | APACHE WAR SMOKE<br>Gilbert Roland<br>Glenda Farrell<br>O—67 min.<br>(Rev. 9/29/52) | CANYON AMBUSH<br>Johnny Mack Brown<br>O—53 min. (5244) | (Oct. Releases)<br>SOMEBODY LOVES ME<br>(Color)<br>Betty Hutton<br>Ralph Meeker<br>M—95 min. (5203)<br>(Rev. 8/20/52) | THE WAC FROM WALLA WALLA<br>Judy Canova<br>Stephen Dunne<br>C—83 min. (5123) | (Oct. Releases)<br>THE LUSTY MEN<br>Robert Mitchum<br>Susan Hayward<br>OD—112 min. (304)<br>(Rev. 9/29/52) | (Oct. Releases)<br>MY WIFE'S BEST FRIEND<br>Anne Baxter<br>Macdonald Carey<br>CD—87 min. (231)<br>(Rev. 10/6/52) | (Harry M. Popkin)<br>THE THIEF<br>Ray Milland<br>Rita Gam<br>D—85 min.<br>(Rev. 9/26/52) | (Oct. Releases)<br>WILLIE AND JOE BACK AT THE FRONT<br>Tom Ewell<br>Mary Blanchard<br>C—87 min. (233)<br>(Rev. 9/29/52) | |
| Oct. 12 | | SCOTLAND YARD INSPECTOR<br>Cesar Romero<br>Lois Maxwell<br>D (5202) | | ARCTIC FLIGHT<br>Wayne Morris<br>D—78 min. (5210)<br>(Rev. 8/5/52) | HURRICANE SMITH<br>(Color)<br>Yvonne DeCarlo<br>John Ireland<br>D—90 min. (5204)<br>(Rev. 9/12/52) | TOUGHEST MAN IN ARIZONA<br>(Color)<br>Vaughn Monroe<br>Joan Leslie<br>O—90 min. (5109) | | WAY OF A GAUCHO<br>Rory Calhoun<br>Gene Tierney<br>O—91 min. (229)<br>(Rev. 10/7/52) | | YANKEE BUCCANEER<br>(Color)<br>Jeff Chandler<br>Scott Brady<br>D—86 min. (234)<br>(Rev. 9/17/52) | THE MIRACLE OF OUR LADY OF FATIMA<br>(Color)<br>Gilbert Roland<br>Angela Clark<br>D—102 min.<br>(Rev. 8/21/52) |
| Oct. 19 | | TROMBA, THE TIGER MAN<br>Special Cast<br>D—63 min. (5201) | EVERYTHING I HAVE IS YOURS<br>(Color)<br>Marge & Gower Champion<br>Dennis O'Keefe<br>M—96 min.<br>(Rev. 9/25/52) | | | SOUTH PACIFIC TRAIL<br>Rex Allen<br>O | | SOMETHING FOR THE BIRDS<br>Victor Mature<br>Patricia Neal<br>C—81 min. (238)<br>(Rev. 10/8/52) | | HORIZONS WEST<br>(Color)<br>Robert Ryan<br>Julia Adams<br>OD—81 min. (235)<br>(Rev. 9/29/52) | SPRINGFIELD RIFLE<br>(Color)<br>Gary Cooper<br>D—93 min. (204)<br>(Rev. 9/25/52) |
| Oct. 26 | | | | | (Nov. Releases)<br>THE TURNING POINT<br>William Holden<br>Alexis Smith<br>D—85 min. (5205)<br>(Rev. 9/18/52) | | (Oct. Releases)<br>UNDER THE RED SEA<br>Dr. Hans Hass<br>Lottie Berl<br>D—67 min. (305)<br>(Rev. 9/29/52) | (Nov. Releases)<br>NIGHT WITHOUT SLEEP<br>Linda Darnell<br>Gary Merrill<br>D—77 min. (235)<br>(Rev. 9/30/52) | | (Nov. Releases)<br>THE RAIDERS<br>(Color)<br>Richard Conte<br>Viveca Lindfors<br>OD—80 min. (301)<br>(Rev. 10/9/52) | |
| Nov. 2 | (Nov. Releases)<br>HANGMAN'S KNOT<br>(Color)<br>Randolph Scott<br>Donna Reed<br>OD | | | WYOMING ROUNDUP<br>Whip Wilson<br>O—53 min. (5254) | THE SAVAGE<br>(Color)<br>Charlton Heston<br>Susan Morrow<br>OD—95 min. (5206)<br>(Rev. 9/18/52) | | (Nov. Release)<br>FACE TO FACE<br>James Mason<br>Robert Preston<br>D—91 min. | THE STEEL TRAP<br>Joseph Cotten<br>Teresa Wright<br>D—85 min. (232) | | BECAUSE OF YOU<br>Loretta Young<br>Jeff Chandler<br>D—95 min. (302)<br>(Rev. 10/9/52) | OPERATION SECRET<br>Cornel Wilde<br>Steve Cochran<br>D—108 min. (205)<br>(Rev. 10/9/52) |
| Nov. 9 | VOODOO TIGER<br>Johnny Weismuller<br>D—67 min.<br>BLUE CANADIAN ROCKIES<br>Gene Autry<br>O—58 min. | | THE PRISONER OF ZENDA<br>(Color)<br>Stewart Granger<br>James Mason<br>Deborah Kerr<br>D—101 min.<br>(Rev. 10/15/52) | FLAT TOP<br>(Color)<br>Sterling Hayden<br>Richard Carlson<br>D—87 min. (5201) | | | | BLOODHOUNDS OF BROADWAY<br>(Color)<br>Mitzi Gaynor<br>Scott Brady<br>MC—90 min. (236) | | IT GROWS ON TREES<br>Irene Dunne<br>Dean Jagger<br>C—84 min. (303) | |
| Nov. 16 | (Re-Release)<br>LADIES OF THE CHORUS<br>Marilyn Monroe<br>Adele Jergens<br>D—61 min. | MR. WALKIE TALKIE<br>William Tracy<br>Joe Sawyer<br>C (5203) | THE HOUR OF 13<br>Peter Lawford<br>D—79 min.<br>(Rev. 9/30/52) | | | | | PONY SOLDIER<br>(Color)<br>Tyrone Power<br>Cameron Mitchell<br>OD (237) | (J. Arthur Rank)<br>OUTPOST IN MALAYA<br>Claudette Colbert<br>D—91 min. | | |

*(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.)*

FIRST IN FILM NEWS

# MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 76 NEW YORK, U.S.A., FRIDAY, OCTOBER 17, 1952 TEN CENTS

# Asks Allied Withdrawal From All-Industry Work

## *Cole Recommends Allied Members Resign From Arbitration, COMPO Jobs to Devote Full Time to Fight Against Sales Policies*

DALLAS, Oct. 16.—A recommendation that members of Allied States withdraw from such all-industry endeavors as the preparation of a plan of industry arbitration, direction of the campaign for elimination of the 20 per cent Federal amusement tax and the administration of the Council of Motion Picture Organizations is advanced by H. A. Cole, president of Texas Allied and a director of the national organization, in a letter to Allied president Wilbur Snaper.

The letter, dated Oct. 9, and released for publication tomorrow, refers to the role of Abram F. Myers, Allied chairman and general counsel, in the drafting of an arbitration plan; to that of Trueman Rembusch, former Allied president, as a member of the three-man governing board of COMPO, and to Cole's own role as co-chairman of the COMPO campaign for admission tax repeal.



H. A. Cole

**The recommendation is made, Cole states in his letter, because he feels that Allied lead-**

(*Continued on page 3*)

# Star Tours Up Ind. Business, SaysRembusch

## *Cites Aid from Indiana Battle with Texas*

Theatre business has improved and remained good in practically every Indiana community visited by the recent "Movietime" tours sponsored by exhibitors of that state, Trueman T. Rembusch, Indiana Allied president, reported here yesterday.



Trueman Rembusch

On the other hand, he said, there has been no comparable improvement in business in theatres in towns which were not included in the itinerary of the group

(*Continued on page 3*)

# $5,435,000 Earned By UPT in First Nine Months of '52

Estimated earnings of United Paramount Theatres for the first nine months of 1952 amounted to $5,435,000, including capital gains of $1,465,000, compared with earnings of $9,537,000, including capital gains of $3,483,000 for the same period in 1951, Leonard H. Goldenson, UPT president, reported to stockholders yesterday.

Estimated consolidated earnings for the third quarter of this year were put at $1,627,000, compared with estimated

(*Continued on page 6*)

# N. J. Allied Surveys Operating Houses

Allied of New Jersey decided to compile a statistical survey on whether theatres in that area are open, partially open, or closed, at their meeting Tuesday, it was revealed yesterday by Wilbur Snaper, New Jersey Allied and National Allied president. One hundred and thirteen New Jersey theatres were represented at the meeting.

According to Snaper a thorough

(*Continued on page 3*)

# Says Ampa School Aids Youngsters

Barret S. McCormick, advertising director of RKO Radio Pictures Corp., addressing an audience of young industry workers enrolled for the Associated Motion Picture Advertisers' showmanship course last night at the Hotel Woodstock, emphasized the high value to the industry and the individual of the course, which acquaints industryites with the rami-



Barret McCormick

(*Continued on page 3*)

# Hawkinson in New RKO Foreign Post

Robert K. Hawkinson, former assistant foreign sales manager of RKO Radio, yesterday was named foreign administration manager for the company by the new management.

In the post, a newly created one, Hawkinson will work under Alfred W. Crown, RKO Radio's new foreign sales manager. Both assume their new duties at once.

The RKO Radio board in making the announcement said it believes that

(*Continued on page 6*)

# Mexican Film Quota Bill Becomes Law

MEXICO CITY, Oct. 16.—The Mexican cinematograph quota bill, regarded as a sledge-hammer blow to American distributors, has passed both houses of this country's legislature, and now is virtually law. The Senate passed the bill yesterday following similar action a couple of weeks ago by Congress. President Aleman's signature is assured since he has openly favored the measure which would cut by about 50 per cent the screening time of American-made pictures in Mexican theatres.

# *PHIL REISMAN NAMED V-P OF JOSEPH KENNEDY INDUSTRIES*

Phil Reisman, whose resignation as vice-president in charge of foreign distribution for RKO Radio was accepted by the new management of the company this week, has been named vice-president of Joseph P. Kennedy Industries. Reisman also will act as consultant to RKO, as required, the company stated yesterday.



Phil Reisman

Kennedy, who heads the company, was a dominant figure in the old FBO and Pathe companies and was instrumental in the consolidation of both with other units to make up the present RKO corporation. With Guy Currier, Boston attorney, Kennedy effected a merger of FBO with Keith-Albee-Orpheum in 1927, which gave the present company its first interests in exhibition. In 1930, Kennedy was instrumental in bringing Pathe into the RKO fold. In all of these ventures Reisman was closely associated with Kennedy.

Kennedy, a former U. S. Ambassador to Great Britain, has been inactive in the industry for the past 20 years. He has extensive real estate holdings in New York, Chicago and Boston,

(*Continued on page 6*)

# Cole Proposal On Meet Agenda: Myers

WASHINGTON, Oct. 16. — Allied States Association general counsel Abram F. Myers said that Colonel F. H. A. Cole's proposal "has already been placed on the agenda" for the Allied board meeting in Chicago next month.

Col. Cole proposed that all Allied officials withdraw from all industry-wide organizations and campaigns as an answer to what he claimed were distributor price-raising tactics engaged in while the Allied leaders were busy on the all-industry matters.

Myers refused to comment on the Cole proposal in the meantime. He said Cole's letter was formally ad-

(*Continued on page 3*)

# Personal Mention

DAVID LIPTON, Universal advertising-publicity director, will leave here today for the Coast.

•

CHARLES SCHLAIFER, president of the advertising agency of the same name, and co-chairman of the National Mental Health Committee, has returned from Washington where he addressed the Community Services Council of the National Institute of Mental Health on "The Layman's and the Professional's Role in Mental Health."

•

EDWIN W. AARON, Western sales manager for 20th Century-Fox, is in Chicago and will return to New York on Monday.

•

ABE FEINBERG, artists representative, has been cited by the Eastern Paralyzed Veterans Association for his work on its behalf.

•

JACK HARRIS, Walter Reade Theatres film buyer, and MRS. HARRIS, will return from a Bermuda vacation on Monday.

•

LOREN RYDER, head of Paramount sound and technical developments, will return to Hollywood over the weekend from here.

•

AL CHIARPOTTI, Universal booker in San Francisco, will be inducted into the Army today.

## *Rejects Injunction In 'O.Henry' Case*

The injunctive relief sought by the Fine Arts Theatre was denied here yesterday by New York Supreme Court Justice Morris Elder.

Justice Elder, in rejecting the plaintiff's petition which sought to bar yesterday's opening of "O. Henry's Full House" at the Trans-Lux 52nd Street, said the plaintiff failed to establish a clear and sufficient case. The dispute involved first-run rights to the film, made by 20th Century-Fox, which was one of the defendants in the suit.

Counsel for the Fine Arts said that his client would continue the claim for damages against 20th-Fox and the Trans-Lux Lexington Corp., operators of the 52nd Street house.

## *Files $1,530,000 Trust Suit Here*

A $1,530,000 triple damage trust suit against the majors and others was filed here yesterday in Federal Court by the trustees of the defunct Tower Amusement Corp. and Triumph Amusement Corp., operators of the Tower Theatre, Bronx. The trustees in dissolution were identified as Abraham Leff and Samuel Strausberg. Besides the distributors, Metropolitan Playhouses and Skouras Theatres were named as defendants. The plaintiff charged the theatre closed due to its failure to obtain product. Unreasonable clearances and discriminatory practices were also alleged.

# *Compo Board Sets Chicago Meeting for December*

The annual Council of Motion Picture Organizations board of directors meeting has been set tentatively for the second week in December in Chicago.

Approximately two months later, in February, there will be held in Hollywood another COMPO "round-table" conference of exhibitors and producers on production problems. Distribution also may be represented at this conference, although heretofore it has not been a "round-table" participant.

Virtually the entire Chicago board meeting will be devoted to discussing and analyzing the campaign for repeal of the 20 per cent Federal admission tax, according to those who have been planning the parley. Congress will convene a few weeks after the meeting and COMPO's tax fighting machinery will have to be in perfect working order for the Congressional assault which will climax the months of local anti-admission tax activity that will have occupied practically all of the industry agency's attention.

The board meeting will be presided over by Trueman T. Rembusch, Al Lichtman and Samuel Pinanski, COMPO's governing chairmen.

Chicago was selected as the site of the meeting at the request of Midwest and Far West board members who hitherto have had to travel to New York for such gatherings.

## *NSS Exchange Help Move to Join 'IA'*

National Screen Service has been informed by IATSE Motion Picture Home Office Employes Local No. H-63 here that the "white collar" employes at the company's New York exchange have asked the union to represent them in collective bargaining, according to Russell M. Moss, H-63 executive vice-president.

Moss said the local's attorneys will petition the National Labor Relations Board for an election among the exchange workers to determine if the union is to represent them.

## *Win Appeal on Md. Censoring of 'Lives'*

BALTIMORE, Oct. 16.—The City Court has ruled that deletions ordered in "Damaged Lives" by the Maryland State Board of Censors were unjustified.

This was the first appeal in this court on a censorship decision since the ruling of the Supreme Court in the "Miracle" and "Pinky" cases and the first time since Sidney R. Traub assumed chairmanship of the State Board that the board has been reversed on appeal.

The appeal was taken by John Rose of Rose Road Shows of Washington, owners of the film.

## *Canada Exports Down*

OTTAWA, Oct. 16.—Exports of films declined to $3,202,000 in the first eight months of this year, compared with $3,679,000 a year ago, the Canadian government reports.

## Walsh Gets Bid for Pathe Strike Here

After negotiating without success since last July for a new union contract for the Pathe Industries "white collar" employes here, IATSE Motion Picture Home Office Employes Local No. H-63 has petitioned Richard F. Walsh, "IA" international president, for permission to strike, Russell M. Moss, H-63 executive vice-president, reported yesterday.

The local's contract with Pathe expired Sept. 30. It was signed last year following months of negotiations which ended in a strike of one-half day's duration.

Upon receiving the H-63 petition, Walsh at once appointed Joseph Basson, international representative, to confer with the local and the company to see if a strike could be avoided. Basson, currently out of town, is expected to arrange a meeting in about 10 days.

Moss said the local is demanding wage increases and certain extra benefits, such as free hospitalization and insurance. Management negotiators have been David Malamed and Leonard Cooper. Moss described the latter as a former business agent for the Screen Office and Professional Employes Guild, erstwhile CIO affiliate which now is allied with the Distributive, Processing and Office Workers of America.

A "white collar" workers' strike at Pathe could shut down the film processing plant since it is held unlikely that members of other "IA" locals represented there would cross picket lines. None crossed the lines when they were formed by H-63 in the dispute last year.

## *'The Thief' Opens To A Big $13,242*

"The Thief" opened to a big $13,242 at the Roxy here, topping previous mid-week opening grosses, David T. Katz, Roxy managing director, disclosed yesterday.

The picture, which opened Wednesday, is the first United Artists release at the Roxy under the theatre's new policy of presenting films from all motion picture companies.

## *Tassos in New Post*

John Tassos, former Paramount Pictures publicist, has been named director of public relations and publicity of the Roney Plaza and Gulf Stream Hotels in Miami Beach, the McAllister in Miami, and the Boca Raton Hotel and Club at Boca Raton, it was announced here by G. David Schine, president and general manager of Schine Hotels.

## *Arnall Opens Tour For Dem. Candidates*

**Washington, Oct. 16.—Ellis Arnall, president of the Society of Independent Motion Picture Producers, revealed he will start out tomorrow on 10 days of speech-making on behalf of Democratic candidates Adlai Stevenson and John Sparkman. His tour, arranged by the Democratic national committee, will take him into Ohio, Michigan, Illinois, Indiana, Wisconsin, Iowa, West Virginia and Georgia.**

## Para. Division Heads Holding 5 Meetings

All five of Paramount's domestic division sales managers are currently holding meetings with branch and booking managers and salesmen as a follow-up to the company's recent special three-day conclave in Chicago, which was presided over by A. W. Schwalberg, president of Paramount Film Distributing Corp.

Principal topics for discussion are sales and merchandising plans for the balance of this year's releases and an appraisal of the top product being readied for 1953.

Hugh Owen, Eastern-Southern division manager, today winds up a week-long session with the Southern portion of his division in Atlanta, and will meet with the Eastern portion starting Tuesday

Al Kane, South Central division manager, is huddling with his sales team in Dallas, while J. J. Donohue, Central division manager, and Howard Minsky, Mid-Eastern division manager, are holding meetings in Chicago and Philadelphia, respectively.

George Smith, Western division manager, is presiding in Los Angeles at the first of four meetings. Later he will travel to San Francisco, Salt Lake and Seattle for similar sessions.


# NEW YORK THEATRES

**RADIO CITY MUSIC HALL**
Rockefeller Center
MARIO LANZA in
"BECAUSE YOU'RE MINE"
introducing DORETTA MORROW
Color by TECHNICOLOR - An M-G-M Picture
plus
SPECTACULAR STAGE PRESENTATION





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## *McCormick: Trade Press Unequalled*

**"Our industry is fortunate in having a group of trade papers unequalled in any other industry," Barrett S. McCormick told the enrollment of the showmanship course conducted by the Associated Motion Picture Advertisers at the Hotel Woodstock, last night.**

**He noted, "Trade advertising has a very important place in the motion picture business. It informs the retailer, the theatre man, about new product. It does, or should, present in one way or another the selling possibilities of the subject and stimulate his imagination and sense of showmanship."**

## Ampa School

(*Continued from page* 1)

fications of advertising, publicity and promotion.

He noted, "In these days of specialization one can become a little too specialized. There are too many people working in the business who know but one phase of it and they should know all three, because they are inseparably joined in the work that we do, and will continue to do, as long as show business survives."

Citing the growth of motion picture advertising over the past 40 years, McCormick opined that film advertisers have done more to influence all advertising than any other group.

McCormick noted, "This is a great business and I think it will continue to be a great business for a long time to come, with plenty of opportunity for those with initiative, imagination and ambition." He called for the group to "know your audience, feel with them in their interests and desires and never be superior. Remember, the great mass of people are, in one way or another, specialists in their own line of work or knowledge but are not in yours."

## N. J. Allied Survey

(*Continued from page* 1)

discussion took place revolving around everyday problems in distributor relations. He noted that the delegate to the national Allied convention, Irving Dollinger, was instructed on the subject matter to be presented at the board meeting. Considerable discussion was held with an equal expression of opinion concerning an appeal for further government intervention.

Particular expression was made about the availability of pictures classified as specials where theatres charge the same admission prices, in the belief that if admission prices were matched, availability should be day and date.




# Asks Allied Withdrawal

(*Continued from page* 1)

**ers, preoccupied with such responsibilities, have neglected the interests of independent exhibitors with the result that "other elements in our industry have taken advantage of our preoccupation and through one means or another are shortsightedly doing the industry a great disservice."**

Amplifying on that charge, Cole's letter cites a number of alleged trade practice abuses in the realms of competitive bidding, sales terms, advanced admission prices, clearance and circumvention of some Federal consent decree injunctions.

"To anyone who desires a bill of particulars," Cole's letter says, "it will be easy to furnish."

The letter reviews some Allied history and organization policies, citing its role in the bringing of the *U. S. vs Paramount et al* anti-trust suit and the results of the suit, including theatre divorcement, which it terms "a travesty of justice" which left the "large chain operations in a sounder, more powerful position than they ever enjoyed before."

"The injunctive relief granted by the courts in some particulars were good," the letter continues, "and some good results have been obtained. However, the film companies and their attorneys with customary adroitness have seized on some issues and some court decisions, to themselves introduce such abortions, not a part of the immediate court decision, as bidding.

### Evaded Rules

"Through various devices they have also gotten around the court injunction against forcing higher admission prices. Using their bidding system in exactly the manner the court said that system would be used they have forced up terms and prices for their film, they have evaded the rules as to clearance. . . ."

The Cole letter complains of sales policies "forcing thousands of theatres out of business" and making it impossible for others to show "many worthwhile films" profitably. It mentions "Greatest Show on Earth," "Son of Paleface," "Jumping Jacks," "Quo Vadis" and "Ivanhoe."

"With the government suit in back of them," the Cole letter continues, "Allied to some extent abandoned its traditional militant leadership. Our leaders thought the time had come when we should build rather than tear down. With that thought in mind Allied gave its heartiest support to COMPO. . . our general counsel, Mr. Myers, was drafted and instructed by us to undertake the long, tedious job of formulating a plan for arbitration. Our former president, Trueman Rembusch, was drafted to became one of the three co-leaders of COMPO. For myself, I received instructions from our board of directors last spring to undertake the drive for repeal of the 20 per cent admission tax."

**"I think the time has come," the Cole letter concludes, "when we in Allied must recognize the fact that we stand almost alone in an unselfish attempt to do an all-industry job and that in doing this we have sacrificed the interests of thousands of exhibitors because other elements in our industry have taken advantage of our preoccupation and through one means or another are shortsightedly doing the industry a great disservice."**

"In view of all this, I have the following recommendation: That Allied free its personnel from their obligation to do these outside jobs. That Allied recommend to those of its members who have unselfishly taken these various jobs and obligations that they withdraw from them and resign from such positions. This recommendation is made with the greatest of reluctance because those jobs have not been completed and, while others probably can and will take over, the causes themselves will inevitably suffer. However, we can see no other conclusion."

### Clarifying Statement

To eliminate an impression gained by trade press reporters that Cole's recommendation could be construed to mean that Allied exhibitor members should withdraw from the Federal tax repeal campaign, in the event the Allied board accepts his proposal, Cole issued the following clarifying statement:

**"I do not advocate the withdrawal of all Allied members from the tax fight. I merely recommend to the Allied board that their three leaders, whom Allied had loaned to COMPO and the industry at large to do special jobs, be freed from their obligation to do those jobs.**

"There is no implication in my letter that the Allied individual exhibitors should cease from their efforts to get their Congressmen pledged to tax repeal. I as an individual expect to do that part of our job and to personally contact my own Congressman in a continued effort for tax repeal. The tax fight must go on."

Cole's recommendation is scheduled to be submitted to the meeting of the Allied board of directors in Chicago, Nov. 15-16. If approved, it is generally anticipated that further Allied participation in either arbitration or COMPO, if not ruled out entirely, would be on an individual rather than an organizational basis.

## Myers

(*Continued from page* 1)

dressed to Allied president Wilbur Snaper, but that actually it was meant for the Allied board "which commissioned all of us working on these industry matters." He said it would definitely be on the board agenda, and that he would be a fool to "attempt to predict or discuss what the board will do."

If the board should approve Cole's proposal, Myers made clear, all Allied officers working on industry-wide campaigns would have to quit. "There's no individual authority in such matters," he declared. "Every bit of authority that Cole or Trueman Rembusch or myself or Snaper wields in these undertakings springs from the board. The board designated us as its representatives. When it withdraws that designation, our power ends."

In New York yesterday, Snaper and Rembusch, interviewed individually, each commented on the Cole proposal in the same vein as Myers.

## *Arbitration Draft In the Mail Today*

**The distributor-amended draft of a projected industry arbitration system will be mailed today by the Motion Picture Association of America to representatives of Allied States Association, Theatre Owners of America, Metropolitan Motion Picture Theatres Association, Western Theatre Owners and the Independent Theatre Owners Association of New York, it was indicated here yesterday by an MPAA spokesman.**

## Rembusch Says

(*Continued from page* 1)

of touring stars, headed by Forrest Tucker.

Here from Franklin, Ind., on business for the Council of Motion Picture Organizations, one of whose three governing chairmen he is, Rembusch took time out yesterday to lunch with trade press representatives and discuss with them the showmanship rivalry that has developed between Texas COMPO and the Indiana theatremen.

In Rembusch's opinion the friendly inter-state competition will serve to benefit the cause of showmanship in both states. Moreover, he said, the prospect of other states entering into the competition is good, with the result that exhibitors united under state banners all across the country may soon be racing each other for supremacy in showmanship.

Recently Indiana theatremen challenged the Texans for the "Showmanship Crown of the Entire World." Yesterday, in a telegram to Rembusch and Marc Wolfe, also an Indiana Allied leader, Kyle Rorex of Texas COMPO accepted the challenge and derided, in humorous vein, the Indiana claims to having surpassed the accomplishments of exhibitors in the Lone Star State. Rembusch laughingly labeled the wire "just another tornado out of Texas."

### 'Noxious Assignment'

The Rorex wire, sent in behalf of R. J. O'Donnell, H. A. Cole, Edward H. Rowley, H. J. Griffith, Claude Ezell and others, stated that "Texas regrets that the gentlemen from Indiana leave no alternative other than the noxious assignment of comparison in the clarification of the triple claims made by the esteemed Indianians."

The wire then made comparisons of showmanship accomplishments along the lines of "anything you can do we Texans can do better—and bigger."

"While Texas regrets calling attention to the obvious conclusion," the wire read, "it must be guided by the record which reveals that Indiana must first emerge from her amateur status before her contention for the showmanship crown can become valid."

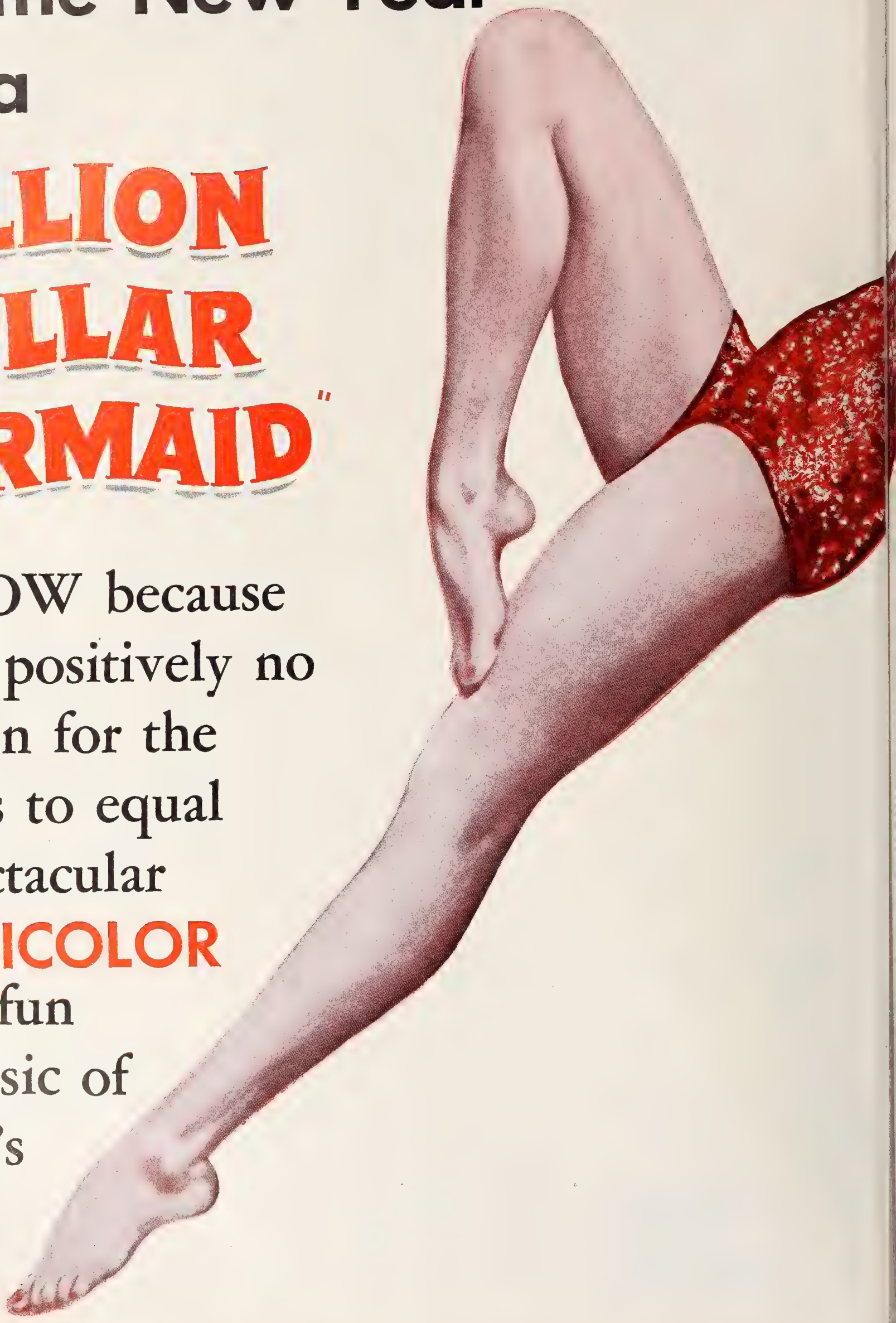
Rembusch departed for Franklin yesterday afternoon.

## *German-made Film Here*

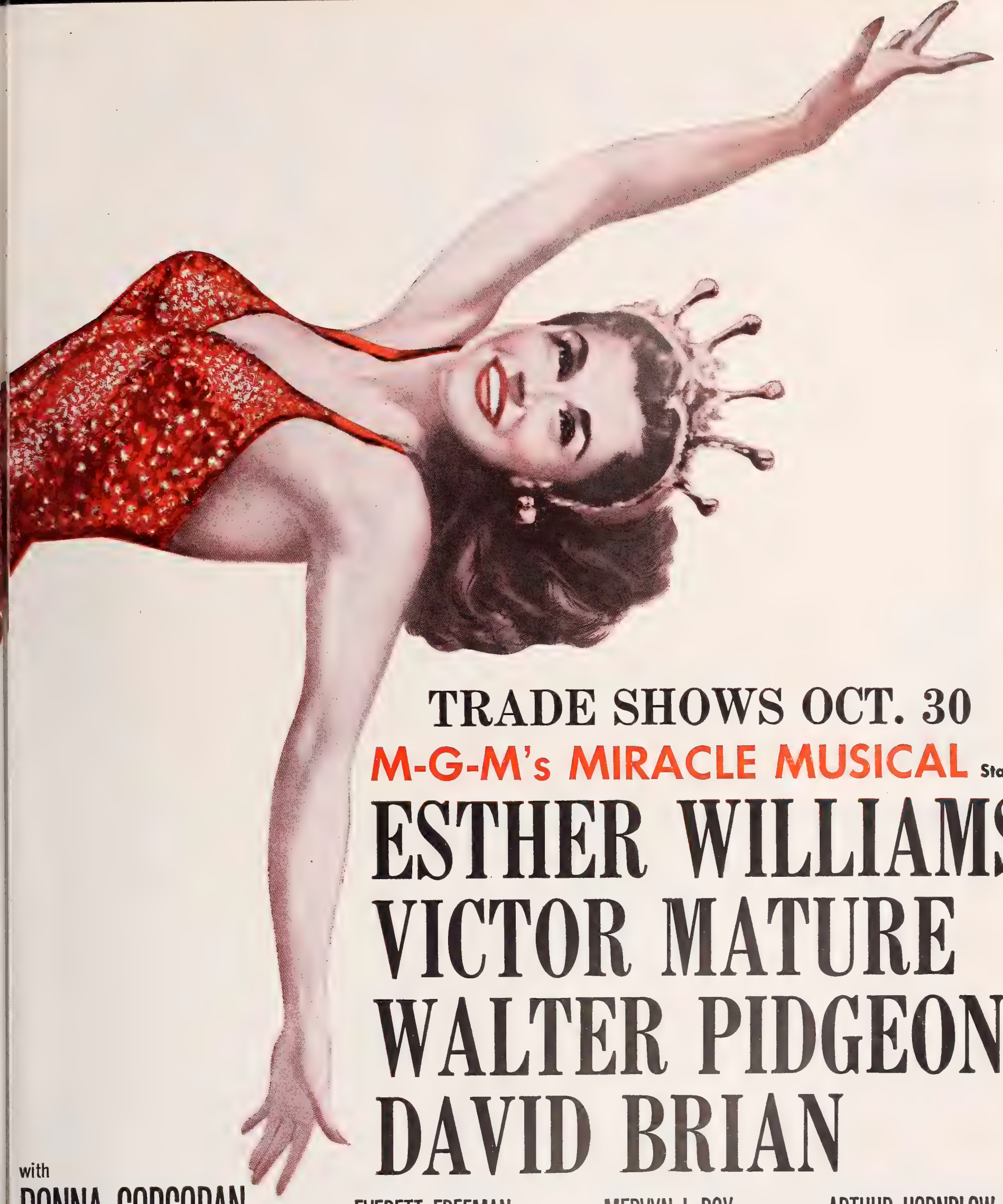
"The Berliner," a German-made political comedy about life in the German capital amid diplomatic storms from the West and East, will have its American premiere at the Beekman Theatre here on Monday, Oct. 27, distributor Joseph Burstyn announced.

# Start the New Year with a

# "MILLION DOLLAR MERMAID"



Plan NOW because there is positively no attraction for the holidays to equal the spectacular **TECHNICOLOR** beauty, fun and music of M-G-M's Gala Show!



# TRADE SHOWS OCT. 30

## M-G-M's MIRACLE MUSICAL Starring

# ESTHER WILLIAMS
# VICTOR MATURE
# WALTER PIDGEON
# DAVID BRIAN

with

## DONNA CORCORAN • Screen Play by EVERETT FREEMAN • Directed by MERVYN LeROY • Produced by ARTHUR HORNBLOW, JR.

| | | | | |
|---|---|---|---|---|
| ALBANY | 20th-Fox Screen Room | 1052 Broadway | 10/30 | 2 P.M. |
| ATLANTA | 20th-Fox Screen Room | 197 Walton St., N. W. | 10/30 | 2 P.M. |
| BOSTON | M-G-M Screen Room | 46 Church Street | 10/30 | 2 P.M. |
| BUFFALO | 20th-Fox Screen Room | 290 Franklin Street | 10/30 | 2 P.M. |
| CHARLOTTE | 20th-Fox Screen Room | 308 S. Church Street | 10/30 | 1:30 P.M. |
| CHICAGO | H. C. Igel's Screen Room | 1301 S. Wabash Ave. | 10/30 | 1:30 P.M. |
| CINCINNATI | RKO Palace Bldg. Sc. Rm. | 16 East Sixth Street | 10/30 | 8 P.M. |
| CLEVELAND | 20th-Fox Screen Room | 2219 Payne Avenue | 10/30 | 1 P.M. |
| DALLAS | 20th-Fox Screen Room | 1803 Wood Street | 10/30 | 10:30 A.M. |
| DENVER | Paramount Screen Room | 2100 Stout Street | 10/30 | 2 P.M. |
| DES MOINES | 20th-Fox Screen Room | 1300 High Street | 10/30 | 1 P.M. |
| DETROIT | Max Blumenthal's Sc. Rm. | 2311 Cass Avenue | 10/30 | 1:30 P.M. |
| INDIANAPOLIS | 20th-Fox Screen Room | 326 No. Illinois St. | 10/30 | 10:30 A.M. |
| JACKSONVILLE | Florida State Screen Room | 128 East Forsyth St. | 10/30 | 2 P.M. |
| KANSAS CITY | 20th-Fox Screen Room | 1720 Wyandotte St. | 10/30 | 1:30 P.M. |
| MEMPHIS | 20th-Fox Screen Room | 151 Vance Avenue | 10/30 | 12 Noon |
| MILWAUKEE | Warner Screen Room | 212 W. Wisconsin Ave. | 10/30 | 1:30 P.M. |
| MINNEAPOLIS | 20th-Fox Screen Room | 1015 Currie Avenue | 10/30 | 8 P.M. |
| NEW HAVEN | 20th-Fox Screen Room | 40 Whiting Street | 10/30 | 2 P.M. |
| NEW ORLEANS | 20th-Fox Screen Room | 200 S. Liberty St. | 10/30 | 1:30 P.M. |
| NEW YORK | M-G-M Screen Room | 630 Ninth Avenue | 10/30 | 2:30 P.M. |
| OKLAHOMA CITY | 20th-Fox Screen Room | 10 North Lee Street | 10/30 | 1 P.M. |
| OMAHA | 20th-Fox Screen Room | 1502 Davenport St. | 10/30 | 1 P.M. |
| PHILADELPHIA | M-G-M Screen Room | 1233 Summer Street | 10/30 | 2 P.M. |
| PITTSBURGH | M-G-M Screen Room | 1623 Blvd. of Allies | 10/30 | 2 P.M. |
| PORTLAND | B. F. Shearer Screen Rm. | 1947 N. W. Kearney St. | 10/30 | 2 P.M. |
| ST. LOUIS | S'Renco Art Theatre | 3143 Olive Street | 10/30 | 1 P.M. |
| SALT LAKE CITY | 20th-Fox Screen Room | 216 E. First St., So. | 10/30 | 1 P.M. |
| SAN FRANCISCO | 20th-Fox Screen Room | 245 Hyde Street | 10/30 | 1:30 P.M. |
| SEATTLE | Jewel Box Preview Thea. | 2318 Second Avenue | 10/30 | 1 P.M. |

# Phil Reisman

(*Continued from page* 1)

his home, and numerous other commercial investments.

Reisman, one of the real veterans of the industry, well known and highly regarded in film circles throughout the world, started his career in 1917 as a salesman for the old Triangle Film Co. After a year with Samuel Goldwyn he became Milwaukee manager for Triangle, then joined the old Hodkinson Film Co. in Minneapolis. He switched to Paramount there and in 1920 was named Minneapolis branch manager, and in 1922 was appointed district manager.

**To Paramount in 1924**

In 1924 he was transferred to Canada as Paramount general manager. The following year he was named Eastern division manager and assistant to the late Sidney R. Kent. From 1927 to 1930 he was general sales manager of Pathe, and from 1930 to 1932 was general sales manager of Universal. After one year as film buyer and booker for RKO Theatres he was named vice-president and general manager of RKO's export division in 1934. He was appointed foreign sales manager in 1939 and vice-president in charge of foreign distribution in 1942.

During the war he was in South America for the Coordinator of Inter-American Affairs and was active in the foreign distribution division of the industry War Activities Committee. He is the recipient of numerous foreign decorations.

## Hawkinson

(*Continued from page* 1)

"the combination of Arnold Picker, executive vice-president, Crown and Hawkinson gives the company one of the best informed and most able group of foreign department executives in the industry."

The board also expressed its gratitude to Samuel Goldwyn "for the gracious manner in which he acceded to the company's request that he release Mr. Crown from his current contract so that his services could be available to RKO Radio.

Crown was vice-president in charge of worldwide sales for Goldwyn.

## Italian Film Group To Visit Hollywood

A contingent of Italian film representatives, headed by Nicola de Pirro, director of the Italian Government's Entertainment Industry Bureau, will leave here for Hollywood by plane tomorrow as guests of Arthur M. Loew, president of Loew's International Corp.

The group includes Dr. Eitel Monaco, president of the National Association of Motion Picture and Allied Industries; Italo Gemini, president of the Italian General Association of Show Business; Giuseppe La Guardia, banker, and Renzo Rufini, secretary-general of Italian Films Export.

While on the Coast, they will examine the techniques and organization of the Hollywood studios.

Another contingent, topped by Silvana Mangano and her husband, producer Dino de Laurentiis, will be the guests of Paramount Pictures. They, too, will fly from here tomorrow.

# *Companies Adopt Split-up of Japanese Import Licenses*

Motion Picture Export Association member companies' presidents and foreign managers yesterday arrived at a tentative agreement on the split-up of import licenses which have been allocated for the second half of the current fiscal year by the Japanese government.

The 10 companies agreed to take one less license each than they had for the first half when the overall allocation was 63. Thus, with 59 permits to share in the second half under the slicing made by the Japanese, the companies are sharing 53, which means that six licenses are being held in abeyance until a decision can be made concerning their distribution. The companies gave themselves 30 days to reach such a decision.

Under the tentative arrangement the licenses are shared as follows: Loew's, eight; 20th-Fox, seven; Paramount, six; Warner, six; Columbia, five; RKO Radio, five; Universal, five; Republic, four; United Artists, four; Allied Artists, three.

Meanwhile, the MPEA will continue to press the Japanese government for an allocation at least equal to that for the first half, it was reported.

## Australian and U. S. Tastes Held Alike

The film tastes of most Australians closely parallel those of Americans, according to Marshall Palmer, Australian exhibitor, currently visiting here. The similarity, explained Palmer, is one reason for the popularity of Hollywood films in Australia.

Palmer, owner of two theatres on the outskirts of Brisbane, said about 85 per cent of the films shown in Australia are American and approximately 10 per cent are British. The preference of Australian audiences, he added, are Westerns and musicals.

The Australian exhibitor blamed government restrictions for the dearth of native films. Also, he said, it is almost impossible to build a new theatre due to government control of materials. Palmer said that grosses on the whole have improved through the years. He added, though, that Australian exhibitors are worried about the possible introduction of TV there.

Palmer plans to leave here tomorrow for Montreal enroute home following a three-day visit here. He is on a seven-month trip around the world.

## *Says Zenith Has 3 Methods of Pay TV*

CHICAGO, Oct. 16.—Zenith Radio Corp. today made public the contents of a letter sent by Commander Eugene F. McDonald, Jr., Zenith president, to leaders of the motion picture industry in which he claims that Zenith is prepared to service all home subscribers within range of a television station by using three different collection methods: collection on the phone bill, selling code cards at retail outlets, and use of coin slots on the sets themselves. The firm is planning a demonstration shortly, he wrote.

## UPT Earns

(*Continued from page* 1)

consolidated earnings of $2,391,000 for the third quarter in 1951. Capital gains net for the third quarter amounted to $300,000 while the capital gains net for the same quarter last year was $2,297,000, it was stated.

**49 Cents Per Share**

Goldenson said that consolidated earnings, excluding capital gains, represent 49 cents per share for the third quarter and $1.20 per share for the nine months of 1952 on 3,300,830 shares outstanding as compared with 69 cents and $1.73 per share, respectively, on 3,260,213 shares for the corresponding periods of 1951. Consolidated earnings including capital gains amounted to 58 cents for the third quarter of 1952 and $1.65 for the nine months of 1952 as compared to $1.39 and $2.80 for the same periods of 1951.

During the third quarter, the UPT president reported, the company disposed of 24 theatres, 10 of which were by termination of joint interests, presumably in line with the consent decree.

Theatre television installations have been added in UPT operating companies in Dallas and Houston, while other installations are underway in Los Angeles, Salt Lake City and Buffalo, he disclosed.

The statement to stockholders put profits before Federal income tax and other items at $8,339,000 for the first nine months of 1952, compared to $10,944,000 for the same period in 1951. Third quarter profits before Federal taxes and other items for 1952 were $3,564,000, compared to $4,251,000 for 1951.

In the disposal of 24 theatres, the company received a net of $446,023 in cash and $212,850 in notes.

**Additional $875,000**

Goldenson stated that shortly after the end of the third quarter, UPT prepaid an additional $875,000 to the three banks which hold the two-and-a-half per cent notes issued under the company's loan agreement. Payments and prepayments now comprise maturities to and including Jan. 1, 1954, leaving a $3,500,000 balance of two-and-a-half per cent notes outstanding, it was added. Semi-annual principal payments on the $36,250,000 of three-and-a-half per cent notes which are still outstanding will, under the agreement, commence on July 1, 1956 and continue for 15 years, the company stated.

## *18 More Pre-release Dates for 'Snows'*

Eighteen key playdates have been added to the pre-release engagements being set for Darryl F. Zanuck's "The Snows of Kilimanjaro," 20th Century-Fox reports.

The screen version of Ernest Hemingway's story will open next at the Colonial, Dayton; Poli, Waterbury; Towne, Milwaukee; Norva, Norfolk; Ritz, Albany; Rialto, Wilmington; State, Harrisburgh; Poli, Hartford; Albee, Cincinnati; Poli, Bridgeport; Palace, Wichita; Grand, Topeka; Albee, Providence; Florida, Jacksonville; Mt. Union. Alliance, Ohio; Palace, Tampa; Paramount, Ft. Wayne, and the Empire, Portland, Maine.

# *NEWS in Brief . . .*

CHICAGO, Oct. 16.—Federal Judge Igoe today turned down the request of the Winston Theatre Corp., operating the Grand Theatre in the Loop here, that they be exempted from limitations of the Jackson Park decree. The requested exemption would have permitted them to play first run pictures for extended runs (of more than two weeks) without being required to seek permission from the court.

In the Essaness case, Federal Judge Walter La Buy today is hearing tesimony of Mrs. Mervyn Leroy, widow of Sidney M. Spiegel, Jr., one of the original partners of Essaness theatres.

•

Katharine Cornell, chairman of the Council of Living Theatre, has received a check for $25,000 from Nicholas M. Schenck, president of Loew's, a second payment on the Council's film, "Main Street to Broadway," which is being produced by Lester Cowan and which will be released by M-G-M. This money, and other monies accruing from the film, will be used by the Council to increase subscription memberships in "road show" cities throughout the country, and to further interest in general in the legitimate theatre.

•

CLEVELAND, Oct. 16.—Henry Greenberger, Variety Club chief barker, and M. B. Horwitz, chairman of the Heart Committee report that the club has assumed the sponsorship of the Cerebral Palsy Foundation School of Cleveland, with the initial donation of $10,000 to be applied to the purchase of a location at Cleveland Heights. The school is a non-profit organization.

## *SAG Signs With TV, Theatrical Producers*

HOLLYWOOD, Oct. 16.—Screen Actors Guild announced today the recent signing of collective bargaining contracts with 11 theatrical film producers and 19 television film producers. Columbia Pictures Corp. and Universal Pictures, long time contractees as theatrical producers, are included in this listing of television film producers.

On another TV front, Screen Writers Guild announced that its members voted 236 to four in favor of approving the proposed free lance television contract with major networks and agencies, following a mail ballot referendum.

## *Beresin Honored by Chicago Variety*

CHICAGO, Oct. 16. — Variety Club International chief barker Jack Beresin was guest of honor at a luncheon in the Congress Hotel here today.

Beresin, Col. William McCraw, and Richard Finnegan, consulting editor of the *Sun-Times,* were introduced by Joe Berenson, chief barker of Variety Club of Illinois. Other speakers were Jack Rose, John J. Jones, and Mrs. Meyer Gold, president of Variety women of Chicago. Finnegan also is chairman of the board of La Rabida Jackson Park sanitarium, which received over $64,000 from the Variety theatre audience collections this year. The luncheon was followed by a board meeting, and a general meeting of the local talent has been called for Saturday.

NEWS WHILE IT IS NEWS

# MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 72. NO. 77 NEW YORK, U. S. A., MONDAY, OCTOBER 20, 1952 TEN CENTS

## *Tradewise...*

By SHERWIN KANE

THE proposal made by H. A. Cole that Allied States' representatives withdraw from their roles in such all-industry endeavors as the establishment of an arbitration plan, administration of the Council of Motion Picture Organizations and direction of the campaign for elimination of the 20 per cent Federal admissions tax, when taken at face value, appears to be a course of action more drastic than called for by the circumstances he recites.

Cole's contention is that while Allied leaders were thus engaged in activities for the good of the industry, some elements therein were taking advantage of Allied's preoccupation by resorting to objectionable sales practices and imposing sales terms which put a number of top productions out of the reach of independent exhibitors. His letter, to Allied president Wilbur Snaper, cited alleged deviations on the part of distributors from the spirit if not the letter of the Paramount decree and named a half-dozen pictures to which special sales policies applied.

The practices related to the consent decree, of which Cole complains, and the sales policies applicable to the films he cites had their beginnings long before Abram Myers, Trueman Rembusch and Cole began devoting so much of their time to industry arbitration, administration of COMPO and the industry tax repeal campaign.

If, as Cole feels, sales policies and practices inimical to independent exhibitors as a body, increased

(Continued on page 2)

## *FP-C Meeting at Niagara Falls Today*

**Niagara Falls, Ontario, Oct. 19.—A two-day fall showmanship meeting of the Eastern division of Famous Players-Canadian Corp. will open at the General Brock Hotel here tomorrow, with approximately 125 managers and circuit executives present. James R. Nairn, director of advertising - publicity, will conduct the meeting. Walter Brooks, director of the Managers' Round Table of *Motion Picture Herald*, will be a guest speaker.**

## To Tell FCC of 'Great Service' Of Theatre TV

WASHINGTON, Oct. 19. — The Federal Communications Commission will be told tomorrow that theatre television is part of the technological progress of the motion picture industry and as such can be of great service to the people.

**In addition, as the long-awaited theatre television hearings open tomorrow, the FCC will hear that existing common carrier facilities can't provide the wide band service which the industry feels is necessary to put a high-standard image on the theatre television screen.**

These and other statements were made over the weekend at a background press conference by James Lawrence Fly and Vincent B. Welch, attorneys for the Motion Picture As-

(Continued on page 5)

## Express Regret at Cole's Proposal

The proposal of Col. H. A. Cole, Texas Allied president, for the national Allied board's consideration that Allied withdraw from all-industry endeavors and hereafter devote its time and effort exclusively to combating alleged trade practice abuses drew expressions of surprise and regret from many industry leaders here at the weekend.

There was general reluctance in the

(Continued on page 5)

## *Many Ask: Whose Axe Is Wall St. Journal Grinding?*

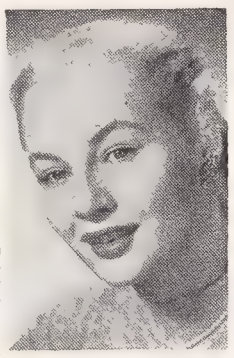
Top level executives in the industry are expressing grave concern over the possible effects of the current *Wall Street Journal* exposé of some members of the new controlling syndicate in RKO Pictures on the investing public's confidence in all motion picture securities.

The *Journal's* articles, begun last Thursday, already have taken on the coloration of a "crusade" and strike most readers within the industry as

(Continued on page 5)

## Name Kay Norton RKO Publicity Head

Kay Norton, who has handled special national and New York campaigns for major companies, has been appointed publicity manager of RKO Radio Pictures, Inc., Richard Condon, director of advertising, publicity and exploitation, disclosed here at the weekend.



Kay Norton

It was also learned that Fred Goldberg, who was employed at Samuel Goldwyn Productions as a publicist for four days following his resignation from Paramount, has joined the pub-

(Continued on page 5)

## *"Plymouth Adventure"*

[*Dore Schary—Metro-Goldwyn-Mayer*]

DORE SCHARY'S personal production is possibly the best film ever made about the founding fathers of America and certainly is one of the finer pictures of the year. An extremely absorbing, progressively powerful and entirely credible historical drama, this looms as one of M-G-M's top grossers. Filmed expertly in unusually well-shaded color by Technicolor, the engrossing story evolves with a rare naturalness as neither loose ends nor knotty tyings are evident. Clarence Brown's direction is excellent and the flawless performance of Spencer Tracy is matched in lesser roles by stars Van Johnson, Gene Tierney, Leo Genn and Lloyd Bridges.

The screenplay by Helen Deutsch, based on the novel by Ernest Gebler, completely ignores the stereotyped concept of the Pilgrims and the hoary and hallowed myth of their crossing. Director Brown has achieved perfect balance of the exciting, realistic adventure episodes and the interwoven moments of romance. The characterizations are of genuine people reacting in a thoroughly human way to the crowded condi-

(Continued on page 5)

## Mayer Board Chairman Of Cinerama

### *Succeeds Thomas, Who Becomes Vice-Chairman*

Louis B. Mayer will become chairman of the board of directors of Cinerama Productions Corp., according to an announcement made at the weekend by Dudley Roberts, Jr., president of the corporation. Lowell Thomas, whom he succeeds, will become vice-chairman, and will continue his active participation in all the affairs of the company. All of the other officers of the corporation will also continue in their present posts, retaining their present financial interest and control



Louis B. Mayer

(Continued on page 4)

## NEWS FLASHES

DALLAS, Oct. 19. -- Don Douglas, chairman of the Texas COMPO finance committee, has disclosed that more than $15,000 in dues from theatres in Texas has been forwarded to New York COMPO headquarters by Texas COMPO, representing approximately $2,000 over the quota set.

•

WASHINGTON, Oct. 19.-- The Census Bureau reported over the weekend that amusement tax collections in several large cities throughout the country in 1951 dropped by more than nine per cent from the comparable 1950 figure. The 1951 12-city figure was $8,104,000, compared with $9,070,000 collected in 1950.

# Personal Mention

DR. J. G. FRAYNE, development engineering manager of the Westrex Corp.'s Hollywood division, is in New York.

•

ART MOGER, Warner Brothers Northeastern director of advertising-publicity, will address the Woman's Scholarship Association of Boston at the New England Mutual Hall there on Wednesday on the topic of "Motion Pictures vs. Television."

•

IRVING DOLLINGER, New Jersey Allied board chairman, has been elected to represent the unit on the national Allied board, and HARRY H. LOWENSTEIN has been named alternate.

•

MAX LEFKOWICH, president of Community Circuit in Cleveland, and MRS. LEFKOWICH announce the marriage of their daughter, LOIS, to DAN BUTLER, DDS, has been set for Nov. 6 at the Beachmont Country Club in that city.

•

SPERIE PERAKOS, general manager of Perakos Theatres, New Britain, Conn., and MRS. PERAKOS are on their honeymoon following their marriage in Detroit.

•

RUSSELL HOLMAN, Paramount's Eastern production manager, left over the weekend by plane for Europe and will be gone for approximately three weeks.

•

ROBERT HOLLAND of the Jack L. Gertz Enterprises and MRS. HOLLAND announce the birth of their first child, SUSAN SYDNEY, in Cleveland.

•

MAURICE BERGMAN, Universal public relations executive, is scheduled to return to his office today after a week's confinement with the grippe.

•

IRVING SOCHIN, Universal short subjects sales manager, will return here today following a three-week trip to various parts of the country.

•

JEROME M. EVANS, Universal home office promotion representative, is visiting Syracuse, Buffalo, Rochester and Erie, and will return here tomorrow.

•

JOSEPH SISTROM, Paramount producer, has returned to Hollywood from New York.

•

WILLIAM PERLBERG, Paramount producer, has returned to the Coast from New York.

•

WALTER H. GROSSELFINGER of the Westrex Corp. has returned to New York from Europe.

•

KENNETH MCKENNA, M-G-M studio story head, is due here from the Coast on Nov. 26.

•

HAROLD MALONEY, manager of Loew's Poli, Worcester, Mass., is marking his 17th year at that theatre.

•

MAXWELL SHANE, director, left here at the weekend for Hollywood.

# MPA Plans Extension of Ohio Censorship Fight

The Motion Picture Association of America has "in the works" a plan for uprooting film censorship elsewhere in Ohio now that the industry's victory in Toledo has been underscored by the city's failure to appeal, it was learned here at the weekend.

**Allied Independent Theatres of Ohio, meanwhile, has sent a bulletin to all theatres in Toledo suggesting that newsreel leaders signifying that the state board of censors has approved the footage be snipped from the reels before they are run.**

Robert Wile, Ohio ITO executive secretary, pointed out in the bulletin that Municipal Court Judge Wiley's decision that the state's censorship of newsreels is unconstitutional is the exhibitors' authority for exhibiting the news footage without the leaders.

The exact nature of the MPAA plan for extending the battle against Ohio film censorship was not revealed. However, it is understood that the next attack could be a repeat of the Toledo litigation in other cities or a direct bid for an Ohio Supreme Court ruling covering all of Ohio in light of the Toledo decision, or both.

Within the next two weeks, attorneys for MPAA member-companies will confer on the new Ohio plan. It is expected that shortly thereafter exhibitors in Cincinnati, Columbus, Cleveland and other Ohio cities will be invited to follow the example set by Martin G. Smith in Toledo and deliberately show uncensored newsreels in their theatres to force other municipal courts to rule.

## FDR, Jr. - McCrary Debate Thursday

Franklin D. Roosevelt, Jr. and Tex McCrary will head an open discussion of the issues involved in the coming Presidential election at the forthcoming meeting of New York's Cinema Lodge of B'nai B'rith, Thursday at the Hotel Astor, C. L. president Martin Levine announced.

All members of the entertainment industry are invited to attend the meeting. The speakers are actively associated with the campaigns of Gov. Adlai Stevenson and Gen. Dwight D. Eisenhower, respectively.

## Services Held for MGM's Dewey Bloom

TORONTO, Oct. 19.—Funeral services were held today at Holy Blossom Temple for Dewey Bloom, 53, M-G-M field representative since 1927, who died Thursday in a local hospital after a long illness. A Canadian by birth, he had been with several independent film companies before joining Regal Films and M-G-M. He spent four years at the company's headquarters in New York before shifting his office to this city. He is survived by his widow.

# Tradewise . . .

(Continued from page 1)

or were in some way accentuated while Myers, Rembusch and himself were occupied with their all-industry endeavors, it is a matter of fact that Allied ranks boast other capable and vocal champions of the independent exhibitors' cause—including its president, Snaper—who were not pre-occupied with all-industry assignments.

Therefore, it would seem, the cause cited by Cole is not substantially related to the effect he complains of, and for that reason his recommendation, on the basis of available facts, appears uncalled for.

It is inconceivable that Allied, if it is so minded, cannot prosecute its complaints as effectively with three men contributing to all-industry endeavors as it can without. Nor is there much reason to believe that Allied, by forsaking the course of industry unity to espouse the other course exclusively, is better serving its members and the cause of the independent exhibitors.

If Cole feels that Allied has been poorly repaid for its valuable contributions to recent industry endeavors, he need only reflect that the realization of arbitration, an effective COMPO and tax repeal, each holds its own promise of reward. Those rewards need not be jeopardized simply because, as Cole sees it, there are other jobs to be done.

## 'Fatima' Holdovers Set Several 'Firsts'

Warner Brothers' "The Miracle of Fatima" is setting new "firsts" in many of its holdover engagements recorded to date, the company reports.

The picture is holding over for a second week at the Strand, Scranton, and the Paramount, Wilkesbarre, marking the first time in five years that any attraction has been held over at either houses. The picture's fourth week holdover at the Center Theatre, Buffalo, is also the first time in five years for a fourth week in this situation. The holding of "Fatima" for a second week at the Stanley in Utica is the first time in the history of the house that any picture played a full second week.

## Meet With Rep. Bolling

KANSAS CITY, Oct. 19.—Congressman Richard Bolling, representing the district including this city, was the luncheon guest of the committee designated to make contact with him in behalf of the admission tax repeal proposal.

# Newsreel Parade

*THE breaking of the Arctic record by the U. S. Coast Guard ship* East Wind *in Greenland is the highlight of most newsreels. Also featured are the return of Korean wounded, the wedding of a Japanese Princess to a commoner, the opening of the United Nations in new quarters, and a speech by Pope Pious.*

**FOX MOVIETONE NEWS, No. 85**—U.N. Assembly opens in New York. Action on Korean front. Nippon Princess weds commoner. 500,000 hail Pope Pius. Coast Guard ship cracks Polar ice.

**NEWS OF THE DAY, No. 215**—Korea issue stirs U. N. Vast multitude cheers Pope. Egyptians hail "Strong man." Jap Emperor's daughter a bride. U. S. Coast Guard sets Arctic record.

**PARAMOUNT NEWS, No. 17**—N. Y. Giants topple Cleveland Browns. Multitude hears Pope. Wounded Korean heroes home. Korean front aflame. U.N. search for peace continues.

**TELENEWS DIGEST, No. 42B**—"Ike" speaks in Texas. Hiss deposition becomes campaign issue. Haile Selassie visits new domain. Malan open Uranium city, Juin inspects war games. U.N. in new quarters. Korean ground fighting hotter. French cyclist spills.

**UNIVERSAL NEWSREEL, No. 405**—U.N. Assembly seventh session opens. Maguib. Korean wounded return. Catholic meeting. International delegates. Choose a star. Princess weds. Ice breaker sets new Polar mark.

**WARNER PATHE, NEWS, No. 20**—Amazing Arctic voyage "East Wind." Bitter battle for ridges. Mickey Rooney entertains troops. U.N. General Assembly opens. Eisenhower in the South. Stevenson in the West. Gen. Naguib tours Nile for support. Haile Selassie unites two nations. N. Y. Giants beat Browns. Motorcycle crosses English channel.

# Third Set of 'U' Managers to Coast

The third and final of a series of visits of Universal's 32 branch managers to the company's studios for conferences with studio executives on current conditions in their territories and for a first-hand view of new product and production activities, will get underway today, Charles J. Feldman, general sales manager, announced at the weekend as the final group of 11 branch managers left for the Coast.

Participants in the conferences have been Milton R. Rackmil, president; N. J. Blumberg, chairman of the board; William Goetz, in charge of production; Edward Muhl, vice-president and general manager of the studio, and David A. Lipton, vice-president in charge of advertising and publicity. Alfred E. Daff, executive vice-president, and Feldman participated in the initial sessions.

Attending the third and final series of meetings will be Joseph Leon from Philadelphia; Dave Miller, Buffalo; Ben Robins, Detroit; Samuel Oshry, Indianapolis; William Blum, Cincinnati; Charles Hudgens, Oklahoma City; David Goldman, Milwaukee; Leroy J. Miller, Minneapolis; Abe Swerdlow, Los Angeles; Arthur Greenfield, Seattle, and Ernest J. Piro, Portland.

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| | No. of theaters** | Seating capacity** | LIFE audience—single issue* |
|---|---|---|---|
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| **Chicago** | **418** | **418,301** | **848,150** |
| **Houston** | **67** | **57,201** | **129,800** |
| **San Francisco** | **215** | **207,274** | **478,280** |

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*From *A Study of the Accumulative Audience of LIFE*, by Alfred Politz Research, Inc. A "LIFE reader" is any person age 10 or over who has read one or more of 13 issues.

**1951, 33rd Edition of the *Film Daily Year Book of Motion Pictures.*

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**First in circulation**

**First in readership**

**First in advertising revenue**

# Cinerama

(*Continued from page* 1)

of the corporation, the announcement revealed.

Roberts pointed out that Mayer's association is with the production company, which is currently presenting "This Is Cinerama" at the Broadway Theatre and which controls the licensing company, Cinerama, Inc.

Merian C. Cooper's position as general manager in charge of the corporation's production program is unchanged, said Roberts. Mayer referred to Cooper's position in the new organization as being essentially the same as that of the late Irving Thalberg, who was executive producer while Mayer was the head of production at M-G-M.

Mayer's new association with Cinerama, Roberts said, "will bring to that organization the benefits of the veteran producer's many years of practical showmanship, valuable alike in the ambitious production plans of the sponsors of the new entertainment medium, and in its plans for the installation of Cinerama equipment in many of the key cities of this country and in the capitals of Europe."

Since it opened at the Broadway Theatre on Sept. 30, the company's first production, "This Is Cinerama," has played to more than capacity at every performance. Press coverage that hailed the process as a revolution in entertainment has resulted in a mail demand from out-of-town that averages close to 1,000 letters a day, it was stated.

**Beginning immediately, Mayer will devote himself to the company's production plans in association with Merian C. Cooper, and the expansion of its exhibition to cities other than New York. He will divide his time between the New York and the Hollywood headquarters of Cinerama, the latter to be opened soon, Roberts disclosed.**

"Cinerama is as new and challenging as sound was," said Mayer. "It opens a whole new world to us. I am proud to join Lowell Thomas, Merian C. Cooper, Dudley Roberts, Frank Smith and their associates in an effort to realize the almost limitless possibilities of Cinerama as a medium of story telling, and in expanding its audience from one theatre to many theatres across America and in the capitals of the world."

Cinerama is the invention of Fred Waller. Fifteen years were spent in its development, and an investment estimated at $12,000,000. The adaptation of stereophonic sound was largely the work of Hazard Reeves.

## *Teamsters Hit U. S. On 16mm. TV Suit*

HOLLYWOOD, Oct. 19.—International Brotherhood of Teamsters in national convention here resolved against the government's 16mm. suit seeking to compel film companies to supply theatrical films to television and also against "runaway" production practice by which American theatrical and television film producers produce abroad films to be exhibited here. Teamsters also awarded national theatres president Charles Skouras a gold membership card in token appreciation of long-time employer-employee relations.

## *17 Projectionists at Salaries Totaling $2,000 Weekly Used in Cinerama Show*

**The extent to which Cinerama can benefit projectionists, and at the same time add substantially to theatre operating costs, was brought out here with the disclosure that each day's performance of "This Is Cinerama" at the Broadway Theatre requires the service of 17 members of IATSE New York Projectionists Local No. 306.**

**The salaries of these 17 come to approximately $2,000 per week. The triple-projection, three dimensional effect system called for the installation of three booths at the theatre with two projection machines in each booth. Each booth is manned during each of two seven-hour shifts by two "306" members. The six operators on each shift are supervised by a foreman projectionist. In addition to the two foremen there are three other "306" members who during the two performances watch the functioning of the sound equipment.**

**The weekly gross at the Broadway since the Cinerama showings commenced on Sept. 30, reportedly has been $35,000.**

## Two Charged with NPA Violations

WASHINGTON, Oct. 19.—The National Production Authority reports hearing commissioner H. Bascom Thomas has ruled that two partners in a Texas drive-in theatre violated NPA orders and regulations by constructing the theatre early this year with more copper than permitted under government construction controls.

The partners are W. O. Beardon of Lubbock and I. R. Doyal of the Tascosa Drive-in Theatre in Amarillo. The original NPA complaint charged the partners with furnishing false information regarding the amount of copper wire used in building the theatre, but Thomas found that the violations were not accompanied by fraud or fraudulent representation on the part of either man.

However, Thomas directed that all priority assistance and allocations as well as authority to use controlled materials to build additional drive-ins be withdrawn from the partners for the duration of the Defense Production Act, now slated to expire June 30, 1953. He also ordered all privileges of self-authorization and automatic allotments be denied the two as long as the Act is on the books. He said that if controls are relaxed later and theatre builders are allowed some copper, the two men could obtain any further copper needed for the Tascosa Drive-in, provided the amount which be required, plus the 230 pounds already used do not exceed the NPA limit.

## *Mexican Exhibitors Hit Distributors*

MEXICO CITY, Oct. 19.—Charges of monopoly against exhibitors by the Producers and Distributors Association appearing in full-page newspaper advertisements addressed to the Senate were rebutted in like form by the Cinema Impresarios Association and the National Exhibitors Union.

## *Panther Sets 4 Films*

Panther Productions, Inc. has completed shooting on "Violated," a feature made in and around New York City, and plans to produce three additional features for theatrical release during 1953. The first will be "The Male Urge," scheduled to go before the cameras Jan 15.

## Says British Hold US Firms in Esteem

Never in the history of the industry has the standing of American distributors in England been better, both with exhibitors and the public, according to Douglas Granville, Universal's special representative for the United Kingdom and Ireland, who is here from London for home office conferences.

Granville said that despite adverse economic conditions in Britain, there is only a slight drop in theatre grosses. However, he added, "big pictures" will gross more today than in previous years.

At its present stage, TV in Britain has virtually no effect on the box-office, Granville said, adding that there are currently about 5,000,000 home television sets in Britain with a network of relay stations covering approximately 80 per cent of the population. The lack of TV competition was attributed to many factors, including the operation of only one station by the government, a station which goes on the air only a few hours during the evening. Commercial sponsored TV in Britain was seen by Granville from four to five years away.

Granville and Alfred E. Daff, Universal executive vice-president, who also attended the press conference, expressed complete satisfaction with the J. Arthur Rank Organization, which handles the distribution of Universal films in the United Kingdom. Daff added that Universal expects to retain its association with Rank many more years.

Due to construction restrictions. Granville saw little possibility for new theatres being built in England. He reported British exhibitors are fighting the entertainment tax which, he said, amounts to an over-all average of 39 per cent. Granville said that Rank is continuing his experimental utilization of theatre television equipment which is installed in a number of Rank theatres.

While in New York, Granville paid a visit to the Broadway Theatre and saw Cinerama for the first time. He prophesized that Cinerama "will completely revolutionize the industry" in time, and expressed hope that it would be shown in London shortly.

Granville, following his home office conferences, plans to visit Hollywood in about another two weeks.

## *In the THEATRE* Equipment World . . .

### . . . *with RAY GALLO*

ROUNDING up highlights of the recent meeting of the Society of Motion Picture and Television Engineers in Washington, we believe it worth noting that this convention attracted nearly 1,000 delegates from all over the world, the largest SMPTE attendance ever in the East.

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**Stepping into the shoes of Bill Kunzmann, who resigned as convention vice-president, is John W. Servies of National Theatre Supply. Servies arranged a surprise testimonial luncheon for Bill at which he was presented with a gold key chain and money clip, along with a scroll signed by friends who attended the affair. Oscar Neu of Neumade Products was the M. C.**

•

At the banquet, special tribute was paid to Dr. John I. Crabtree, former SMPTE president, and recipient of the Progress Medal Award. Dave Joy of National Carbon read the citation. . . . Peter Mole, retiring president, presented Dr. Herbert T. Kalmus with the Samuel Warner Memorial Award. . . . Axel G. Jensen of Bell Laboratories received both the David Sarnoff Gold Medal and the Society's Fellowship. . . . Henry Hood, another recipient of the Fellowship, was appointed engineering vice-president to fill the vacancy left by the resignation of F. T. Bowditch.

•

**Many persons from abroad attended the convention, among them Gilbert Ruellan of Andre DeBre, Paris, and Gustav Jirouch of Cine-Television, Kent, England.**

•

One of the major highlights of the convention was a Coffee Clubroom provided by RCA Victor in a separate room and foyer near the main meeting hall. Here conventioneers met friends and secured refreshments at any time during session hours. Nearly 50,000 cups of coffee were consumed, plus 100 gallons of citrus juice and 200 dozen doughnuts and rolls. RCA and its public relations man, Dick Hooper, originator of the idea, certainly installed a popular service.

Shown below enjoying a "coffee klatch" are Jack O'Brien, Wally Wolf, and Barton Kreuzer, all of RCA, and Nate Golden, chief motion picture officer of the NPA.



# To Tell FCC

(*Continued from page* 1)

sociation of America, and Marcus Cohn, attorney for the National Exhibitors Theatre Television Committee. The three attorneys will present the industry's theatre television case to the Commission—both at the engineering and accounting phase of the hearing, which is due to run for about two weeks starting tomorrow, and at the major presentation of the case, which is scheduled to open Jan. 12.

**Bid for Space on Spectrum**

The attorneys stressed the fact that the industry will not ask for licenses, but will merely ask that the FCC set aside space on the spectrum for eventual industry use for a theatre television service. They would not specify exactly how the industry would transmit theatre television programs, they said, because they wanted to be "free to adapt ourselves to whatever the Commission decides" should be done in the way of carrying the service.

All three attorneys declared that the industry was not "fighting" broadcasting or home television. Cohn maintained that "the technique of theatre television, particularly in color, can bring a new type of entertainment to the people." He said that theatre television was part of the development of "the logical, technological progress of the theatre industry," and that it was "to the credit" of the industry that it was making theatre television available to the public. Although home television was of great service to the people, he said, it had certain limitations which theatre television didn't have.

Welch emphasized his belief that theatre television programming would not conflict with home television programming.

**Want Better Service**

In discussing the present common carrier faciilties which theatre television could use, Fly said that the industry wanted a "more extensive and continuous service which presumably would overload the current A. T. and T. facilities." In addition, he declared, the industry "wanted a better type of service" than that provided by A. T. and T.'s current band width and its location in the spectrum.

Fly pointed out that even if A. T. and T. should establish the fact that it can render the service contemplated by the industry, that wouldn't necessarily mean that the Commission would authorize the company to do it. A. T. and T. "has no legal right to furnish all the required services in this field," he said. The Commission could authorize Western Union to do it, he went on, or it could authorize the industry to organize a company to provide the facilities.

Present at the conference along with Fly, Welch and Cohn was Ed Cooper, MPAA theatre television specialist.

In addition to MPAA and NETTC, almost 50 notices of appearances in the hearing have been filed with the Commission.

## *To Show German Films*

The Franklin Theatre in Detroit has initiated a policy of showing German features exclusively, Friday through Monday. it was reported here by Munio Podhorzer, president of Casino Film Exchange, specializing in the distribution of German films.

# *"Plymouth Adventure"*

(*Continued from page* 1)

tions aboard ship, the overwhelming battering of the storming sea, long days without sufficient food and water, and the growing animosity between crew and passengers. Historical fact is followed in intensely dramatic terms and the film opens with the machinations behind the real estate swindle that resulted in the Pilgrims being landed in New England instead of their desired Virginia. The Pilgrims are shown to include business-seeking merchants and adventurers as well as those fleeing religious oppression.

The major fictional invention is the pivotal characterization of the Mayflower's captain, which Tracy brilliantly portrays as a fine but hard-bitten ruler, forsaking yet desperately searching for the goodness of heart and peace of mind which Miss Tierney so winningly exhibits as the wife of pious Pilgrim Genn. Tracy saves Genn's life when he is washed overboard in a storm but otherwise continues his efforts to win Miss Tierney's affection. When Tracy does so after the ship has safely reached port and Genn is surveying the land, Miss Tierney cannot choose between them and drowns herself.

Tracy quells a mutiny led by vicious mate Lloyd Bridges after he decides to keep the ship off shore as a shelter rather than return, while the Pilgrims build houses. Eventually he is won over to the Pilgrims' morality and leaves after aiding them much. Johnston and Dawn Addams are the supplementary romantic interest as John Alden and Priscilla but the poetic invention of Henry Wadsworth Longfellow which has no basis in fact is not used. Included in a large and competent cast are Barry Jones, John Dehner, Noel Drayton, Tommy Ivo and Lowell Gilmore. Miklos Rozsa wrote an appropriate musical score.

This is a rare film that holds appeal for every type of moviegoer and condescends to none. Avid viewers of spectacle, romance or drama will find this rewarding fare. Marquee-wise this is loaded, for Tracy, Johnson, Tierney and Genn attract a large following. The intelligent treatment of the Tracy-Tierney romance is in good taste and should prove no deterrent to exploitation tie-ups with schools because of the historical accuracy of the film. Toward this end there are the signing of the Mayflower Compact, the flight of William Brewster of the Separatist Church, the aforementioned facts concerning the trip, and a wealth of detail as to instruments and clothing. It is a production that involved the labor of some 1,200 men and the personal supervision of Schary. The result is well worthwhile.

Running time, 104 minutes. General audience classification. Release date, Nov. 28.

WALTER PASHKIN

# RKO to Release 15 in Six Months

RKO Radio Pictures, under the new Stolkin management group, will have at least 15 pictures to release over a six-month period, it was learned here at the weekend. Most of the films were produced by independents releasing through RKO.

The 15 include: "Under the Red Sea," a Sol Lesser production; "Montana Belle"; "Androcles and the Lion," Gabriel Pascal; "Face to Face," Huntington Hartford; "Never Wave at a Wac," Independent Artists; "Blackbird, the Pirate," Grainger; "Beautiful But Dangerous"; "Hans Christian Anderson," Samuel Goldwyn; "Jet Pilot," "The Difference," Filmakers; "Break Up"; "No Time for Flowers," Mort Briskin; "Peter Pan," Walt Disney Productions; "The Murder," (tentative title); and "The Sea Devils."

## Name Kay Norton

(*Continued from page* 1)

licity department of RKO Radio. Other publicists hired by the company include Murray Segal, who will leave his trade press contact post with Paramount in two weeks, and Ruth Cosgrove, formerly with Eagle-Lion, who will begin her duties with RKO at once. Goldberg, too, will assume his RKO duties immediately.

Miss Norton succeeds Don Prince, resigned. Before accepting the RKO post, she headed her own publicity organization.

**William Fadiman Named Story Head at RKO Radio Studio**

HOLLYWOOD, Oct. 19. — William Fadiman, with RKO studio since 1947, has been assigned story editorship by Sherrill Corwin, succeeding Harry Tatelman, who has been assigned other work.

# Companies Willing To Confer on Draft

Distributors "stand ready" to meet with exhibitors on any disputed points of the arbitration draft, drawn up by the arbitration committee of the distributing companies and sent out to exhibitor organizations, Eric Johnston, president of the Motion Picture Association of America, declared here at the weekend.

Added Johnston: "Let me repeat again what I have said before—the motion picture producing and distributing companies want to set up an arbitration system in cooperation with exhibitors. There is no other industry project in which our companies have invested more time and effort during the year. They are prepared to invest as much more as may be necessary to reach agreement in a spirit of earnest goodwill."

## Cole's Proposal

(*Continued from page* 1)

industry here to speculate on the purpose or implications of Cole's proposal and on the consequences such an action would have if approved by the Allied board next month.

One who indicated his name could be used in connection with his comment was Samuel Pinanski, one of the three members of the Council of Motion Picture Organizations' governing committee. "No single individual or group is more important than the industry's campaign for repeal of the Federal admission tax," Pinanski said as he left here Friday for his Boston headquarters.

# 'Journal'

(*Continued from page* 1)

being alien to the usual editorial character of the paper.

The documented files on individuals within the Ralph Stolkin syndicate reveal more than reportorial purposefulness in the combing of 20-year or more old files of the Federal Trade Commission, the Chicago Better Business Bureau and last year's transcripts of the Kefauver hearings. What the purpose may be has many in the industry guessing.

**Touches Animosities**

The speculation touches personal and business animosities; the possibility of a bid for a proxy fight on behalf of individuals friendly to the paper to wrest control of RKO Pictures from the owners of the 29 per cent interest, or the expression of a continuing editorial disdain for the motion picture industry on the part of the *Journal*.

In connection with the latter, the *Journal's* uncomplimentary national "roundup" of the economic state of the industry at a time last summer when theatre attendance was on the increase for the first time in months is recalled by many.

Whatever the purpose, and company executives throughout the industry are convinced the *Journal* is going out of its way in an endeavor to "prove something," rather than simply present a story, the feeling is widespread that the attack upon the RKO Pictures group not only does that company incalculable harm but injures every other motion picture company as well.

**No Parallels**

Citing their reasons for believing the *Journal's* articles are not journalistic solely, executives point out not only that they have few, if any, parallels in *Journal* reporting, but that the first two were given the lead news position on the paper's page one, ordinarily reserved for spot news developments. A serialized exposé of business histories of individuals, they contend, would not be given that position had the *Journal* no axe to grind.

In addition, derisive references to members of the new RKO Pictures management whose business and professional character withstood the *Journal's* investigation, would not have been included either in an objective exposé or in a wholly unbiased news story, industry executives contend.

Many are anxious to see the *Journal's* suspected motive exposed, confident that if it is the investing public will be able properly to evaluate it without further loss of confidence in motion picture securities.

S. K.

## *Johnston Paris Trip Put Off Temporarily*

Eric A. Johnston, Motion Picture Association of America president, who was scheduled to leave here Saturday by plane for Paris, postponed his departure indefinitely. Johnston decided to put the trip off until he has recovered from a cold he contracted earlier last week.

Johnston was to have conferred this week in Paris with French government and film industry officials with a view to finding a basis for a resumption in negotiations for a new Franco-American film pact.

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Produced by
BERT E. FRIEDLOB
Written and directed by
ANDREW STONE
A BERT E. FRIEDLOB Production
Released by
20th Century-Fox

Branch Managers' Testimonial Sept. 28—Dec. 27

FIRST IN FILM NEWS

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Accurate Concise and Impartial

VOL. 72. NO. 77 NEW YORK, U. S. A., MONDAY, OCTOBER 20, 1952 TEN CENTS

## *Tradewise...*

By SHERWIN KANE

THE proposal made by H. A. Cole that Allied States' representatives withdraw from their roles in such all-industry endeavors as the establishment of an arbitration plan, administration of the Council of Motion Picture Organizations and direction of the campaign for elimination of the 20 per cent Federal admissions tax, when taken at face value, appears to be a course of action more drastic than called for by the circumstances he recites.

Cole's contention is that while Allied leaders were thus engaged in activities for the good of the industry, some elements therein were taking advantage of Allied's preoccupation by resorting to objectionable sales practices and imposing sales terms which put a number of top productions out of the reach of independent exhibitors. His letter, to Allied president Wilbur Snaper, cited alleged deviations on the part of distributors from the spirit if not the letter of the Paramount decree and named a half-dozen pictures to which special sales policies applied.

The practices related to the consent decree, of which Cole complains, and the sales policies applicable to the films he cites had their beginnings long before Abram Myers, Trueman Rembusch and Cole began devoting so much of their time to industry arbitration, administration of COMPO and the industry tax repeal campaign.

If, as Cole feels, sales policies and practices inimical to independent exhibitors as a body, increased

(*Continued on page 2*)

### *FP-C Meeting at Niagara Falls Today*

**Niagara Falls, Ontario, Oct. 19.—A two-day fall showmanship meeting of the Eastern division of Famous Players-Canadian Corp. will open at the General Brock Hotel here tomorrow, with approximately 125 managers and circuit executives present. James R. Nairn, director of advertising - publicity, will conduct the meeting. Walter Brooks, director of the Managers' Round Table of *Motion Picture Herald*, will be a guest speaker.**

## To Tell FCC of 'Great Service' Of Theatre TV

WASHINGTON, Oct. 19. — The Federal Communications Commission will be told tomorrow that theatre television is part of the technological progress of the motion picture industry and as such can be of great service to the people.

**In addition, as the long-awaited theatre television hearings open tomorrow, the FCC will hear that existing common carrier facilities can't provide the wide band service which the industry feels is necessary to put a high-standard image on the theatre television screen.**

These and other statements were made over the weekend at a background press conference by James Lawrence Fly and Vincent B. Welch, attorneys for the Motion Picture As-

(*Continued on page 5*)

## Express Regret at Cole's Proposal

The proposal of Col. H. A. Cole, Texas Allied president, for the national Allied board's consideration that Allied withdraw from all-industry endeavors and hereafter devote its time and effort exclusively to combating alleged trade practice abuses drew expressions of surprise and regret from many industry leaders here at the weekend.

There was general reluctance in the

(*Continued on page 5*)

### *Many Ask: Whose Axe Is Wall St. Journal Grinding?*

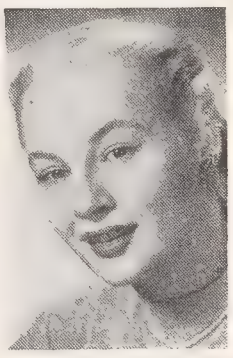
Top level executives in the industry are expressing grave concern over the possible effects of the current *Wall Street Journal* exposé of some members of the new controlling syndicate in RKO Pictures on the investing public's confidence in all motion picture securities.

The *Journal's* articles, begun last Thursday, already have taken on the coloration of a "crusade" and strike most readers within the industry as

(*Continued on page 5*)

## Name Kay Norton RKO Publicity Head

Kay Norton, who has handled special national and New York campaigns for major companies, has been appointed publicity manager of RKO Radio Pictures, Inc., Richard Condon, director of advertising, publicity and exploitation, disclosed here at the weekend.



Kay Norton

It was also learned that Fred Goldberg, who was employed at Samuel Goldwyn Productions as a publicist for four days following his resignation from Paramount, has joined the pub-

(*Continued on page 5*)

## *"Plymouth Adventure"*

[*Dore Schary—Metro-Goldwyn-Mayer*]

DORE SCHARY'S personal production is possibly the best film ever made about the founding fathers of America and certainly is one of the finer pictures of the year. An extremely absorbing, progressively powerful and entirely credible historical drama, this looms as one of M-G-M's top grossers. Filmed expertly in unusually well-shaded color by Technicolor, the engrossing story evolves with a rare naturalness as neither loose ends nor knotty tyings are evident. Clarence Brown's direction is excellent and the flawless performance of Spencer Tracy is matched in lesser roles by stars Van Johnson, Gene Tierney, Leo Genn and Lloyd Bridges.

The screenplay by Helen Deutsch, based on the novel by Ernest Gebler, completely ignores the stereotyped concept of the Pilgrims and the hoary and hallowed myth of their crossing. Director Brown has achieved perfect balance of the exciting, realistic adventure episodes and the interwoven moments of romance. The characterizations are of genuine people reacting in a thoroughly human way to the crowded condi-

(*Continued on page 5*)

## Mayer Board Chairman Of Cinerama

### *Succeeds Thomas, Who Becomes Vice-Chairman*

Louis B. Mayer will become chairman of the board of directors of Cinerama Productions Corp., according to an announcement made at the weekend by Dudley Roberts, Jr., president of the corporation. Lowell Thomas, whom he succeeds, will become vice-chairman, and will continue his active participation in all the affairs of the company. All of the other officers of the corporation will also continue in their present posts, retaining their present financial interest and control



Louis B. Mayer

(*Continued on page 4*)

## $15,000 in Compo Dues from Texas

DALLAS, Oct. 19.—More than $15,000 in dues from theatres in Texas has been forwarded to the Council of Motion Picture Organizations' headquarters in New York by Texas COMPO. This represents approximately $2,000 over the quota set up at the beginning of the recent drive, it was disclosed by Don Douglas, chairman of the Texas COMPO finance committee. Film salesmen from Dallas exchanges made the collections.

Circuit theatres paid in more than $6,500, and independents contributed more than $8,500.

### *Large-City Tax Take Down 9% in '51*

WASHINGTON, Oct. 19.—Amusement tax collections in several large cities throughout the country in 1951 dropped by more than 9 per cent from the comparable 1950 figure, the Census Bureau disclosed here over the weekend.

The 1951 figure for collections in 12 cities was $8,104,000, compared with the $9,070,000 that was collected during 1950.

# Personal Mention

DR. J. G. FRAYNE, development engineering manager of the Westrex Corp.'s Hollywood division, is in New York.

•

ART MOGER, Warner Brothers Northeastern director of advertising-publicity, will address the Woman's Scholarship Association of Boston at the New England Mutual Hall there on Wednesday on the topic of "Motion Pictures vs. Television."

•

IRVING DOLLINGER, New Jersey Allied board chairman, has been elected to represent the unit on the national Allied board, and HARRY H. LOWENSTEIN has been named alternate.

•

MAX LEFKOWICH, president of Community Circuit in Cleveland, and MRS. LEFKOWICH announce the marriage of their daughter, LOIS, to DAN BUTLER, DDS, has been set for Nov. 6 at the Beachmont Country Club in that city.

•

SPERIE PERAKOS, general manager of Perakos Theatres, New Britain, Conn., and MRS. PERAKOS are on their honeymoon following their marriage in Detroit.

•

RUSSELL HOLMAN, Paramount's Eastern production manager, left over the weekend by plane for Europe and will be gone for approximately three weeks.

•

ROBERT HOLLAND of the Jack L. Gertz Enterprises and MRS. HOLLAND announce the birth of their first child, SUSAN SYDNEY, in Cleveland.

•

MAURICE BERGMAN, Universal public relations executive, is scheduled to return to his office today after a week's confinement with the grippe.

•

IRVING SOCHIN, Universal short subjects sales manager, will return here today following a three-week trip to various parts of the country.

•

JEROME M. EVANS, Universal home office promotion representative, is visiting Syracuse, Buffalo, Rochester and Erie, and will return here tomorrow.

•

JOSEPH SISTROM, Paramount producer, has returned to Hollywood from New York.

•

WILLIAM PERLBERG, Paramount producer, has returned to the Coast from New York.

•

WALTER H. GROSSELFINGER of the Westrex Corp. has returned to New York from Europe.

•

KENNETH MCKENNA, M-G-M studio story head, is due here from the Coast on Nov. 26.

•

HAROLD MALONEY, manager of Loew's Poli, Worcester, Mass., is marking his 17th year at that theatre.

•

MAXWELL SHANE, director, left here at the weekend for Hollywood.

# MPA Plans Extension of Ohio Censorship Fight

The Motion Picture Association of America has "in the works" a plan for uprooting film censorship elsewhere in Ohio now that the industry's victory in Toledo has been underscored by the city's failure to appeal, it was learned here at the weekend.

**Allied Independent Theatres of Ohio, meanwhile, has sent a bulletin to all theatres in Toledo suggesting that newsreel leaders signifying that the state board of censors has approved the footage be snipped from the reels before they are run.**

Robert Wile, Ohio ITO executive secretary, pointed out in the bulletin that Municipal Court Judge Wiley's decision that the state's censorship of newsreels is unconstitutional is the exhibitors' authority for exhibiting the news footage without the leaders.

The exact nature of the MPAA plan for extending the battle against Ohio film censorship was not revealed. However, it is understood that the next attack could be a repeat of the Toledo litigation in other cities or a direct bid for an Ohio Supreme Court ruling covering all of Ohio in light of the Toledo decision, or both.

Within the next two weeks, attorneys for MPAA member-companies will confer on the new Ohio plan. It is expected that shortly thereafter exhibitors in Cincinnati, Columbus, Cleveland and other Ohio cities will be invited to follow the example set by Martin G. Smith in Toledo and deliberately show uncensored newsreels in their theatres to force other municipal courts to rule.

## FDR, Jr. - McCrary Debate Thursday

Franklin D. Roosevelt, Jr. and Tex McCrary will head an open discussion of the issues involved in the coming Presidential election at the forthcoming meeting of New York's Cinema Lodge of B'nai B'rith, Thursday at the Hotel Astor, C. L. president Martin Levine announced.

All members of the entertainment industry are invited to attend the meeting. The speakers are actively associated with the campaigns of Gov. Adlai Stevenson and Gen. Dwight D. Eisenhower, respectively.

## Services Held for MGM's Dewey Bloom

TORONTO, Oct. 19.—Funeral services were held today at Holy Blossom Temple for Dewey Bloom, 53, M-G-M field representative since 1927, who died Thursday in a local hospital after a long illness. A Canadian by birth, he had been with several independent film companies before joining Regal Films and M-G-M. He spent four years at the company's headquarters in New York before shifting his office to this city. He is survived by his widow.

# Tradewise . . .

(Continued from page 1)

or were in some way accentuated while Myers, Rembusch and himself were occupied with their all-industry endeavors, it is a matter of fact that Allied ranks boast other capable and vocal champions of the independent exhibitors' cause —including its president, Snaper— who were not pre-occupied with all-industry assignments.

Therefore, it would seem, the cause cited by Cole is not substantially related to the effect he complains of, and for that reason his recommendation, on the basis of available facts, appears uncalled for.

It is inconceivable that Allied, if it is so minded, cannot prosecute its complaints as effectively with three men contributing to all-industry endeavors as it can without. Nor is there much reason to believe that Allied, by forsaking the course of industry unity to espouse the other course exclusively, is better serving its members and the cause of the independent exhibitors.

If Cole feels that Allied has been poorly repaid for its valuable contributions to recent industry endeavors, he need only reflect that the realization of arbitration, an effective COMPO and tax repeal, each holds its own promise of reward. Those rewards need not be jeopardized simply because, as Cole sees it, there are other jobs to be done.

## 'Fatima' Holdovers Set Several 'Firsts'

Warner Brothers' "The Miracle of Fatima" is setting new "firsts" in many of its holdover engagements recorded to date, the company reports.

The picture is holding over for a second week at the Strand, Scranton, and the Paramount, Wilkesbarre, marking the first time in five years that any attraction has been held over at either houses. The picture's fourth week holdover at the Center Theatre, Buffalo, is also the first time in five years for a fourth week in this situation. The holding of "Fatima" for a second week at the Stanley in Utica is the first time in the history of the house that any picture played a full second week.

## Meet With Rep. Bolling

KANSAS CITY, Oct. 19.—Congressman Richard Bolling, representing the district including this city, was the luncheon guest of the committee designated to make contact with him in behalf of the admission tax repeal proposal.

# Newsreel Parade

*THE breaking of the Arctic record by the U. S. Coast Guard ship* East Wind *in Greenland is the highlight of most newsreels. Also featured are the return of Korean wounded, the wedding of a Japanese Princess to a commoner, the opening of the United Nations in new quarters, and a speech by Pope Pious.*

**FOX MOVIETONE NEWS, No. 85**—U.N. Assembly opens in New York. Action on Korean front. Nippon Princess weds commoner. 500,000 hail Pope Pius. Coast Guard ship cracks Polar ice.

**NEWS OF THE DAY, No. 215**—Korea issue stirs U. N. Vast multitude cheers Pope. Egyptians hail "Strong man." Jap Emperor's daughter a bride. U. S. Coast Guard sets Arctic record.

**PARAMOUNT NEWS, No. 17**—N. Y. Giants topple Cleveland Browns. Multitude hears Pope. Wounded Korean heroes home. Korean front aflame. U.N. search for peace continues.

**TELENEWS DIGEST, No. 42B**—"Ike" speaks in Texas. Hiss deposition becomes campaign issue. Haile Selassie visits new domain. Malan open Uranium city, Juin inspects war games. U.N. in new quarters. Korean ground fighting hotter. French cyclist spills.

**UNIVERSAL NEWSREEL, No. 405**—U.N. Assembly seventh session opens. Maguib. Korean wounded return. Catholic meeting. International delegates. Choose a star. Princess weds. Ice breaker sets new Polar mark.

**WARNER PATHE, NEWS, No. 20**—Amazing Arctic voyage "East Wind." Bitter battle for ridges. Mickey Rooney entertains troops. U.N. General Assembly opens. Eisenhower in the South. Stevenson in the West. Gen. Naguib tours Nile for support. Haile Selassie unites two nations. N. Y. Giants beat Browns. Motorcycle crosses English channel.

# Third Set of 'U' Managers to Coast

The third and final of a series of visits of Universal's 32 branch managers to the company's studios for conferences with studio executives on current conditions in their territories and for a first-hand view of new product and production activities, will get underway today, Charles J. Feldman, general sales manager, announced at the weekend as the final group of 11 branch managers left for the Coast.

Participants in the conferences have been Milton R. Rackmil, president; N. J. Blumberg, chairman of the board; William Goetz, in charge of production; Edward Muhl, vice-president and general manager of the studio, and David A. Lipton, vice-president in charge of advertising and publicity. Alfred E. Daff, executive vice-president, and Feldman participated in the initial sessions.

Attending the third and final series of meetings will be Joseph Leon from Philadelphia; Dave Miller, Buffalo; Ben Robins, Detroit; Samuel Oshry, Indianapolis; William Blum, Cincinnati; Charles Hudgens, Oklahoma City; David Goldman, Milwaukee; Leroy J. Miller, Minneapolis; Abe Swerdlow, Los Angeles; Arthur Greenfield, Seattle, and Ernest J. Piro, Portland.

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| | No. of theaters** | Seating capacity** | LIFE audience—single issue* |
|---|---|---|---|
| **Boston** | **167** | **177,097** | **741,730** |
| **Chicago** | **418** | **418,301** | **848,150** |
| **Houston** | **67** | **57,201** | **129,800** |
| **San Francisco** | **215** | **207,274** | **478,280** |

**That's why,** to promote the picture you show, the motion picture industry invests more dollars in LIFE than in any other magazine.

*From *A Study of the Accumulative Audience of LIFE*, by Alfred Politz Research, Inc. A "LIFE reader" is any person age 10 or over who has read one or more of 13 issues.

**1951, 33rd Edition of the *Film Daily Year Book of Motion Pictures.*

**Films advertised in LIFE** help boost the take at your box office. For no other magazine wields such influence over so vast an audience.

In the course of 13 issues, 62,600,000 people—over half the nation—read LIFE.*

It's true in most cases that LIFE's local audience in city after city across the country is greater than the seating capacities of all the theaters in them.

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# Cinerama

(Continued from page 1)

of the corporation, the announcement revealed.

Roberts pointed out that Mayer's association is with the production company, which is currently presenting "This Is Cinerama" at the Broadway Theatre and which controls the licensing company, Cinerama, Inc.

Merian C. Cooper's position as general manager in charge of the corporation's production program is unchanged, said Roberts. Mayer referred to Cooper's position in the new organization as being essentially the same as that of the late Irving Thalberg, who was executive producer while Mayer was the head of production at M-G-M.

Mayer's new association with Cinerama, Roberts said, "will bring to that organization the benefits of the veteran producer's many years of practical showmanship, valuable alike in the ambitious production plans of the sponsors of the new entertainment medium, and in its plans for the installation of Cinerama equipment in many of the key cities of this country and in the capitals of Europe."

Since it opened at the Broadway Theatre on Sept. 30, the company's first production, "This Is Cinerama," has played to more than capacity at every performance. Press coverage that hailed the process as a revolution in entertainment has resulted in a mail demand from out-of-town that averages close to 1,000 letters a day, it was stated.

**Beginning immediately, Mayer will devote himself to the company's production plans in association with Merian C. Cooper, and the expansion of its exhibition to cities other than New York. He will divide his time between the New York and the Hollywood headquarters of Cinerama, the latter to be opened soon, Roberts disclosed.**

"Cinerama is as new and challenging as sound was," said Mayer. "It opens a whole new world to us. I am proud to join Lowell Thomas, Merian C. Cooper, Dudley Roberts, Frank Smith and their associates in an effort to realize the almost limitless possibilities of Cinerama as a medium of story telling, and in expanding its audience from one theatre to many theatres across America and in the capitals of the world."

Cinerama is the invention of Fred Waller. Fifteen years were spent in its development, and an investment estimated at $12,000,000. The adaptation of stereophonic sound was largely the work of Hazard Reeves.

## *Teamsters Hit U. S. On 16mm. TV Suit*

HOLLYWOOD, Oct. 19.—International Brotherhood of Teamsters in national convention here resolved against the government's 16mm. suit seeking to compel film companies to supply theatrical films to television and also against "runaway" production practice by which American theatrical and television film producers produce abroad films to be exhibited here. Teamsters also awarded national theatres president Charles Skouras a gold membership card in token appreciation of long-time employer-employee relations.

## *17 Projectionists at Salaries Totaling $2,000 Weekly Used in Cinerama Show*

**The extent to which Cinerama can benefit projectionists, and at the same time add substantially to theatre operating costs, was brought out here with the disclosure that each day's performance of "This Is Cinerama" at the Broadway Theatre requires the service of 17 members of IATSE New York Projectionists Local No. 306.**

**The salaries of these 17 come to approximately $2,000 per week. The triple-projection, three dimensional effect system called for the installation of three booths at the theatre with two projection machines in each booth. Each booth is manned during each of two seven-hour shifts by two "306" members. The six operators on each shift are supervised by a foreman projectionist. In addition to the two foremen there are three other "306" members who during the two performances watch the functioning of the sound equipment.**

**The weekly gross at the Broadway since the Cinerama showings commenced on Sept. 30, reportedly has been $35,000.**

## Two Charged with NPA Violations

WASHINGTON, Oct. 19.—The National Production Authority reports hearing commissioner H. Bascom Thomas has ruled that two partners in a Texas drive-in theatre violated NPA orders and regulations by constructing the theatre early this year with more copper than permitted under government construction controls.

The partners are W. O. Beardon of Lubbock and I. R. Doyal of the Tascosa Drive-in Theatre in Amarillo. The original NPA complaint charged the partners with furnishing false information regarding the amount of copper wire used in building the theatre, but Thomas found that the violations were not accompanied by fraud or fraudulent representation on the part of either man.

However, Thomas directed that all priority assistance and allocations as well as authority to use controlled materials to build additional drive-ins be withdrawn from the partners for the duration of the Defense Production Act, now slated to expire June 30, 1953. He also ordered all privileges of self-authorization and automatic allotments be denied the two as long as the Act is on the books. He said that if controls are relaxed later and theatre builders are allowed some copper, the two men could obtain any further copper needed for the Tascosa Drive-in, provided the amount which be required, plus the 230 pounds already used do not exceed the NPA limit.

## *Mexican Exhibitors Hit Distributors*

MEXICO CITY, Oct. 19.—Charges of monopoly against exhibitors by the Producers and Distributors Association appearing in full-page newspaper advertisements addressed to the Senate were rebutted in like form by the Cinema Impresarios Association and the National Exhibitors Union.

## *Panther Sets 4 Films*

Panther Productions, Inc. has completed shooting on "Violated," a feature made in and around New York City, and plans to produce three additional features for theatrical release during 1953. The first will be "The Male Urge," scheduled to go before the cameras Jan 15.

## Says British Hold US Firms in Esteem

Never in the history of the industry has the standing of American distributors in England been better, both with exhibitors and the public, according to Douglas Granville, Universal's special representative for the United Kingdom and Ireland, who is here from London for home office conferences.

Granville said that despite adverse economic conditions in Britain, there is only a slight drop in theatre grosses. However, he added, "big pictures" will gross more today than in previous years.

At its present stage, TV in Britain has virtually no effect on the box-office, Granville said, adding that there are currently about 5,000,000 home television sets in Britain with a network of relay stations covering approximately 80 per cent of the population. The lack of TV competition was attributed to many factors, including the operation of only one station by the government, a station which goes on the air only a few hours during the evening. Commercial sponsored TV in Britain was seen by Granville from four to five years away.

Granville and Alfred E. Daff, Universal executive vice-president, who also attended the press conference, expressed complete satisfaction with the J. Arthur Rank Organization, which handles the distribution of Universal films in the United Kingdom. Daff added that Universal expects to retain its association with Rank many more years.

Due to construction restrictions, Granville saw little possibility for new theatres being built in England. He reported British exhibitors are fighting the entertainment tax which, he said, amounts to an over-all average of 39 per cent. Granville said that Rank is continuing his experimental utilization of theatre television equipment which is installed in a number of Rank theatres.

While in New York, Granville paid a visit to the Broadway Theatre and saw Cinerama for the first time. He prophesized that Cinerama "will completely revolutionize the industry" in time, and expressed hope that it would be shown in London shortly.

Granville, following his home office conferences, plans to visit Hollywood in about another two weeks.

## *In the THEATRE* Equipment World . . . *. . with RAY GALLO*

ROUNDING up highlights of the recent meeting of the Society of Motion Picture and Television Engineers in Washington, we believe it worth noting that this convention attracted nearly 1,000 delegates from all over the world, the largest SMPTE attendance ever in the East.

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**Stepping into the shoes of Bill Kunzmann, who resigned as convention vice-president, is John W. Servies of National Theatre Supply. Servies arranged a surprise testimonial luncheon for Bill at which he was presented with a gold key chain and money clip, along with a scroll signed by friends who attended the affair. Oscar Neu of Neumade Products was the M. C.**

•

At the banquet, special tribute was paid to Dr. John I. Crabtree, former SMPTE president, and recipient of the Progress Medal Award. Dave Joy of National Carbon read the citation. . . . Peter Mole, retiring president, presented Dr. Herbert T. Kalmus with the Samuel Warner Memorial Award. . . . Axel G. Jensen of Bell Laboratories received both the David Sarnoff Gold Medal and the Society's Fellowship. . . . Henry Hood, another recipient of the Fellowship, was appointed engineering vice-president to fill the vacancy left by the resignation of F. T. Bowditch.

•

**Many persons from abroad attended the convention, among them Gilbert Ruellan of Andre DeBre, Paris, and Gustav Jirouch of Cine-Television, Kent, England.**

•

One of the major highlights of the convention was a Coffee Clubroom provided by RCA Victor in a separate room and foyer near the main meeting hall. Here conventioneers met friends and secured refreshments at any time during session hours. Nearly 50,000 cups of coffee were consumed, plus 100 gallons of citrus juice and 200 dozen doughnuts and rolls. RCA and its public relations man, Dick Hooper, originator of the idea, certainly installed a popular service.

Shown below enjoying a "coffee klatch" are Jack O'Brien, Wally Wolf, and Barton Kreuzer, all of RCA, and Nate Golden, chief motion picture officer of the NPA.



# To Tell FCC

(*Continued from page* 1)

sociation of America, and Marcus Cohn, attorney for the National Exhibitors Theatre Television Committee. The three attorneys will present the industry's theatre television case to the Commission—both at the engineering and accounting phase of the hearing, which is due to run for about two weeks starting tomorrow, and at the major presentation of the case, which is scheduled to open Jan. 12.

### Bid for Space on Spectrum

The attorneys stressed the fact that the industry will not ask for licenses, but will merely ask that the FCC set aside space on the spectrum for eventual industry use for a theatre television service. They would not specify exactly how the industry would transmit theatre television programs, they said, because they wanted to be "free to adapt ourselves to whatever the Commission decides" should be done in the way of carrying the service.

All three attorneys declared that the industry was not "fighting" broadcasting or home television. Cohn maintained that "the technique of theatre television, particularly in color, can bring a new type of entertainment to the people." He said that theatre television was part of the development of "the logical, technological progress of the theatre industry," and that it was "to the credit" of the industry that it was making theatre television available to the public. Although home television was of great service to the people, he said, it had certain limitations which theatre television didn't have.

Welch emphasized his belief that theatre television programming would not conflict with home television programming.

### Want Better Service

In discussing the present common carrier faciilties which theatre television could use, Fly said that the industry wanted a "more extensive and continuous service which presumably would overload the current A. T. and T. facilities." In addition, he declared, the industry "wanted a better type of service" than that provided by A. T. and T.'s current band width and its location in the spectrum.

Fly pointed out that even if A. T. and T. should establish the fact that it can render the service contemplated by the industry, that wouldn't necessarily mean that the Commission would authorize the company to do it. A. T. and T. "has no legal right to furnish all the required services in this field," he said. The Commission could authorize Western Union to do it, he went on, or it could authorize the industry to organize a company to provide the facilities.

Present at the conference along with Fly, Welch and Cohn was Ed Cooper, MPAA theatre television specialist.

In addition to MPAA and NETTC, almost 50 notices of appearances in the hearing have been filed with the Commission.

## *To Show German Films*

The Franklin Theatre in Detroit has initiated a policy of showing German features exclusively, Friday through Monday, it was reported here by Munio Podhorzer, president of Casino Film Exchange, specializing in the distribution of German films.

# *"Plymouth Adventure"*

(*Continued from page* 1)

tions aboard ship, the overwhelming battering of the storming sea, long days without sufficient food and water, and the growing animosity between crew and passengers. Historical fact is followed in intensely dramatic terms and the film opens with the machinations behind the real estate swindle that resulted in the Pilgrims being landed in New England instead of their desired Virginia. The Pilgrims are shown to include business-seeking merchants and adventurers as well as those fleeing religious oppression.

The major fictional invention is the pivotal characterization of the Mayflower's captain, which Tracy brilliantly portrays as a fine but hard-bitten ruler, forsaking yet desperately searching for the goodness of heart and peace of mind which Miss Tierney so winningly exhibits as the wife of pious Pilgrim Genn. Tracy saves Genn's life when he is washed overboard in a storm but otherwise continues his efforts to win Miss Tierney's affection. When Tracy does so after the ship has safely reached port and Genn is surveying the land, Miss Tierney cannot choose between them and drowns herself.

Tracy quells a mutiny led by vicious mate Lloyd Bridges after he decides to keep the ship off shore as a shelter rather than return, while the Pilgrims build houses. Eventually he is won over to the Pilgrims' morality and leaves after aiding them much. Johnston and Dawn Addams are the supplementary romantic interest as John Alden and Priscilla but the poetic invention of Henry Wadsworth Longfellow which has no basis in fact is not used. Included in a large and competent cast are Barry Jones, John Dehner, Noel Drayton, Tommy Ivo and Lowell Gilmore. Miklos Rozsa wrote an appropriate musical score.

This is a rare film that holds appeal for every type of moviegoer and condescends to none. Avid viewers of spectacle, romance or drama will find this rewarding fare. Marquee-wise this is loaded, for Tracy, Johnson, Tierney and Genn attract a large following. The intelligent treatment of the Tracy-Tierney romance is in good taste and should prove no deterrent to exploitation tie-ups with schools because of the historical accuracy of the film. Toward this end there are the signing of the Mayflower Compact, the flight of William Brewster of the Separatist Church, the aforementioned facts concerning the trip, and a wealth of detail as to instruments and clothing. It is a production that involved the labor of some 1,200 men and the personal supervision of Schary. The result is well worthwhile.

Running time, 104 minutes. General audience classification. Release date, Nov. 28.

WALTER PASHKIN

# RKO to Release 15 in Six Months

RKO Radio Pictures, under the new Stolkin management group, will have at least 15 pictures to release over a six-month period, it was learned here at the weekend. Most of the films were produced by independents releasing through RKO.

The 15 include: "Under the Red Sea," a Sol Lesser production; "Montana Belle"; "Androcles and the Lion," Gabriel Pascal; "Face to Face," Huntington Hartford; "Never Wave at a Wac," Independent Artists; "Blackbird, the Pirate," Grainger; "Beautiful But Dangerous"; "Hans Christian Anderson," Samuel Goldwyn; "Jet Pilot," "The Difference," Filmakers; "Break Up"; "No Time for Flowers," Mort Briskin; "Peter Pan," Walt Disney Productions; "The Murder," (tentative title); and "The Sea Devils."

## Name Kay Norton

(*Continued from page* 1)

licity department of RKO Radio. Other publicists hired by the company include Murray Segal, who will leave his trade press contact post with Paramount in two weeks, and Ruth Cosgrove, formerly with Eagle-Lion, who will begin her duties with RKO at once. Goldberg, too, will assume his RKO duties immediately.

Miss Norton succeeds Don Prince, resigned. Before accepting the RKO post, she headed her own publicity organization.

### William Fadiman Named Story Head at RKO Radio Studio

HOLLYWOOD, Oct. 19. — William Fadiman, with RKO studio since 1947, has been assigned story editorship by Sherrill Corwin, succeeding Harry Tatelman, who has been assigned other work.

# Companies Willing To Confer on Draft

Distributors "stand ready" to meet with exhibitors on any disputed points of the arbitration draft, drawn up by the arbitration committee of the distributing companies and sent out to exhibitor organizations, Eric Johnston, president of the Motion Picture Association of America, declared here at the weekend.

Added Johnston: "Let me repeat again what I have said before—the motion picture producing and distributing companies want to set up an arbitration system in cooperation with exhibitors. There is no other industry project in which our companies have invested more time and effort during the year. They are prepared to invest as much more as may be necessary to reach agreement in a spirit of earnest goodwill."

## Cole's Proposal

(*Continued from page* 1)

industry here to speculate on the purpose or implications of Cole's proposal and on the consequences such an action would have if approved by the Allied board next month.

One who indicated his name could be used in connection with his comment was Samuel Pinanski, one of the three members of the Council of Motion Picture Organizations' governing committee. "No single individual or group is more important than the industry's campaign for repeal of the Federal admission tax," Pinanski said as he left here Friday for his Boston headquarters.

# 'Journal'

(*Continued from page* 1)

being alien to the usual editorial character of the paper.

The documented files on individuals within the Ralph Stolkin syndicate reveal more than reportorial purposefulness in the combing of 20-year or more old files of the Federal Trade Commission, the Chicago Better Business Bureau and last year's transcripts of the Kefauver hearings. What the purpose may be has many in the industry guessing.

### Touches Animosities

The speculation touches personal and business animosities; the possibility of a bid for a proxy fight on behalf of individuals friendly to the paper to wrest control of RKO Pictures from the owners of the 29 per cent interest, or the expression of a continuing editorial disdain for the motion picture industry on the part of the *Journal*.

In connection with the latter, the *Journal's* uncomplimentary national "roundup" of the economic state of the industry at a time last summer when theatre attendance was on the increase for the first time in months is recalled by many.

Whatever the purpose, and company executives throughout the industry are convinced the *Journal* is going out of its way in an endeavor to "prove something," rather than simply present a story, the feeling is widespread that the attack upon the RKO Pictures group not only does that company incalculable harm but injures every other motion picture company as well.

### No Parallels

Citing their reasons for believing the *Journal's* articles are not journalistic solely, executives point out not only that they have few, if any, parallels in *Journal* reporting, but that the first two were given the lead news position on the paper's page one, ordinarily reserved for spot news developments. A serialized exposé of business histories of individuals, they contend, would not be given that position had the *Journal* no axe to grind.

In addition, derisive references to members of the new RKO Pictures management whose business and professional character withstood the *Journal's* investigation, would not have been included either in an objective exposé or in a wholly unbiased news story, industry executives contend.

Many are anxious to see the *Journal's* suspected motive exposed, confident that if it is the investing public will be able properly to evaluate it without further loss of confidence in motion picture securities.

S. K.

## *Johnston Paris Trip Put Off Temporarily*

Eric A. Johnston, Motion Picture Association of America president, who was scheduled to leave here Saturday by plane for Paris, postponed his departure indefinitely. Johnston decided to put the trip off until he has recovered from a cold he contracted earlier last week.

Johnston was to have conferred this week in Paris with French government and film industry officials with a view to finding a basis for a resumption in negotiations for a new Franco-American film pact.

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# "The Steel Trap"



starring
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TERESA WRIGHT

Music written and directed by
DIMITRI TIOMKIN
Produced by
BERT E. FRIEDLOB
Written and directed by
ANDREW STONE
A BERT E. FRIEDLOB Production
Released by
20th Century-Fox

*— — — take it from 20th!*



Branch Managers' Testimonial Sept. 28—Dec. 27

NEWS WHILE IT IS NEWS

# MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 72. NO. 78 NEW YORK, U. S. A., TUESDAY, OCTOBER 21, 1952 TEN CENTS

## 'U' Grants More Autonomy to Local Sections

### *Zucker Promoted to Head New District in K.C.*

Universal has realigned its sales districts in a move to provide more effective service by the delegation of greater authority to the local level, it was disclosed here yesterday by Charles J. Feldman, general sales manager.



Lester Zucker

Lester Zucker, branch manager in Cleveland, has been promoted to head a new district which will include the Kansas City, Omaha, Des Moines, Salt Lake City and Denver branches with headquarters in Kansas City.

In making known the reallocation

(Continued on page 3)

## NEWS FLASHES

SALEM, Ore., Oct. 20.--Employes of the Portland Meadows race track have filed with the state election bureau here an initiative measure that would outlaw the showing of motion pictures in Oregon on Sundays.

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ALBANY, N. Y., Oct. 20.--Lewis A. Sumberg, executive director of the Albany Theatre Owners of America, in a call to members to attend a meeting here on Wednesday, stated that the regional unit is priming its guns on "the serious shortage of prints" and proposes to take the situation up with local branch managers "and then carry on at a national level" to deal with the question.

## *U.S. May Protest Mexican Cutbacks*

**Washington, Oct. 20.—There is a "very good possibility" that the State Department will protest Mexico's recently-imposed restrictions on American films, a top department official declared.**

**He said it would be "premature" to say that such a protest has already been made, but that the department "is examining and working on the problem, and there is a very good possibility we will want to make some representations to the Mexican Government on it."**

## McCormick Leaves RKO Radio Ad Post

The resignation of S. Barret McCormick as advertising director of RKO Radio Pictures was announced here yesterday by the company's new board of directors.

The board expressed regret at McCormick's resignation, which ended a 20 year association with the company as advertising director. Richard Condon, recently named director of advertising, publicity and exploitation, commented: Both Arnold Picker, executive vice-president of the company, and I recognize McCormick as an outstanding advertising executive in this industry and we hoped that he would be able to fit into the reorganized advertising, publicity and exploitation departments."

McCormick will continue at his office for several weeks to complete work on campaigns already started and to transfer to his successor, not

(Continued on page 3)

## Fitzgibbons Opens FP-C Eastern Meet

NIAGARA FALLS, Ont., Oct. 20.—J. Fitzgibbons, president and managing director of Famous Players-Canadian Corp., opened a two-day meeting of managers and theatre executives of the the circuit's Eastern division, with a keynote message in which he urged a careful file of business building suggestions and ideas from the trade. Morris Stein, Eastern general manager, outlined new product and the new opportunity ahead, which he termed the greatest the company has ever known.

R. W. Bolstad, vice-president and treasurer, said business has quad-

(Continued on page 2)

## 'The Thief' Bows To $95,000; Grosses At Weekend Sturdy

A robust $95,000 for the first week of "The Thief" at the Roxy, which also features a stage show, paced New York first-run theatres this week. Among off-Broadway theatres, "O. Henry's Full House" at the 52nd Street Trans-Lux is expected to hit a big $16,000 for its opening seven days, breaking the house's previous record, set by "Seven Days to Noon" during Christmas week of 1950.

At most Broadway situations, weekend grosses remained sturdy. Theatremen, asked to comment on the box-office affect of the wide interest in the current Presidential campaign, expressed the view, in the main, that the affect was negligible. However, as Election Day draws closer, its consequence on the box-office will bear watching, most circuit executives felt.

"Because You're Mine" continued strong at Radio City Music Hall, with

(Continued on page 3)

## 240 at Convention Of MPE of Florida

JACKSONVILLE, Fla., Oct. 20.—President Maurice E. Hensler opened the 1952 convention of the Motion Picture Exhibitors of Florida in the Roosevelt Hotel here this morning, and introduced Mayor W. Haydon Burns, who gave an address of welcome to the 240 registered members in attendance.

A general business session followed, with committee reports and brief talks by these officers: Boliver Hyde, Jr., chairman of the board; Bob Cannon, treasurer; Hugh Martin, Sr., first vice-president; Horace Denning, sec-

(Continued on page 2)

## 200 Register at Mich. Allied Meet

DETROIT, Oct. 20.—Allied Theatres of Michigan opened its three-day annual convention at the Hotel Tuller today, devoting the entire day to registration. More than 200 had registered by the end of the day.

Wilbur Snaper, national Allied president, arrived to deliver an address on "Arbitration" tomorrow.

Leon J. Bamberger, RKO Radio sales promotion manager, will be present tomorrow to give an address. At the Congressional luncheon, tomorrow, Charles Potter, Congressman, and Abram Myers will deliver speeches on "Tax Repeal" and the "16mm Anti-

(Continued on page 2)

## FCC's Walker Hits Theatre TV of Fights

### *'Monopoly' Is Scored As Hearings Open*

WASHINGTON, Oct. 20.—Federal Communications Commission chairman Paul Walker scored the exclusive theatre telecasts of fights at the opening session of the theatre television hearing, which today began two weeks of testimony on engineering and accounting phases.

**Walker declared the Commission had received many complaints about theatre television's "monopoly" of telecast fights and said the public was "worried" about not getting them on home television sets.**

In addition, at today's kick-off session, attorneys and witnesses for the Motion Picture Association of America and the National Exhibitors Theatre Television Committee were forced to give more detailed information than they planned to divulge at this time in

(Continued on page 2)

## Balaban, Raibourn On DuMont's Board

CLIFTON, N. J., Oct. 20.—Paramount Pictures, voting at a special meeting here today of Allen B. DuMont Laboratories stockholders, elected to the eight-man DuMont board Barney Balaban, Paul Raibourn and Edwin Weisl. Paramount, as sole owner of DuMont Class B common stock, was entitled to elect three members of the board, the secretary, treasurer and assistant treasurer.

Elected to the board also were the following DuMont nominees for Class

(Continued on page 3)

## Republic Profits Climb to $807,447

A net profit of $807,447, after taxes, for the 39 weeks ended July 26, 1952 was reported here yesterday by Republic Pictures Corp. The estimated Federal normal and surtaxes for the 39 weeks was listed at $870,000.

For the 39 weeks ended July 28, 1951, the company reported a net profit of $728,270, after taxes of $630,000.

# Personal Mention

JACK COHN, Columbia executive vice-president, is in Miami to attend the current convention of Columbia International.

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JOHN DAVIS, managing director of the J. Arthur Rank Organization, London, is in Chicago and will return to New York later in the week.

•

SILAS SEADLER, M-G-M advertising head, will return here from Europe today. He had been expected to return yesterday.

•

ARTHUR CANTON, Eastern M-G-M press representative, returned here yesterday from several weeks in Canada.

## Florida Meet

(*Continued from page* 1)

ond vice-president; and Bill P. Cumbaa, secretary.

At a luncheon meeting, Mike Simon of M-G-M spoke.

Lamar Sarra, attorney and public relations chief for the Florida State Theatre circuit of 70-plus houses, opened the afternoon conclave with an address on existing taxes and problems facing exhibitors at the next Florida legislative session in 1953.

Next, Nat Williams, Thomasville, Ga., noted raconteur and theatre operator, served as moderator for a panel discussion on exhibitor problems versus distributor policies.

The principal discussion speaker, Hugh Martin, Sr., head of a 15-house Central Florida circuit, stated the "chances of survival of small town exhibitors" and said that his "main fear was not of television but of producing companies in Hollywood." He asked branch exchange managers at the meeting to relay to distributors the information that rural exhibitors need new pictures 30 days, more or less, after Florida release dates, before country people see the pictures in population centers and the small towners get "a dried-up cow."

## FP-C Meet

(*Continued from page* 1)

rupled in 20 years and that more than twice as many tickets are being sold today. Famous leads in book ticket sales, now established 11 years, it was reported. One manager sold 35,000 tickets to one industrial concern, it was said.

Walter Brooks, director of the Managers' Round Table of *Motion Picture Herald,* was a guest speaker.

## Michigan Allied

(*Continued from page* 1)

Trust Government Lawsuit." Sam Pinanski will talk on "COMPO's national tax repeal program." "Business Topics" will be discussed by William Gehring, 20th-Fox sales executive.

# Theatre TV of Fights Hit

(*Continued from page* 1)

the hearing on band widths and spectrum location for theatre television transmissions channels. The information was given after repeated requests from FCC general counsel Benedict Cottone and Commissioner Frieda Hennock and Walker.

MPAA counsel James Fly and NETTC counsel Marcus Cohn opened the hearing, held in the auditorium of the National Museum here, with brief statements. Fly told the Commission an "extensive theatre television service" was "certain." The problem of the hearing, he continued, was to find "ways and means" of realizing "the public potential in a widespread theatre television service in harmony with the public interest."

**In their simplest terms, Fly said, the industry's petitions before the FCC "seek the allocation of adequate frequencies for the use of the industry in transmitting television programs and in distributing them to theatres."**

Cohn declared the industry didn't propose "to take away any frequencies presently allocated to broadcasting services." He told the Commission that theatre television "fulfills a new need" not competitive with other broadcasting. Theatre television, he said, was the "natural continuation of the technical advances made by motion pictures in the last 50 years."

It was during the testimony of Earl Sponable, director of research for 20th Century-Fox, that Walker made his blast at exclusive theatre telecasts of fights. Interrupting Sponable's analysis of qualities of the screen images during fight telecasts, Walker said he had received many complaints from Congress and from the public about "your monopoly of fights," and said that "the public can't get them until they go to a theatre." The public "wants to know," he said, what's going to happen to fight telecasts.

Vincent Welch, MPAA attorney, told Walker there would be discussion on the point in the major portion of the hearing, due to start Jan. 12. "It's going to take more than discussion," Walker replied. He went on to say that some complaints have particularly mentioned that the theatres "had not been large enough for all the people who wanted to get in." Welch answered that the industry would be happy to install theatre television equipment in more theatres.

"I think the public isn't worrying too much about not getting into the theatres," Walker said. "I think they're woried about not getting fights on the home sets." He went on to say that if the same exclusive theatre telecast policy was followed for future fights, "the home viewers won't have a chance to see a fight."

**Fly pointed out to Walker that MPAA and NETTC "didn't initiate the projects and carry on their network operation and they shouldn't have to account for it." He added that fights would be "a very minor segment" of theatre television in its future program.**

Stuart Bailey, NETTC theatre television engineer, followed Sponable, giving brief testimony on the mechanics of a theatre television system and the quality of the image. A theatre television circuit, he said, "should be of sufficiently high quality to "allow the maintenance of the illusion" that the viewer was "immersed in the original scene." A truly competitive system, he continued, would ultimately require a total of six separate program distribution systems, "particularly between and within the larger centers of population."

When MPAA theatre television engineer Andrew Inglis took the stand with a 75-page exhibit of technical specifications for theatre television transmission systems, Cottone and Commissioners Walker and Hennock immediately pinned him down for more details. Commissioner Hennock questioned Inglis repeatedly until he declared that in order to transmit the 10 mc. bandwidth specified in the exhibit a channel of 30 mc. would really be needed. The 10 mc. band width would actually transmit, he explained, but it would be necessary to have an additional 10 mc. as a buffer on each side of it.

**Welch then told the Commission that two 30 mc. channels would provide a theatre television system—and that six channels of 60 mc. each would supply a complete nation-wide competitive theatre television service. When the theatre television case was finished, he said, the industry's overall requirements would "prove out to be 400 mc."**

Cottone pointed out that the hypothesis on which the industry based its specifications—the necessity of a technically superior screen image in theatre telecasting—"was not necessarily accepted."

Cottone then went on to ask Inglis where in the spectrum the industry though the 400 mc. should be located. Fly and Welch answered that such information was not part of Inglis' testimony but that a subsequent witness would deal with it. Commissioner Walker declared he though the information about location in the spectrum should have been part of the opening statement, and that he wanted the details. Walker, Cottone and the industry attorneys argued the point back and forth, until Walker suggested that perhaps the attorneys "didn't want to give the information to the Commission."

**Following this Cohn gave the Commission as suggested locations for the theatre television channels the 5,925 band to the 6,875 band; the 3,500 band to the 3,700 band; and the 10,700 to the 11,700 band.**

It was decided to postpone cross-questioning by previous agreement from attorneys on this phase of the testimony until the January hearing.

The Commissioners, however, asked repeated questions throughout the day. Present on the dais were Commissioners Eugene Merrill, Rosel Hyde, George Sterling, Hennock and Walker.

In addition to Cottone, the FCC attorneys who will handle the case are Mary Jane Morris, Stratford Smith and Jack Warner.

# U.K.'s Tri-Opticon Three-Dimensional Process to Lesser

HOLLYWOOD, Oct. 20. — Sol Lesser today announced the acquisition of the U. S. rights to the British developed Tri-Opticon process which imparts a third dimensional illusion to films. Raymond Spottiswoode, technical director for Stero-Techniques, Ltd., a British company, is here now with film and projection equipment for trade and press showings.

Lesser plans launching 10 road show units to cover every major city shortly. Tri-Opticon has a revolutionary camera mount and a mechanical calculator developed by Stero-Technique, with the calculator correlating variable factors involved and coming up with mathematically and optically precise readings which the mount translates into the position of cameras. All other photographic equipment — cameras, lenses and films—are standard. Special glasses such as those made by Polaroid are required for viewing.

## Elect Wolcott Pathe Executive 'V.P.'

James L. Wolcott, sales vice-president of Pathe Laboratories, was elected executive vice-president yesterday at a meeting of the board of directors.

Wolcott joined the organization in Sept., 1949, having previously been an executive of Audience Research for four years and prior to that for six years production manager of the March of Time.


NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
MARIO LANZA in
"BECAUSE YOU'RE MINE"
introducing DORETTA MORROW
Color by TECHNICOLOR - An M-G-M Picture
plus
SPECTACULAR STAGE PRESENTATION





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# N.Y. Grosses

(*Continued from page* 1)

$128,000 indicated for its fourth inning. The Hall's next attraction, for which a date is yet to be set, is "The Happy Time."

At the Rivoli, a sturdy $48,000 is forecast for the fifth week of "Snows of Kilimanjaro," while a nice $57,000 is seen for the third and final week of "Son of Paleface" at the Paramount. "Springfield Rifle" on the screen and Duke Ellington on stage move into the Paramount tomorrow.

Moderate was the word used to describe the twin opening of "Four Poster" at the Victoria and the off-Broadway Sutton. The Victoria expects $22,000 for the first seven days, while the Sutton sees $11,500 for the same period.

**'Limelight' Premiere Thursday**

"Limelight" will have its premiere here Thursday at the continuous run Astor and the two-a-day 60th Street Trans-Lux. The last week of "The Miracle of Fatima" at the Astor is forecast to do an excellent $14,000, aided by parochial school children who flocked to the theatre during the ninth and final week.

Holding up strong is "The Merry Widow" at Loew's State, where $21,000 is seen for the fourth week. "Everything I Have Is Yours" opens there Oct. 29. A fair $30,000 is predicted for the second week of "Just for You" at the Capitol.

"The World in His Arms" at the Mayfair dropped to $17,500 for a second inning at the Mayfair. The fifth and final week of "One Minute to Zero" at the Criterion is expected to hit a fairly good $14,000. The Criterion's next attraction is "The Lusty Man," which opens Friday.

"Cairo Road" is set to open Oct. 31 at the Globe, currently playing "Lure of the Wilderness," now in its third week; only a satisfactory $8,500 is indicated.

At the Normandie, a good $6,700 is due for the fourth week of "The Magic Box." Next Tuesday, "The Promoter" will replace "Stranger in Between" at the Fine Arts, with a fair $3,500 indicated for the picture's current 10th week. The sixth week of "The Amazing Monsieur Fabre" at the Park Avenue is expected to yield a good $3,800.

# *'U' Grants More Autonomy*

(*Continued from page* 1)

of the company's sales districts and the promotion of Zucker, Feldman said, "The change in districts will enlarge the responsibilities of district and branch managers, thus accomplishing a further decentralization of sales policies in line with the company's grass roots policies inaugurated two years ago."

**Heiber Appointed**

Feldman also announced the appointment of Edward Heiber as branch manager in Cleveland to succeed Zucker. Heiber had been with Universal for 20 years in various capacities of branch and district manager until he resigned in 1947 to enter his own business.

Zucker joined Universal in Oct., 1946 as a special sales representative for the company's J. Arthur Rank pictures, following posts with other film companies. In June 1947 he was named branch manager in Cleveland.

**Comprises 3 Districts**

Under the new aligment of the company's 32 branch offices, the Western division under Foster M. Blake will now comprise three districts. In addition to Zucker's district they will be Barney Rose's district, which includes the Los Angeles, San Francisco, Portland and Seattle exchanges with headquarters in San Francisco, and M. M. Gottlieb's district which will include the Chicago, Milwaukee, Minneapolis and Indianapolis branches with headquarters in Chicago.

The Southern division under F. J. A. McCarthy comprises James V. Frew's district which includes the Atlanta, Charlotte, Cincinnati, Memphis and Jacksonville branches with headquarters in Atlanta, and Henry H. Martin's district comprising the Dallas, New Orleans, Oklahoma City and St. Louis branches, with headquarters in Dallas.

**Includes Rosian's**

The three districts in the Eastern division headed by P. T. Dana include P. F. Rosian's district comprising the Detroit, Cleveland, Pittsburgh and Washington branches with headquarters in Cleveland; John J. Scully's district which will include the Boston, New Haven, Albany, Buffalo and Philadelphia branches and the Metropolitan New York district which is headed by David A. Levy.

# DuMont

(*Continued from page* 1)

A stockholders' votes: Allen B. DuMont, Bruce T. DuMont, Thomas T. Goldsmith, Jr., Stanley F. Patten and Percy M. Stewart. All were incumbent board members.

Balaban is president, Raibourn is vice-president, and Weisl is a member of the board of Paramount.

The following were reelected as officers of DuMont at the meeting, which was held in lieu of the annual meeting which was not held last May 5: Allen B. DuMont, president; Stanley S. Patten, vice-president; Raibourn, treasurer; Bernard Goodwin, secretary; Irving Singer, assistant treasurer.

DuMont reported a net profit of $359,000 for the 40 weeks ended Oct. 5, 1952, against a loss of $320,000 for the corresponding period of 1951. The profit figure is equal to 11 cents per share after a dividend on preferred stock, while an 18-cent loss per share was represented in the loss figure. Sales for the respective periods were $52,128,000 and $37,537,000. Common shares outstanding at the end of both years' periods totaled 2,361,054.

# McCormick Resigns

(*Continued from page* 1)

yet named, the operations of his office.

It is understood that the board sought to retain McCormick, but he refused to remain at a financial sacrifice. He is leaving RKO under amicable terms with members of the new management.


PARAMOUNT TRADE SHOWS

Monday, October 27, 1952

• • •

ALAN LADD · DEBORAH KERR

CHARLES BOYER · CORINNE CALVET

in

"THUNDER IN THE EAST"

Produced by EVERETT RISKIN

Directed by CHARLES VIDOR

Screenplay by JO SWERLING • Adaptation by GEORGE TABORI and FREDERICK HAZLITT BRENNAN

From the novel by Alan Moorehead

| CITY | PLACE OF SCREENING | TIME |
|---|---|---|
| ALBANY | FOX SCREENING ROOM, 1052 Broadway | 2:30 P.M. |
| ATLANTA | PARAMOUNT PROJ. ROOM, 154 Walton St., N. W. | 2 P.M. |
| BOSTON | PARAMOUNT PROJ. ROOM, 58-62 Berkeley Street | 2 P.M. |
| BUFFALO | PARAMOUNT PROJ. ROOM, 464 Franklin Street | 2 P.M. |
| CHARLOTTE | PARAMOUNT PROJ. ROOM, 305-7 South Church Street | 10 A.M. |
| CHICAGO | PARAMOUNT PROJ. ROOM, 1306 South Michigan Avenue | 1:30 P.M. |
| CINCINNATI | FOX SCREENING ROOM, 1638 Central Parkway | 2:30 P.M. |
| CLEVELAND | PARAMOUNT PROJ. ROOM, 1735 East 23rd Street | 8:15 P.M. |
| DALLAS | PARAMOUNT PROJ. ROOM, 401 N. Pearl Expressway | 2 P.M. |
| DENVER | PARAMOUNT PROJ. ROOM, 2100 Stout Street | 2 P.M. |
| DES MOINES | PARAMOUNT PROJ. ROOM, 1125 High Street | 1 P.M. |
| DETROIT | PARAMOUNT PROJ. ROOM, 479 Ledyard Avenue | 2 P.M. |
| INDIANAPOLIS | PARAMOUNT PROJ. ROOM, 116 West Michigan Street | 10:30 A.M. |
| JACKSONVILLE | FLORIDA THEATRES SCREENING ROOM, Florida Thea. Bldg. | 2 P.M. |
| KANSAS CITY | PARAMOUNT PROJ. ROOM, 1800 Wyandotte Street | 2 P.M. |
| LOS ANGELES | PARAMOUNT PROJ. ROOM, 1613 West 20th Street | 1:30 P.M. |
| MEMPHIS | PARAMOUNT PROJ. ROOM, 362 South Second Street | 12:15 NOON |
| MILWAUKEE | PARAMOUNT PROJ. ROOM, 1121 North Eighth Street | 2 P.M. |
| MINNEAPOLIS | PARAMOUNT PROJ. ROOM, 1201 Currie Avenue | 8 P.M. |
| NEW HAVEN | PARAMOUNT PROJ. ROOM, 82 State Street | 2 P.M. |
| NEW ORLEANS | PARAMOUNT PROJ. ROOM, 215 South Liberty Street | 2 P.M. |
| NEW YORK CITY | PARAMOUNT PROJ. ROOM, 1501 Broadway (9th Fl.) | 11 A.M. |
| OKLAHOMA CITY | PARAMOUNT PROJ. ROOM, 701 West Grand Avenue | 10:30 A.M. |
| OMAHA | FOX SCREENING ROOM, 1502 Davenport Street | 1:30 P.M. |
| PHILADELPHIA | PARAMOUNT PROJ. ROOM, 248 North 12th Street | 2 P.M. |
| PITTSBURGH | PARAMOUNT PROJ. ROOM, 1727 Boulevard of Allies | 2 P.M. |
| PORTLAND | PARAMOUNT PROJ. ROOM, 909 N. W. 19th Avenue | 2 P.M. |
| ST. LOUIS | PARAMOUNT PROJ. ROOM, 2949-2953 Olive Street | 1 P.M. |
| SALT LAKE CITY | PARAMOUNT PROJ. ROOM, 270 East 1st South Street | 1:30 P.M. |
| SAN FRANCISCO | PARAMOUNT PROJ. ROOM, 205 Golden Gate Ave. | 2 P.M. |
| SEATTLE | MODERN THEATRE SUPPLY PROJ. ROOM, 2400 Third Ave. | 1:30 P.M. |
| WASHINGTON | PARAMOUNT PROJ. ROOM, 306 H Street, N.W. | 2:30 P.M. |

OLUMBIA
ICTURES
presents

# RANDOLPH



ADVENTURE'S NO.1 STAR!

# HANGMAN'S

DONNA REED · Claude JARMAN Jr. · Frank FAYLEN · Lee MARVIN

A SCOTT-BROWN PRODUCTION

# SCOTT



COLOR BY
TECHNICOLOR

THE WEST'S NO.1 SPECTACLE!

# KNOT

FROM
Columbia
COLUMBIA PICTURES

Produced by HARRY JOE BROWN · Written and Directed by ROY HUGGINS

## 20th-Fox Clarifies Zanuck's Future Status in Company

A clarification of Darryl F. Zanuck's contract with 20th Century-Fox, with particular reference to the circumstances under which he can enter upon part time, advisory service during the second decade of the agreement, starting Sept. 28, 1959, has been filed with the Securities & Exchange Commission.

The clarification stipulates that Zanuck could go on an advisory service basis prior to the end of the first 10 years of the agreement should he determine that, because of incapacitation or inability to perform the services required of him, that step should be necessary.

Should Zanuck enter upon part time employment with 20th-Fox he will have the right to produce two pictures annually as an independent. In that event production and distribution terms for the pictures so made are to be indicated to 20th-Fox, which may accept, reject or modify them. Thereafter, Zanuck may negotiate with other companies, and if a firm proposal is received 20th-Fox must be notified and has 30 days in which to accept or reject the terms. If rejected, Zanuck may engage in independent production after first terminating his part time employment with the company and freeing it of all obligations.

## Levinson Services On Coast Today

HOLLYWOOD, Oct. 20.—Funeral services for Col Nathan Levinson, 64, film sound pioneer and head of the Warner Brothers sound department who died in his sleep at home Saturday, will be held tomorrow at the Hollywood Cemetery Chapel. He is survived by his widow, the former Edna Irene Bradford, and three sons, Edwin, John and Robert.

Levinson worked with the late Sam Warner in bringing the first sound, a musical score to "Don Juan," which was presented to a New York audience on Aug. 6, 1926.

## Basil Radford Dies

LONDON, Oct. 20.—British film star Basil Radford, 55, died here today following a stroke. Radford, who was also a stage performer, had his first film role in 1929 in "Barnum Was Right." Other films include: "The Lady Vanishes," "Tight Little Island," "Passport to Pimlico," "The Winslow Boy" and "Quartet."

## Veteran U.K. Exhibitor

LONDON, Oct. 20.—John George Wainwright, veteran London exhibitor, is dead here at the age of 89. He operated the London and District was sold to the Granada group in Cinemas chain for many years, which 1946. A son, Richard Wainwright, is active in film production here.




# Television--Radio

### with Pinky Herman

DON'T let anyone tell you different but the customers always write. And he's wrong whoever said, "Go fight City Hall. When the powers that be decide, that's the end-all and be-all." When the TVehicle "Mr. Peepers" completed its summer-replacement stint Sept. 26 on NBC, there were hundreds of letters from disappointed fans, asking that Wally Cox and his co-workers including Gage Clark, Pat Benoit, Tony Randall, Marion Lorne and Joseph Foley, be reinstated. Their appeal fell on responsive ears with the result that the David Swift-Jim Fritzell series resumes Sunday in the 7:30 P.M. slot and sponsored by Reynolds Metal Co. . . . Sylvania Radio & TV Execs will make some interesting observations on TV at a news conference tomorrow afternoon at the Hotel Pierre. . . . RKO's new publicity director Kay Norton has appointed Ruth Cosgrove in charge of TV & radio publicity and promotion with Walter Wood, her assistant. Kay plans to utilize TV more extensively in selling RKO flickers to the public "because television spot announcements have done a terrific job for us on the revival of 'King Kong'.". . . Trade still talking about the big time job Fred Vandeventer turned in as a last-minute replacement last week for ailing Bill Slater on "20 Questions.". . . Short story: In 1947; 16,500 TV receivers. 1952; 18,500,000.

☆ ☆ ☆

*20th Century-Fox has just screen-tested one of the prettiest, nicest and most talented gals we know, Barbara Barnes, who with her famous dad, Patt, is heard and seen daily in a "Father & Daughter Team" MBSeries. . . . Fred Waring's hubby and wife piano act, Morley & Gearhart, have a keen sense of humor. A sign posted on their home situated on a hill in Shawnee-On-Delaware reads, "Sheer Bluff," (but their music is sheer magic). . . .We like Harry Wismer's expert analysis and breezy style Monday nites on his DuMont "Football Sidelines" Wismermerings: . . . Sophie Tucker will sing "Some Of These Days" on Arthur Van Horn's "Time ABCapsule Show" next week to be sealed and opened in the year 2052. (and if La Tucker is still booked locally ye scribbler will go listen). . . . TV's newest luminary as of Saturday, Nov. 8 (7:30 P.M.) should be Robert Cummings, whose situation comedy, "My Hero," is scheduled to NBCommence with Dunhill Cigarettes picking up the tabs. Agency is Biow. . . . Tom Slater has succeeded his brother Bill as emcee of WOR's popular "Luncheon At Sardi'.". . . Tenoriole Dick Paige, who won last week's "Talent CBScouts" contest, is the same lad who sang with Percy Faith's "NBCarnation Contented Hour" for 3 years and had his own program via WGN in Chicago. . . . Maurice Corelli, librettist of "Carmen's Daughter," is back after three years in Europe with a TV package, "The King's Jester," a comic-tragic theme with a medieval setting. . . .*



Barbara Barnes

☆ ☆ ☆

**Royal Dano, who scored in John Huston's "Red Badge of Courage," will portray Abraham Lincoln in the Ford Omnibus Theatre's Telefilm series which will be CBScreened next month. . . . Adding a thrice weekly telecast of "Double Or Nothing" to his six times a week "Strike It Rich" and five times a week "The Big Payoff," just about makes Walt Framer the busiest producer in TV. . . . Peter Lawford has come East from MGM's Culver City environs for a fling at TV with an assist by the Wm. Morris Agency. . . . The singing star of Max Liebman's "Your Show of Shows," will be seen and heard in the Warner Bros. soon due flicker, "Stop, You're Killing Me," with Claire Trevor and Broderick Crawford. . . . Members of the radio and TV fields will hold their annual Corporate Communion Breakfast, Sunday, Nov. 23, at ten o'clock in the Grand Ballroom of the Waldorf-Astoria Hotel following 9 o'clock Mass at St. Patrick's Cathedral. . . . Returning from a New England honeymoon, Michael Fitzmaurice added two additional announcing chores to his schedule, "The Right To Happiness," (NBC) and Arthur Murray's "WABDance Party.". . . We thrilled to "Your Show of Shows" NBConductor Charles Sanford's forty-minute discourse at the testimonial dinner tossed in his honor by AFM Local 411 of Bethlehem, Pa., last week when he was awarded a plaque for the 'best live music presented on television'.**

# NEWS in Brief . . .

BOSTON, Oct. 20.—Major distributors were named co-defendants in three anti-trust damage suits filed in U. S. District Court here by three separate exhibitor interests. In all three suits the charge was "a combination and conspiracy of the defendants to restrain and monopolize trade by maintaining an illegal structure of runs, clearances and admission prices" in and near the cities involved, resulting in "unreasonable clearances" and damages from other "wrongful practices."

Walter E. Mitchell, Morse Theatre, Franklin, Mass. filed a $2,000,000 action; Herbert I. Brown, for himself and as assignee of Louis Rosenzweig, operators of the Victoria Theatre, Greenfield, Mass., filed a $2,000,000 action; The Park Neponset Corp. filed a $1,000,000 action as operators of the Park Theatre, East Walpole, Mass.

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HOLLYWOOD, Oct. 20.— Jack L. Warner hailed 2,000 representatives of the automobile and motion picture industries as "close allies for the bettering of service to humanity" in a joint meeting over the weekend at the Warner studio. Warner and Benson Ford, vice-president of Ford Motor Co. and general manager of the Lincoln-Mercury division, were hosts.

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DETROIT, Oct. 20.—The local Variety Club was host in the Tuller Hotel to international chief barker Jack Beresin and international executive director Col. William McCraw.

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MONTPELIER, Vt., Oct. 20. — A special state legislative interim commission has recommended that no consideration be given by the state at this time to enactment of an amusement tax.

## Pizor Sets Lippert Franchises Abroad

William M. Pizor, vice-president of Lippert Pictures, disclosed here yesterday that he had set up new Lippert franchises in Germany, France, Italy, Denmark, Sweden and Finland and inspected various sites for production possibilities during his three-month tour of Europe from which he returned late last week.

## Kulick Services at Riverside Chapel

Funeral services for Bert Kulick, 52, president of Bell Pictures Corp., will be held at 2:15 P.M. today at The Riverside Chapel. Kulick's death was caused by a blood clot. He is survived by three brothers, Sidney, Paul and Lawrence, and a sister, Frances Frank.

## David Smart Dies

CHICAGO, Oct. 20.—David A. Smart, 60, publisher of *Esquire* and *Coronet* magazines, and owner of Coronet Films, distributor of 16mm. motion pictures, died here in Wesley Memorial Hospital on Friday. Smart, one-time advertising salesman for the Chicago *Tribune*, became president of the publishing firm that bears his name in 1921. He is survived by his widow, Gaby, a brother, John, two sisters, and his father.

FIRST IN FILM NEWS

# MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 78 NEW YORK, U. S. A., TUESDAY, OCTOBER 21, 1952 TEN CENTS

## 'U' Grants More Autonomy to Local Sections

### *Zucker Promoted to Head New District in K.C.*

Universal has realigned its sales districts in a move to provide more effective service by the delegation of greater authority to the local level, it was disclosed here yesterday by Charles J. Feldman, general sales manager.



Lester Zucker

Lester Zucker, branch manager in Cleveland, has been promoted to head a new district which will include the Kansas City, Omaha, Des Moines, Salt Lake City and Denver branches with headquarters in Kansas City.

In making known the reallocation

(*Continued on page 3*)

## Fight on in Oregon Over Sunday Films

SALEM, Ore., Oct. 20.—An initiative measure that would outlaw the showing of motion pictures in Oregon on Sundays has been filed with the state election bureau here by employes of the Portland Meadows race track.

Edward C. Foss, Portland, advises he represents the track employes, who resent the action of theatre operators who are supporting a measure on the November ballot to repeal pari-mutuel wagering in Oregon.

## Albany TOA in Arms Over Print Shortage

ALBANY, N. Y., Oct. 20.—The regional Theatre Owners of America here is priming its guns on "the serious shortage of prints" and proposes to take up this situation with local branch managers "and then carry on at a national level."

This was the keynote of a call to members to attend a joint meeting of the board of directors and all members in the Albany area on Wednesday, issued by Lewis Sumberg.

## *U.S. May Protest Mexican Cutbacks*

**Washington, Oct. 20.—There is a "very good possibility" that the State Department will protest Mexico's recently-imposed restrictions on American films, a top department official declared.**

**He said it would be "premature" to say that such a protest has already been made, but that the department "is examining and working on the problem, and there is a very good possibility we will want to make some representations to the Mexican Government on it."**

## McCormick Leaves RKO Radio Ad Post

The resignation of S. Barret McCormick as advertising director of RKO Radio Pictures was announced here yesterday by the company's new board of directors.

The board expressed regret at McCormick's resignation, which ended a 20 year association with the company as advertising director. Richard Condon, recently named director of advertising, publicity and exploitation, commented: Both Arnold Picker, executive vice-president of the company, and I recognize McCormick as an outstanding advertising executive in this industry and we hoped that he would be able to fit into the reorganized advertising, publicity and exploitation departments."

McCormick will continue at his office for several weeks to complete work on campaigns already started and to transfer to his successor, not

(*Continued on page 3*)

## Fitzgibbons Opens FP-C Eastern Meet

NIAGARA FALLS, Ont., Oct. 20.—J. Fitzgibbons, president and managing director of Famous Players-Canadian Corp., opened a two-day meeting of managers and theatre executives of the the circuit's Eastern division, with a keynote message in which he urged a careful file of business building suggestions and ideas from the trade. Morris Stein, Eastern general manager, outlined new product and the new opportunity ahead, which he termed the greatest the company has ever known.

R. W. Bolstad, vice-president and treasurer, said business has quad-

(*Continued on page 2*)

## 'The Thief' Bows To $95,000; Grosses At Weekend Sturdy

A robust $95,000 for the first week of "The Thief" at the Roxy, which also features a stage show, paced New York first-run theatres this week. Among off-Broadway theatres, "O. Henry's Full House" at the 52nd Street Trans-Lux is expected to hit a big $16,000 for its opening seven days, breaking the house's previous record, set by "Seven Days to Noon" during Christmas week of 1950.

At most Broadway situations, weekend grosses remained sturdy. Theatremen, asked to comment on the box-office affect of the wide interest in the current Presidential campaign, expressed the view, in the main, that the affect was negligible. However, as Election Day draws closer, its consequence on the box-office will bear watching, most circuit executives felt.

"Because You're Mine" continued strong at Radio City Music Hall, with

(*Continued on page 3*)

## 240 at Convention Of MPE of Florida

JACKSONVILLE, Fla., Oct. 20.—President Maurice E. Hensler opened the 1952 convention of the Motion Picture Exhibitors of Florida in the Roosevelt Hotel here this morning, and introduced Mayor W. Haydon Burns, who gave an address of welcome to the 240 registered members in attendance.

A general business session followed, with committee reports and brief talks by these officers: Boliver Hyde, Jr., chairman of the board; Bob Cannon, treasurer; Hugh Martin, Sr., first vice-president; Horace Denning, sec-

(*Continued on page 2*)

## 200 Register at Mich. Allied Meet

DETROIT, Oct. 20.—Allied Theatres of Michigan opened its three-day annual convention at the Hotel Tuller today, devoting the entire day to registration. More than 200 had registered by the end of the day.

Wilbur Snaper, national Allied president, arrived to deliver an address on "Arbitration" tomorrow.

Leon J. Bamberger, RKO Radio sales promotion manager, will be present tomorrow to give an address. At the Congressional luncheon, tomorrow, Charles Potter, Congressman, and Abram Myers will deliver speeches on "Tax Repeal" and the "16mm Anti-

(*Continued on page 2*)

## FCC's Walker Hits Theatre TV of Fights

### *'Monopoly' Is Scored As Hearings Open*

WASHINGTON, Oct. 20.—Federal Communications Commission chairman Paul Walker scored the exclusive theatre telecasts of fights at the opening session of the theatre television hearing, which today began two weeks of testimony on engineering and accounting phases.

**Walker declared the Commission had received many complaints about theatre television's "monopoly" of telecast fights and said the public was "worried" about not getting them on home television sets.**

In addition, at today's kick-off session, attorneys and witnesses for the Motion Picture Association of America and the National Exhibitors Theatre Television Committee were forced to give more detailed information than they planned to divulge at this time in

(*Continued on page 2*)

## Balaban, Raibourn On DuMont's Board

CLIFTON, N. J., Oct. 20.—Paramount Pictures, voting at a special meeting here today of Allen B. DuMont Laboratories stockholders, elected to the eight-man DuMont board Barney Balaban, Paul Raibourn and Edwin Weisl. Paramount, as sole owner of DuMont Class B common stock, was entitled to elect three members of the board, the secretary, treasurer and assistant treasurer.

Elected to the board also were the following DuMont nominees for Class

(*Continued on page 3*)

## Republic Profits Climb to $807,447

A net profit of $807,447, after taxes, for the 39 weeks ended July 26, 1952 was reported here yesterday by Republic Pictures Corp. The estimated Federal normal and surtaxes for the 39 weeks was listed at $870,000.

For the 39 weeks ended July 28, 1951, the company reported a net profit of $728,270, after taxes of $630,000.

# Personal Mention

JACK COHN, Columbia executive vice-president, is in Miami to attend the current convention of Columbia International.

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JOHN DAVIS, managing director of the J. Arthur Rank Organization, London, is in Chicago and will return to New York later in the week.

•

SILAS SEADLER, M-G-M advertising head, will return here from Europe today. He had been expected to return yesterday.

•

ARTHUR CANTON, Eastern M-G-M press representative, returned here yesterday from several weeks in Canada.

## Florida Meet

(*Continued from page* 1)

ond vice-president; and Bill P. Cumbaa, secretary.

At a luncheon meeting, Mike Simon of M-G-M spoke.

Lamar Sarra, attorney and public relations chief for the Florida State Theatre circuit of 70-plus houses, opened the afternoon conclave with an address on existing taxes and problems facing exhibitors at the next Florida legislative session in 1953.

Next, Nat Williams, Thomasville, Ga., noted raconteur and theatre operator, served as moderator for a panel discussion on exhibitor problems versus distributor policies.

The principal discussion speaker, Hugh Martin, Sr., head of a 15-house Central Florida circuit, stated the "chances of survival of small town exhibitors" and said that his "main fear was not of television but of producing companies in Hollywood." He asked branch exchange managers at the meeting to relay to distributors the information that rural exhibitors need new pictures 30 days, more or less, after Florida release dates, before country people see the pictures in population centers and the small towners get "a dried-up cow."

## FP-C Meet

(*Continued from page* 1)

rupled in 20 years and that more than twice as many tickets are being sold today. Famous leads in book ticket sales, now established 11 years, it was reported. One manager sold 35,000 tickets to one industrial concern, it was said.

Walter Brooks, director of the Managers' Round Table of *Motion Picture Herald,* was a guest speaker.

## Michigan Allied

(*Continued from page* 1)

Trust Government Lawsuit." Sam Pinanski will talk on "COMPO's national tax repeal program." "Business Topics" will be discussed by William Gehring, 20th-Fox sales executive.

# Theatre TV of Fights Hit

(*Continued from page* 1)

the hearing on band widths and spectrum location for theatre television transmissions channels. The information was given after repeated requests from FCC general counsel Benedict Cottone and Commissioner Frieda Hennock and Walker.

MPAA counsel James Fly and NETTC counsel Marcus Cohn opened the hearing, held in the auditorium of the National Museum here, with brief statements. Fly told the Commission an "extensive theatre television service" was "certain." The problem of the hearing, he continued, was to find "ways and means" of realizing "the public potential in a widespread theatre television service in harmony with the public interest."

**In their simplest terms, Fly said, the industry's petitions before the FCC "seek the allocation of adequate frequencies for the use of the industry in transmitting television programs and in distributing them to theatres."**

Cohn declared the industry didn't propose "to take away any frequencies presently allocated to broadcasting services." He told the Commission that theatre television "fulfills a new need" not competitive with other broadcasting. Theatre television, he said, was the "natural continuation of the technical advances made by motion pictures in the last 50 years."

It was during the testimony of Earl Sponable, director of research for 20th Century-Fox, that Walker made his blast at exclusive theatre telecasts of fights. Interrupting Sponable's analysis of qualities of the screen images during fight telecasts, Walker said he had received many complaints from Congress and from the public about "your monopoly of fights," and said that "the public can't get them until they go to a theatre." The public "wants to know," he said, what's going to happen to fight telecasts.

Vincent Welch, MPAA attorney, told Walker there would be discussion on the point in the major portion of the hearing, due to start Jan. 12. "It's going to take more than discussion," Walker replied. He went on to say that some complaints have particularly mentioned that the theatres "had not been large enough for all the people who wanted to get in." Welch answered that the industry would be happy to install theatre television equipment in more theatres.

"I think the public isn't worrying too much about not getting into the theatres," Walker said. "I think they're woried about not getting fights on the home sets." He went on to say that if the same exclusive theatre telecast policy was followed for future fights, "the home viewers won't have a chance to see a fight."

**Fly pointed out to Walker that MPAA and NETTC "didn't initiate the projects and carry on their network operation and they shouldn't have to account for it." He added that fights would be "a very minor segment" of theatre television in its future program.**

Stuart Bailey, NETTC theatre television engineer, followed Sponable, giving brief testimony on the mechanics of a theatre television system and the quality of the image. A theatre television circuit, he said, "should be of sufficiently high quality to "allow the maintenance of the illusion" that the viewer was "immersed in the original scene." A truly competitive system, he continued, would ultimately require a total of six separate program distribution systems, "particularly between and within the larger centers of population."

When MPAA theatre television engineer Andrew Inglis took the stand with a 75-page exhibit of technical specifications for theatre television transmission systems, Cottone and Commissioners Walker and Hennock immediately pinned him down for more details. Commissioner Hennock questioned Inglis repeatedly until he declared that in order to transmit the 10 mc. bandwidth specified in the exhibit a channel of 30 mc. would really be needed. The 10 mc. band width would actually transmit, he explained, but it would be necessary to have an additional 10 mc. as a buffer on each side of it.

**Welch then told the Commission that two 30 mc. channels would provide a theatre television system—and that six channels of 60 mc. each would supply a complete nation-wide competitive theatre television service. When the theatre television case was finished, he said, the industry's overall requirements would "prove out to be 400 mc."**

Cottone pointed out that the hypothesis on which the industry based its specifications—the necessity of a technically superior screen image in theatre telecasting—"was not necessarily accepted."

Cottone then went on to ask Inglis where in the spectrum the industry though the 400 mc. should be located. Fly and Welch answered that such information was not part of Inglis' testimony but that a subsequent witness would deal with it. Commissioner Walker declared he though the information about location in the spectrum should have been part of the opening statement, and that he wanted the details. Walker, Cottone and the industry attorneys argued the point back and forth, until Walker suggested that perhaps the attorneys "didn't want to give the information to the Commission."

**Following this Cohn gave the Commission as suggested locations for the theatre television channels the 5,925 band to the 6,875 band; the 3,500 band to the 3,700 band; and the 10,700 to the 11,700 band.**

It was decided to postpone cross-questioning by previous agreement from attorneys on this phase of the testimony until the January hearing.

The Commissioners, however, asked repeated questions throughout the day. Present on the dais were Commissioners Eugene Merrill, Rosel Hyde, George Sterling, Hennock and Walker.

In addition to Cottone, the FCC attorneys who will handle the case are Mary Jane Morris, Stratford Smith and Jack Warner.

# U.K.'s Tri-Opticon Three-Dimensional Process to Lesser

HOLLYWOOD, Oct. 20. — Sol Lesser today announced the acquisition of the U. S. rights to the British developed Tri-Opticon process which imparts a third dimensional illusion to films. Raymond Spottiswoode, technical director for Stero-Techniques, Ltd., a British company, is here now with film and projection equipment for trade and press showings.

Lesser plans launching 10 road show units to cover every major city shortly. Tri-Opticon has a revolutionary camera mount and a mechanical calculator developed by Stero-Technique, with the calculator correlating variable factors involved and coming up with mathematically and optically precise readings which the mount translates into the position of cameras. All other photographic equipment — cameras, lenses and films—are standard. Special glasses such as those made by Polaroid are required for viewing.

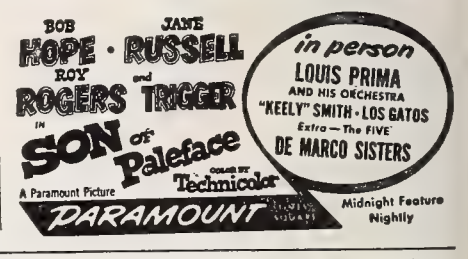
# Elect Wolcott Pathe Executive 'V.P.'

James L. Wolcott, sales vice-president of Pathe Laboratories, was elected executive vice-president yesterday at a meeting of the board of directors.

Wolcott joined the organization in Sept., 1949, having previously been an executive of Audience Research for four years and prior to that for six years production manager of the March of Time.


NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
MARIO LANZA in
"BECAUSE YOU'RE MINE"
introducing DORETTA MORROW
Color by TECHNICOLOR - An M-G-M Picture
plus
SPECTACULAR STAGE PRESENTATION





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# N.Y. Grosses

(Continued from page 1)

$128,000 indicated for its fourth inning. The Hall's next attraction, for which a date is yet to be set, is "The Happy Time."

At the Rivoli, a sturdy $48,000 is forecast for the fifth week of "Snows of Kilimanjaro," while a nice $57,000 is seen for the third and final week of "Son of Paleface" at the Paramount. "Springfield Rifle" on the screen and Duke Ellington on stage move into the Paramount tomorrow.

Moderate was the word used to describe the twin opening of "Four Poster" at the Victoria and the off-Broadway Sutton. The Victoria expects $22,000 for the first seven days, while the Sutton sees $11,500 for the same period.

**'Limelight' Premiere Thursday**

"Limelight" will have its premiere here Thursday at the continuous run Astor and the two-a-day 60th Street Trans-Lux. The last week of "The Miracle of Fatima" at the Astor is forecast to do an excellent $14,000, aided by parochial school children who flocked to the theatre during the ninth and final week.

Holding up strong is "The Merry Widow" at Loew's State, where $21,000 is seen for the fourth week. "Everything I Have Is Yours" opens there Oct. 29. A fair $30,000 is predicted for the second week of "Just for You" at the Capitol.

"The World in His Arms" at the Mayfair dropped to $17,500 for a second inning at the Mayfair. The fifth and final week of "One Minute to Zero" at the Criterion is expected to hit a fairly good $14,000. The Criterion's next attraction is "The Lusty Man," which opens Friday.

"Cairo Road" is set to open Oct. 31 at the Globe, currently playing "Lure of the Wilderness," now in its third week; only a satisfactory $8,500 is indicated.

At the Normandie, a good $6,700 is due for the fourth week of "The Magic Box." Next Tuesday, "The Promoter" will replace "Stranger in Between" at the Fine Arts, with a fair $3,500 indicated for the picture's current 10th week. The sixth week of "The Amazing Monsieur Fabre" at the Park Avenue is expected to yield a good $3,800.

# 'U' Grants More Autonomy

(Continued from page 1)

of the company's sales districts and the promotion of Zucker, Feldman said, "The change in districts will enlarge the responsibilities of district and branch managers, thus accomplishing a further decentralization of sales policies in line with the company's grass roots policies inaugurated two years ago."

**Heiber Appointed**

Feldman also announced the appointment of Edward Heiber as branch manager in Cleveland to succeed Zucker. Heiber had been with Universal for 20 years in various capacities of branch and district manager until he resigned in 1947 to enter his own business.

Zucker joined Universal in Oct., 1946 as a special sales representative for the company's J. Arthur Rank pictures, following posts with other film companies. In June 1947 he was named branch manager in Cleveland.

**Comprises 3 Districts**

Under the new aligment of the company's 32 branch offices, the Western division under Foster M. Blake will now comprise three districts. In addition to Zucker's district they will be Barney Rose's district, which includes the Los Angeles, San Francisco, Portland and Seattle exchanges with headquarters in San Francisco, and M. M. Gottlieb's district which will include the Chicago, Milwaukee, Minneapolis and Indianapolis branches with headquarters in Chicago.

The Southern division under F. J. A. McCarthy comprises James V. Frew's district which includes the Atlanta, Charlotte, Cincinnati, Memphis and Jacksonville branches with headquarters in Atlanta, and Henry H. Martin's district comprising the Dallas, New Orleans, Oklahoma City and St. Louis branches, with headquarters in Dallas.

**Includes Rosian's**

The three districts in the Eastern division headed by P. T. Dana include P. F. Rosian's district comprising the Detroit, Cleveland, Pittsburgh and Washington branches with headquarters in Cleveland; John J. Scully's district which will include the Boston, New Haven, Albany, Buffalo and Philadelphia branches and the Metropolitan New York district which is headed by David A. Levy.

# DuMont

(Continued from page 1)

A stockholders' votes: Allen B. DuMont, Bruce T. DuMont, Thomas T. Goldsmith, Jr., Stanley F. Patten and Percy M. Stewart. All were incumbent board members.

Balaban is president, Raibourn is vice-president, and Weisl is a member of the board of Paramount.

The following were reelected as officers of DuMont at the meeting, which was held in lieu of the annual meeting which was not held last May 5: Allen B. DuMont, president; Stanley S. Patten, vice-president; Raibourn, treasurer; Bernard Goodwin, secretary; Irving Singer, assistant treasurer.

DuMont reported a net profit of $359,000 for the 40 weeks ended Oct. 5, 1952, against a loss of $320,000 for the corresponding period of 1951. The profit figure is equal to 11 cents per share after a dividend on preferred stock, while an 18-cent loss per share was represented in the loss figure. Sales for the respective periods were $52,128,000 and $37,537,000. Common shares outstanding at the end of both years' periods totaled 2,361,054.

# McCormick Resigns

(Continued from page 1)

yet named, the operations of his office.

It is understood that the board sought to retain McCormick, but he refused to remain at a financial sacrifice. He is leaving RKO under amicable terms with members of the new management.


PARAMOUNT TRADE SHOWS

Monday, October 27, 1952

• • •

ALAN LADD · DEBORAH KERR

CHARLES BOYER · CORINNE CALVET

in

"THUNDER IN THE EAST"

Produced by EVERETT RISKIN

Directed by CHARLES VIDOR

Screenplay by JO SWERLING · Adaptation by GEORGE TABORI and FREDERICK HAZLITT BRENNAN

From the novel by Alan Moorehead

| CITY | PLACE OF SCREENING | TIME |
|---|---|---|
| ALBANY | FOX SCREENING ROOM, 1052 Broadway | 2:30 P.M. |
| ATLANTA | PARAMOUNT PROJ. ROOM, 154 Walton St., N. W. | 2 P.M. |
| BOSTON | PARAMOUNT PROJ. ROOM, 58-62 Berkeley Street | 2 P.M. |
| BUFFALO | PARAMOUNT PROJ. ROOM, 464 Franklin Street | 2 P.M. |
| CHARLOTTE | PARAMOUNT PROJ. ROOM, 305-7 South Church Street | 10 A.M. |
| CHICAGO | PARAMOUNT PROJ. ROOM, 1306 South Michigan Avenue | 1:30 P.M. |
| CINCINNATI | FOX SCREENING ROOM, 1638 Central Parkway | 2:30 P.M. |
| CLEVELAND | PARAMOUNT PROJ. ROOM, 1735 East 23rd Street | 8:15 P.M. |
| DALLAS | PARAMOUNT PROJ. ROOM, 401 N. Pearl Expressway | 2 P.M. |
| DENVER | PARAMOUNT PROJ. ROOM, 2100 Stout Street | 2 P.M. |
| DES MOINES | PARAMOUNT PROJ. ROOM, 1125 High Street | 1 P.M. |
| DETROIT | PARAMOUNT PROJ. ROOM, 479 Ledyard Avenue | 2 P.M. |
| INDIANAPOLIS | PARAMOUNT PROJ. ROOM, 116 West Michigan Street | 10:30 A.M. |
| JACKSONVILLE | FLORIDA THEATRES SCREENING ROOM, Florida Thea. Bldg. | 2 P.M. |
| KANSAS CITY | PARAMOUNT PROJ. ROOM, 1800 Wyandotte Street | 2 P.M. |
| LOS ANGELES | PARAMOUNT PROJ. ROOM, 1613 West 20th Street | 1:30 P.M. |
| MEMPHIS | PARAMOUNT PROJ. ROOM, 362 South Second Street | 12:15 NOON |
| MILWAUKEE | PARAMOUNT PROJ. ROOM, 1121 North Eighth Street | 2 P.M. |
| MINNEAPOLIS | PARAMOUNT PROJ. ROOM, 1201 Currie Avenue | 8 P.M. |
| NEW HAVEN | PARAMOUNT PROJ. ROOM, 82 State Street | 2 P.M. |
| NEW ORLEANS | PARAMOUNT PROJ. ROOM, 215 South Liberty Street | 2 P.M. |
| NEW YORK CITY | PARAMOUNT PROJ. ROOM, 1501 Broadway (9th Fl.) | 11 A.M. |
| OKLAHOMA CITY | PARAMOUNT PROJ. ROOM, 701 West Grand Avenue | 10:30 A.M. |
| OMAHA | FOX SCREENING ROOM, 1502 Davenport Street | 1:30 P.M. |
| PHILADELPHIA | PARAMOUNT PROJ. ROOM, 248 North 12th Street | 2 P.M. |
| PITTSBURGH | PARAMOUNT PROJ. ROOM, 1727 Boulevard of Allies | 2 P.M. |
| PORTLAND | PARAMOUNT PROJ. ROOM, 909 N. W. 19th Avenue | 2 P.M. |
| ST. LOUIS | PARAMOUNT PROJ. ROOM, 2949-2953 Olive Street | 1 P.M. |
| SALT LAKE CITY | PARAMOUNT PROJ. ROOM, 270 East 1st South Street | 1:30 P.M. |
| SAN FRANCISCO | PARAMOUNT PROJ. ROOM, 205 Golden Gate Ave. | 2 P.M. |
| SEATTLE | MODERN THEATRE SUPPLY PROJ. ROOM, 2400 Third Ave. | 1:30 P.M. |
| WASHINGTON | PARAMOUNT PROJ. ROOM, 306 H Street, N.W. | 2:30 P.M. |

COLUMBIA PICTURES presents

# RANDOLPH



## ADVENTURE'S NO.1 STAR!



# HANGMAN'S

with DONNA REED · Claude JARMAN Jr. · Frank FAYLEN · Lee MARVIN

A SCOTT-BROWN PRODUCTION

# SCOTT



COLOR BY

TECHNICOLOR



THE WEST'S NO.1 SPECTACLE!

# KNOT

FROM

Columbia PICTURES

Produced by HARRY JOE BROWN - Written and Directed by ROY HUGGINS

## 20th-Fox Clarifies Zanuck's Future Status in Company

A clarification of Darryl F. Zanuck's contract with 20th Century-Fox, with particular reference to the circumstances under which he can enter upon part time, advisory service during the second decade of the agreement, starting Sept. 28, 1959, has been filed with the Securities & Exchange Commission.

The clarification stipulates that Zanuck could go on an advisory service basis prior to the end of the first 10 years of the agreement should he determine that, because of incapacitation or inability to perform the services required of him, that step should be necessary.

Should Zanuck enter upon part time employment with 20th-Fox he will have the right to produce two pictures annually as an independent. In that event production and distribution terms for the pictures so made are to be indicated to 20th-Fox, which may accept, reject or modify them. Thereafter, Zanuck may negotiate with other companies, and if a firm proposal is received 20th-Fox must be notified and has 30 days in which to accept or reject the terms. If rejected, Zanuck may engage in independent production after first terminating his part time employment with the company and freeing it of all obligations.

## Levinson Services On Coast Today

HOLLYWOOD, Oct. 20.—Funeral services for Col Nathan Levinson, 64, film sound pioneer and head of the Warner Brothers sound department who died in his sleep at home Saturday, will be held tomorrow at the Hollywood Cemetery Chapel. He is survived by his widow, the former Edna Irene Bradford, and three sons, Edwin, John and Robert.

Levinson worked with the late Sam Warner in bringing the first sound, a musical score to "Don Juan," which was presented to a New York audience on Aug. 6, 1926.

## Basil Radford Dies

LONDON, Oct. 20.—British film star Basil Radford, 55, died here today following a stroke. Radford, who was also a stage performer, had his first film role in 1929 in "Barnum Was Right." Other films include: "The Lady Vanishes," "Tight Little Island," "Passport to Pimlico," "The Winslow Boy" and "Quartet."

## Veteran U.K. Exhibitor

LONDON, Oct. 20.—John George Wainwright, veteran London exhibitor, is dead here at the age of 89. He operated the London and District was sold to the Granada group in Cinemas chain for many years, which 1946. A son, Richard Wainwright, is active in film production here.




# Television--Radio

### with Pinky Herman

DON'T let anyone tell you different but the customers always write. And he's wrong whoever said, "Go fight City Hall. When the powers that be decide, that's the end-all and be-all." When the TVehicle "Mr. Peepers" completed its summer-replacement stint Sept. 26 on NBC, there were hundreds of letters from disappointed fans, asking that Wally Cox and his co-workers including Gage Clark, Pat Benoit, Tony Randall, Marion Lorne and Joseph Foley, be reinstated. Their appeal fell on responsive ears with the result that the David Swift-Jim Fritzell series resumes Sunday in the 7:30 P.M. slot and sponsored by Reynolds Metal Co. . . . Sylvania Radio & TV Execs will make some interesting observations on TV at a news conference tomorrow afternoon at the Hotel Pierre. . . . RKO's new publicity director Kay Norton has appointed Ruth Cosgrove in charge of TV & radio publicity and promotion with Walter Wood, her assistant. Kay plans to utilize TV more extensively in selling RKO flickers to the public "because television spot announcements have done a terrific job for us on the revival of 'King Kong'.". . . Trade still talking about the big time job Fred Vandeventer turned in as a last-minute replacement last week for ailing Bill Slater on "20 Questions.". . . Short story: In 1947; 16,500 TV receivers. 1952; 18,500,000.

☆ ☆ ☆

*20th Century-Fox has just screen-tested one of the prettiest, nicest and most talented gals we know, Barbara Barnes, who with her famous dad, Patt, is heard and seen daily in a "Father & Daughter Team" MBSeries. . . . Fred Waring's hubby and wife piano act, Morley & Gearhart, have a keen sense of humor. A sign posted on their home situated on a hill in Shawnee-On-Delaware reads, "Sheer Bluff," (but their music is sheer magic). . . . We like Harry Wismer's expert analysis and breezy style Monday nites on his DuMont "Football Sidelines" Wismermerings. . . . Sophie Tucker will sing "Some Of These Days" on Arthur Van Horn's "Time ABCapsule Show" next week to be sealed and opened in the year 2052. (and if La Tucker is still booked locally ye scribbler will go listen). . . . TV's newest luminary as of Saturday, Nov. 8 (7:30 P.M.) should be Robert Cummings, whose situation comedy, "My Hero," is scheduled to NBCommence with Dunhill Cigarettes picking up the tabs. Agency is Biow. . . . Tom Slater has succeeded his brother Bill as emcee of WOR's popular "Luncheon At Sardi's.". . . Tenoriole Dick Paige, who won last week's "Talent CBScouts" contest, is the same lad who sang with Percy Faith's "NBCarnation Contented Hour" for 3 years and had his own program via WGN in Chicago. . . . Maurice Corelli, librettist of "Carmen's Daughter," is back after three years in Europe with a TV package, "The King's Jester," a comic-tragic theme with a medieval setting. . . .*



Barbara Barnes

☆ ☆ ☆

**Royal Dano, who scored in John Huston's "Red Badge of Courage," will portray Abraham Lincoln in the Ford Omnibus Theatre's Telefilm series which will be CBScreened next month. . . . Adding a thrice weekly telecast of "Double Or Nothing" to his six times a week "Strike It Rich" and five times a week "The Big Payoff," just about makes Walt Framer the busiest producer in TV. . . . Peter Lawford has come East from MGM's Culver City environs for a fling at TV with an assist by the Wm. Morris Agency. . . . The singing star of Max Liebman's "Your Show of Shows," will be seen and heard in the Warner Bros. soon due flicker, "Stop, You're Killing Me," with Claire Trevor and Broderick Crawford. . . . Members of the radio and TV fields will hold their annual Corporate Communion Breakfast, Sunday, Nov. 23, at ten o'clock in the Grand Ballroom of the Waldorf-Astoria Hotel following 9 o'clock Mass at St. Patrick's Cathedral. . . . Returning from a New England honeymoon, Michael Fitzmaurice added two additional announcing chores to his schedule, "The Right To Happiness," (NBC) and Arthur Murray's "WABDance Party.". . . We thrilled to "Your Show of Shows" NBConductor Charles Sanford's forty-minute discourse at the testimonial dinner tossed in his honor by AFM Local 411 of Bethlehem, Pa., last week when he was awarded a plaque for the 'best live music presented on television'.**

# NEWS in Brief . . .

BOSTON, Oct. 20.—Major distributors were named co-defendants in three anti-trust damage suits filed in U. S. District Court here by three separate exhibitor interests. In all three suits the charge was "a combination and conspiracy of the defendants to restrain and monopolize trade by maintaining an illegal structure of runs, clearances and admission prices" in and near the cities involved, resulting in "unreasonable clearances" and damages from other "wrongful practices."

Walter E. Mitchell, Morse Theatre, Franklin, Mass. filed a $2,000,000 action; Herbert I. Brown, for himself and as assignee of Louis Rosenzweig, operators of the Victoria Theatre, Greenfield, Mass., filed a $2,000,000 action; The Park Neponset Corp. filed a $1,000,000 action as operators of the Park Theatre, East Walpole, Mass.

•

HOLLYWOOD, Oct. 20. — Jack L. Warner hailed 2,000 representatives of the automobile and motion picture industries as "close allies for the bettering of service to humanity" in a joint meeting over the weekend at the Warner studio. Warner and Benson Ford, vice-president of Ford Motor Co. and general manager of the Lincoln-Mercury division, were hosts.

•

DETROIT, Oct. 20.—The local Variety Club was host in the Tuller Hotel to international chief barker Jack Beresin and international executive director Col. William McCraw.

•

MONTPELIER, Vt., Oct. 20. — A special state legislative interim commission has recommended that no consideration be given by the state at this time to enactment of an amusement tax.

## Pizor Sets Lippert Franchises Abroad

William M. Pizor, vice-president of Lippert Pictures, disclosed here yesterday that he had set up new Lippert franchises in Germany, France, Italy, Denmark, Sweden and Finland and inspected various sites for production possibilities during his three-month tour of Europe from which he returned late last week.

## Kulick Services at Riverside Chapel

Funeral services for Bert Kulick, 52, president of Bell Pictures Corp., will be held at 2:15 P.M. today at The Riverside Chapel. Kulick's death was caused by a blood clot. He is survived by three brothers, Sidney, Paul and Lawrence, and a sister, Frances Frank.

## David Smart Dies

CHICAGO, Oct. 20.—David A. Smart, 60, publisher of *Esquire* and *Coronet* magazines, and owner of Coronet Films, distributor of 16mm. motion pictures, died here in Wesley Memorial Hospital on Friday. Smart, one-time advertising salesman for the Chicago *Tribune*, became president of the publishing firm that bears his name in 1921. He is survived by his widow, Gaby, a brother, John, two sisters, and his father.

NEWS WHILE IT IS NEWS

# MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 72. NO. 79 NEW YORK, U. S. A., WEDNESDAY, OCTOBER 22 1952 TEN CENTS

## Tax Payments Top Theatres' Profit: Myers

### *20% Levy Hit Also by Mich. Solon, Candidate*

DETROIT, Oct. 21.—In a bitter blast against the 20 per cent Federal admission tax before today's luncheon session of the Allied Theatres of Michigan convention here, Abram F. Myers, Allied States general counsel, contended that with the possible exception of "a few great theatres like Radio City Music Hall there is not a movie house in the U. S. with net earnings even approximating the sums they turn into the Treasury in the form of admissions taxes."

At the same session, Charles E. Potter, Republican candidate for U. S. Senator from this state, and Congressman John Dingell, a member of the House Ways and Means Committee, also spoke against the tax. The latter said he was contemplating the introduction of a bill to exclude the film industry from the admission tax. The Michigan exhibitor organization, which

(*Continued on page* 5)

## Zanuck Intends to Remain with 20th

Darryl F. Zanuck, 20th Century-Fox vice-president in charge of production, commenting yesterday on rumors concerning his future activities, made it clear in a statement issued at the home office that he has no intentions of leaving 20th Century Fox. His statement follows:

"I have not signed a new contract with 20th Century-Fox.

"As the largest single stockholder in the 20th Century-Fox company my interests are concentrated exclusively

(*Continued on page* 4)

## Turner Leaves RKO Exploitation Post

Terry Turner, director of exploitation for RKO Radio Pictures, has resigned his post, effective immediately, Richard Condon, national director of advertising, publicity and exploitation, disclosed here yesterday. No successor was named.

Turner, who is accredited with many promotional innovations during

(*Continued on page* 4)

## 10mc. Signal Is Essential, Says Raibourn

WASHINGTON, Oct. 21.—Theatre television will be "degraded" to the level of 16 mm. motion pictures unless its signal can be transmitted over a 10 megacycle bandwidth, Paul Rairbourn told the Federal Communications Commission today.

**Testifying on the second day of the FCC's hearing on the engineering and accounting phases of theatre television, Raibourn said that the long-term success of theatre television depended a great deal on**

(*Continued on page* 5)

## Foreign Business Excellent: Seadler

M-G-M business in the international market was described as "excellent" by Silas F. Seadler, M-G-M advertising manager, who returned here yesterday from Paris after an extended trip abroad.



Silas Seadler

France, he said, had its best years ever, listing that country as one of the top countries for MGM.

He reported that David Lewis, direc-

(*Continued on page* 4)

# AIM TO REBUILD RKO, GRANT SAYS

## Arbitration Will Cost Very Little, Says TOA's Levy

JACKSONVILLE, Fla., Oct. 21.—Under the proposed system of industry arbitration an exhibitor will be able to obtain speedy and effective relief of any or most of his problems for less than $100, Herman M. Levy, Theatre Owners of America general counsel, today told the annual convention of the Motion Picture Exhibitors of Florida at the Roosevelt Hotel here.

The Florida organization, following Levy's address, unanimously resolved that it favors the principle of arbitration for the industry and that it endorses and approves the plan of arbitration ultimately to be agreed upon and approved by TOA or by TOA arbitration committee.

This prospect, Levy declared, makes

(*Continued on page* 5)

## Florida Unit Names Cumbaa President

JACKSONVILLE, Oct. 21.—Bill P. Cumbaa, Leesburg exhibitor, was named president of the Motion Picture Exhibitors of Florida at the final meeting of the annual convention here. He is the group's former secretary.

Others elected were Horace Denning, Jacksonville, first vice-president; Bob Cannon, Live Ooak, second vice-president; B. B. Garner, Lakeland, treas-

(*Continued on page* 5)

### *To Seek Profit Basis in Two Years; Liquidation Rumors Held 'Nonsense'*

The rebuilding of RKO Radio and the production of good films for theatres are the basic aims of the company's new management, Arnold Grant, chairman of the board and chief executive officer, told a luncheon gathering of about 50 press representatives here yesterday.

**In reiterating, with deliberate emphasis, these previously stated objectives of the Ralph Stolkin syndicate, Grant dismissed as "nonsense" all rumors that the purchasers of Howard Hughes' controlling stock interest in RKO Radio planned to liquidate company assets and bow out with some "quick capital gains."**

At no time did Grant refer to the several articles published by the *Wall Street Journal* delineating alleged brushes with the Federal Trade Com-

(*Continued on page* 4)

## *To Theatre Telecast Nat'l Sales Conference Dec. 8*

A national sales conference in 15 key cities from Coast-to-Coast will be theatre televised on Dec. 8, Nathan L. Halpern, president of Theatre Network Television, disclosed here yesterday. The sponsor for the first "off-hour" commercial utilization of theatre television is the James Lees and Sons Co., carpet manufacturing firm.

Negotiations are currently underway for the renting of TV-equipped theatres in 15 cities from New York to Los Angeles, Halpern stated. Under the arrangement, Halpern explained, TNT will rent one theatre in each city for the telecast, which will be paid by TNT, it was explained, while selected theatres will receive a flat rental sum from TNT.

Asked if theatres will make a profit on the deal, Halpern responded, "I expect so."

The contract with Lees was sparked by Victor M. Ratner, director of Theatre Tele-Sessions, a subsidiary of TNT. Paul Lewis, vice-president in charge of radio and TV for the

(*Continued on page* 5)

## NEWS FLASHES

With the subject of arbitration temporarily removed from the MPAA agenda, the companies have resumed high level discussions on the streamlining of distribution facilities. Meetings have already been held on the subject, it was learned yesterday, and decisions on a "test" company and city may be made shortly.

•

AKRON, O., Oct. 21.--A report released here by Vallen, Inc., covering the export business for the first nine months of 1952, shows considerable activity of theatres abroad towards modernization. The report was optimistic about the impact of U. S. theatre equipment abroad.

# Personal Mention

WILLIAM B. ZOELLNER, head of M-G-M's short subject and newsreel sales, arrived in Jacksonville yesterday and will go to Atlanta tomorrow.

•

HUGH OWEN, Paramount's Eastern-Southern division manager, and his assistant, AL FITTER, will be in Boston from New York all this week for meetings.

•

JOHN BALABAN, head of Balaban and Katz, Chicago, and NATE PLATT, in charge of stage productions, were visitors at the Paramount studio in Hollywood recently.

•

JACK ARTHUR, Famous Players' executive in Toronto, is making personal appearances in a Tuesday night series of "Mr. Showbusiness" on the Canadian Broadcasting network.

•

RUSSELL HOLMAN, Paramount's Eastern production manager, has arrived in London from here, on the first stop of a three-week European trip.

•

ARTHUR C. BROMBERG, president of Monogram Southern Exchanges, was in Jacksonville, Fla., attending the Motion Picture Exhibitors of Florida convention.

•

ROBERT H. RHODES, Allied Artists publicity manager, has returned to his desk in Hollywood following a two-week vacation in the Sierras.

•

FOSTER M. BLAKE, Universal Western sales manager, has left here for Kansas City, Des Moines, Omaha and Denver.

•

BERNARD SMITH and CHARLES VIDOR, Paramount producer and director, are in New York from the Coast.

•

JACK SIDNEY, manager of Loew's Century Theatre in Baltimore, is expected to leave St. Agnes Hospital this week following surgery.

•

HAROLD BOXALL, director of London Film Productions, and MRS. BOXALL, will leave here today for Europe aboard the *S.S. Queen Mary*.

•

AL SCHUMAN, general manager of the Hartford Theatre Circuit, and MRS. SCHUMAN have left Hartford for Miami on a vacation.

•

NAT D. FELLMAN, chief film buyer for Warner Theatres, has arrived in Hollywood from New York.

•

DICK COOK, head of the motion picture department of *Pictorial Review*, left here yesterday for Boston.

•

MAX BIRNBAUM, Warner Brothers branch manager in New Haven, is recuperating from illness.

•

ARCH OBOLER, producer is due here from Hollywood.

## INDUSTRY SET FOR ROGERS FUND SALUTE

The national personnel structure for the 1952 "Christmas Salute" to the Variety Clubs-Memorial Hospital has been completed, it was disclosed here yesterday by Charles Feldman of Universal Pictures, distributor chairman for the campaign.

The holiday scrolls, which constitute the backbone of the Christmas Salute, have been shipped, with all other campaign material, to exchange area chairmen for distribution to theatres through all company branch managers and their salesmen.

In 1951 over 98,000 persons employed in the industry signed the scrolls and contributed in excess of $95,000. In this year's Salute the goal is 150,000 signatures and $200,000, said Feldman.

The Salute will begin officially on Nov. 1, and continue through Jan. 1.

The distribution committee chairmen follow: Albany, Leo Greenfield; Atlanta, E. H. Brauer; Boston, Frank P. Dervin; Buffalo, John G. Chinell; Charlotte, Jack Reville; Chicago, Sam Gorelick; Cincinnati, Phil Fox; Cleveland, Lester Zucker; Dallas, R. N. Wilkinson; Denver, Bud Austin; Des Moines, Leon Mendelson; Detroit, J. J. Lee.

Indianapolis, Foster B. Gaucker; Jacksonville, E. G. Chumley; Kansas City, William D. Gaddoni; Los Angeles, Alfred R. Taylor; Memphis, Joe Young; Milwaukee, J. H. Lorentz; Minneapolis, Leroy J. Miller; New Haven, John Pavone; New Orleans, William Holliday; New York, Myron Sattler; Oklahoma City, C. A. Gibbs; Omaha, J. A. Scott.

Philadelphia, Ulrik F. Smith; Pittsburgh, D. C. Silverman; Portland, Charles F. Powers; St. Louis, Lester J. Bona; Salt Lake City, William F. Gordon; San Francisco, J. C. Emerson; Seattle, Neal Walton; Tampa, Harold E. Laird; Washington, D. C., Jerome A. Adams.

## Book 20th's 'Sing' For Jan. at Hall

Twentieth Century-Fox's "Tonight We Sing," musical biography of the career of S. Hurok, will open at Radio City Music Hall in January, it was disclosed here yesterday by Al Lichtman, 20th's distribution director. Produced by George Jessel and directed by Mitchell Leisen in color by Technicolor, a total of 18 concert, operatic and ballet numbers are featured in the film.

## Joseph Holman, Sr.

NASHVILLE, Oct. 21.—Joseph W. Holman, Sr., a director of Crescent Amusement Co. and a large stockholder, died of a heart attack in a hotel in Zurich, Switzerland, it was learned here. He was on a combined business and pleasure trip with his son, Joseph Jr. Holman was also in the architectural firm of Marr & Holman, which designed more than 100 theatres for Crescent Amusement Co.

## Edward Lachman Is Nominated to Head N.Y. Variety Club

The Variety Club of New York will hold its annual election meeting on Nov. 10 at the Paramount Caterers here, for which the nominating committee, headed by Martin Levine, has selected the following candidates: Edward Lachman, chief barker; Edward L. Fabian, first assistant chief barker; Levine, second assistant; Ira Meinhardt, property master, Harold L. Klein, dough guy. William J. German is the present chief barker.

The committee has also named the following canvassmen candidates:

Bernard Brooks, Russell Downing, Nathan Furst, Jack Hoffberg, Martin Kornbluth, Jack Levin, Charles E. Lewis, Harold Newman, Walter Reade Jr., Harold Rinzler, Burt Robbins, Morris Sanders, Bert Sanford, Cy Seymour, David Snaper, Saul Trauner, George Waldman, Max Wolff.

Nominations may also be made, in writing, if endorsed with the names of not less than 10 members in good standing and delivered to the property master at least seven days prior to the election.

The meeting will convene at noon and the polls will be open until six P.M. Other matters on the agenda include club quarters, a progress report, financial report and plans for the future of the tent. Lunch will be served at one o'clock.

## Again Put Off Ascap, Dubonnet Case

Yesterday's scheduled hearing here in Federal Court of the Dubonnet Music Publishing Co. action to amend the Ascap consent decree to prevent, among other things, motion picture companies from engaging in music publishing, was put off until Oct. 28.

Yesterday's hearing date was set last June after the case had been referred to Judge Goddard by Judge Edelstein. Judge Goddard stated in June that an adjournment at that time was not to be construed as implying any recognition by the court that Dubonnet has any standing in a case involving amendment of the Ascap consent decree.

Earlier court rulings have been that Ascap members have no right to appeal for amendment of the decree. Their procedure can only be through complaint to the Justice Department which can move for amendment of the decree if it decides the circumstances warrant.

## Set Shea Circuit Meet in Pittsburgh

A general meeting of Shea Circuit home office executives and all Shea managers will be convened in Pittsburgh at the Hotel Roosevelt, Oct. 28-29, it was disclosed here yesterday.

The following home office executives will accompany Gerald J. Shea, president, to the meeting: Richard A. Harper, George Goett, William E. Barry, M. A. Shea, Jr., Raymond E. Smith and Carroll J. Lawler.

## Newsreel Parade

*THE Presidential campaign in the homestretch is the highlight of most newsreels. Also featured are "space suits" for the stratosphere, the Lincoln pageant at Gettysburg, King Farouk moves again, and a diamond display.*

**MOVIETONE NEWS, No. 86**—Eisenhower says he is a "No-Deal" candidate. Gov. Stevenson hits "Ike" and Taft in Los Angeles. Princess Margaret goes to the movies. King Farouk moves again. College football games: Notre Dame-Purdue, Maryland-Navy.

**NEWS OF THE DAY, No. 216**—Campaign homestretch. Farouk keeps moving. Mme. Chiang leaves hospital. Dazzling display of diamonds worth millions. Maryland-Navy, Pittsburgh-Army football games.

**PARAMOUNT NEWS, No. 19**—Farouk moves again. New York salutes Italian films. Bing Crosby aids Versailles campaign. Bop Hope honored by President Truman. Maryland-Navy football.

**TELENEWS DIGEST, No. 43A**—Army accepts first helicopters. Marshall Juin visits hometown. Madame Chiang welcomed. Farouk moves to new home. Korean fighting furious. Japanese safety corps troops. Pittsburgh-Army football.

**UNIVERSAL NEWSREEL, No. 406**—Presidential campaign. Pressure suits. Lincoln pageant. Diamonds, U.S.A. Football games, including Pittsburgh-Army, Notre Dame-Navy, and Michigan State-Syracuse.

**WARNER PATHE NEWS, No. 21**—Lincoln at Gettysburg. Presidential campaign reaches height. New vaccine may aid Polio fight. Space suits for stratosphere. Maryland-Navy, Pittsburgh-Army football games.

## Manny Wolfe Dies On Coast at 48

HOLLYWOOD, Oct. 21.—Manny Wolfe, 48, recently named story editor for Edward Small Productions, died last night of a heart attack. He was to be married Thursday to Dr. Zelda Wolfe. Two sisters survive.

Wolfe, who entered the industry in 1931, became Paramount story editor in 1939. In 1944, after going on his own, he was named head of the story and writing department of RKO Radio, and in 1947 he was named assistant to William Dozier, associate head of production at Universal. Before taking the Small post, he freelanced.

## Coast Services Held For Abraham Lehr

HOLLYWOOD, Oct. 21.—Funeral services were held yesterday for Abraham Lehr, 72, film pioneer and one-time vice-president of Samuel Goldwyn Productions. Surviving are a son, Neill, a daughter, Helen Frances, and a brother, Theodore.

A former vice-president of United Artists Studios, Inc., Lehr entered the industry in 1917. He had previously been an executive in a manufacturing concern.

## Colony, Fla. House, Files vs. 20th-Fox

MIAMI, Oct. 21.—A $50,000 damage suit against 20th Century-Fox has been filed in Federal Court here by the Colony Thatre of Palm Beach, alleging that the theatre could not obtain first-run pictures.

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# JANE RUSSELL
as
# Montana Belle

CO-STARRING
## GEORGE BRENT
with SCOTT BRADY · FORREST TUCKER · ANDY DEVINE
IN TRUCOLOR




## TRADE SHOWINGS

**ALBANY**
Fox Screening Room, 1052 Broadway — Tues. 10/28 10:30 A.M.

**ATLANTA**
RKO Screening Room, 195 Luckie St., N. W. — Tues. 10/28 2:30 P.M.

**BOSTON**
RKO Screening Room, 122-28 Arlington St. — Tues. 10/28 10:30 A.M.

**BUFFALO**
Mo. Pic. Oper. Scr. Rm., 498 Pearl Street — Tues. 10/28 2:30 P.M.

**CHARLOTTE**
Fox Screening Room, 308 S. Church Street — Tues. 10/28 2:00 P.M.

**CHICAGO**
RKO Screening Room, 1300 S. Wabash Ave. — Tues. 10/28 2:00 P.M.

**CINCINNATI**
Palace Screen. Rm., 12 East 6th Street — Tues. 10/28 8:00 P.M.

**CLEVELAND**
Fox Screening Room, 2219 Payne Avenue — Tues. 10/28 2:30 P.M.

**DALLAS**
Republic Screen. Rm., 412 S. Harwod St. — Tues. 10/28 2:30 P.M.

**DENVER**
Paramount Scr. Rm., 2100 Stout Street — Tues. 10/28 2:00 P.M.

**DES MOINES**
Fox Screening Room, 1300 High Street — Tues. 10/28 1:30 P.M.

**DETROIT**
Blumenthals Scr. Rm., 2310 Cass Avenue — Tues. 10/28 2:30 P.M.

**INDIANAPOLIS**
Universal Scr. Rm., 517 N. Illinois St. — Tues. 10/28 1:00 P.M.

**KANSAS CITY**
Paramount Scr. Rm., 1800 Wyandotte St. — Wed. 10/29 2:30 P.M.

**LOS ANGELES**
RKO Screening Room, 1930 S. Vermont Ave. — Tues. 10/28 2:00 P.M.

**MEMPHIS**
Fox Screening Room, 151 Vance Avenue — Tues. 10/28 12:15 P.M.

**MILWAUKEE**
Warner Screen. Room, 212 W. Wisconsin Ave. — Tues. 10/28 2:00 P.M

**MINNEAPOLIS**
Fox Screening Room, 1015 Currie Avenue — Tues. 10/28 1:30 P.M.

**NEW HAVEN**
Fox Screening Room, 40 Whiting Street — Tues. 10/28 2:00 P.M.

**NEW ORLEANS**
Fox Screening Room, 200 S. Liberty Street — Tues. 10/28 10:30 A.M.

**NEW YORK**
RKO Screening Room, 630 Ninth Avenue — Tues. 10/28 2:30 P.M.

**OKLAHOMA**
Fox Screening Room, 10 North Lee Street — Tues. 10/28 10:30 A.M.

**OMAHA**
Fox Screening Room, 1502 Davenport St. — Tues. 10/28 1:30 P.M.

**PHILADELPHIA**
RKO Screening Room, 250 North 13th Street — Tues. 10/28 2:30 P.M.

**PITTSBURGH**
RKO Screening Room, 1809-13 Blvd. of Allies — Tues. 10/28 1:30 P.M.

**PORTLAND**
Star Screening Room, 925 N. W. 19th Ave. — Tues. 10/28 2:00 P.M.

**ST. LOUIS**
RKO Screening Room, 3143 Olive Street — Tues. 10/28 11:30 A.M.

**SALT LAKE CITY**
Fox Screening Room, 216 E. 1st St. South — Tues. 10/28 1:30 P.M.

**SAN FRANCISCO**
Fox Screening Room, 245 Hyde Street — Tues. 10/28 2:00 P.M.

**SEATTLE**
Jewel Box Scr. Rm., 2318 Second Ave. — Tues. 10/28 1:00 P.M.

**SIOUX FALLS**
Hollywood Theatre, 212 N. Philips Ave. — Tues. 10/28 10:00 A.M.

**WASHINGTON**
Film Center Scr. Rm., 932 New Jersey Ave. — Tues. 10/28 2:00 P.M.

Directed by ALLAN DWAN · Produced by HOWARD WELSCH · Associate Producer ROBERT PETERS · Screenplay by HORACE McCOY and NORMAN S. HALL

RKO RADIO PICTURES

## *Year to Study Sale Of RKO Films to TV*

**Nine months to a year will be required for RKO Radio's new management to complete its study of the advisability of selling its film backlog to television, Arnold Grant, chairman of the board, said yesterday.**

**"No one has been assigned to the task yet," he said. "When we are ready to undertake it we will have to employ experts on the subject. There are too many more pressing problems than that still before us."**

## Zanuck Intends

(*Continued from page* 1)

with this studio and will not deviate for the 17 years that my contract calls for.

"But I have more than a financial attachment to the interests of the 20th Century-Fox company. I have devoted the major part of my career and abilities to its service. The success of the company has been my life's work and will so continue.

**No Outside Pictures**

"I therefore have no intention of making outside pictures. I can elect to change my status from active production to an advisory capacity. This stipulation was made at the time the question of temporary salary reductions arose last year, in order to clarify certain phases of the existing contract.

"There is no basis for any rumors of my leaving the company or of making pictures independently. Moreover, I have no idea of what such rumors are based on, as I have never been contacted by anyone seeking to verify them."

## Seadler

(*Continued from page* 1)

tor of Continental activities in Paris, was in the midst of an extensive campaign for "An American in Paris" while he was there.

He visited M-G-M offices in Italy, Barcelona, Madrid, Seville and Naples, conferring with publicity staffs on the publicity campaigns for "Quo Vadis" and "Ivanhoe." In Barcelona, Seadler reported, the new M-G-M studio to be devoted particularly to synchronization has gotten under construction.

## *Gunzburg Here on 3rd Dimension Plans*

Milton Gunzburg, president of Natural Vision, third dimensional film medium, arrived in New York yesterday and after discussions with George J. Schaefer, who is associated with him, will discuss with major companies and independent producers further licensing of the third dimension medium. First licensing of Natural Vision was given by Gunzburg to Arch Oboler's "Bwana Devil," which will be released in late November.

Gunzburg also will arrange for licensing of Natural Vision for other productions and will investigate the transposing of stage plays to films using the new medium.

# Aim Is to Re-Build RKO

(*Continued from page* 1)

mission, municipal better business bureaus and other groups by businesses with which members of the syndicate were associated during the past 20 years. It was clear, however, that Grant's remarks and his willingness to submit to questions concerning RKO Radio management's policies and aims were designed to counteract inferences injurious to the company which those articles could arouse.

Grant stressed that the new management, pursuing its course of rebuilding for the future, gave its first attention to distribution manpower, selecting what it regards as the "ablest, most capable executives" obtainable to market the 15 completed and unreleased pictures in the company's backlog and to liquidate profitably the product already in release.

**This step was considered of prime importance, Grant said, in order to stem current RKO Radio losses of $100,000 weekly. Production is a long range problem and nothing is to be gained by hasty action, he observed.**

The new management is well satisfied with the executive manpower already obtained for distribution and believes that it is capable of getting the company back into the black in a year or two and "keeping it there," Grant said.

The search is continuing for a "top level" production head, he reported, and when one has been found a studio organization capable of turning out a full schedule of expensive pictures will be built around him.

Replying to questions, Grant said there have been no resignations from the board but did not rule out the possibility of some changes later on. He said he felt it desirable to have some top executives on the board, such as Arnold Picker, executive vice-president, and perhaps neutral members. Among the new executives, only Picker and himself have been given contracts, Grant said.

He revealed that Stolkin, new RKO Radio president, does not plan to give full time to the company and, in fact, may be primarily concerned, together with other members of the controlling syndicate, only on the policy level. Grant described himself as the chief executive officer.

Answering another questioner, he said the company has not yet executed the $8,000,000 loan which, as a part of the stock sale agreement, Howard Hughes will make available to it. It is the company's intention, he said, to take down the loan at such time that it finds the greatest use for it.

**Grant said the economies which have been effected in RKO Radio by the new management are not the answer to its problem and not too much emphasis is being placed thereon. He explained that economy measures are limited and could amount at best to about $750,000 annually in savings.**

"That's not too important when your losses are running around $5,000,000 a year," Grant remarked.

He said that a full report on the interests of members of the board in other motion picture or theatre operations has been made to the Department of Justice in a conscious effort to avoid any possible anti-trust law violations and that, if any are believed to be present, the individuals concerned will take the several courses of action open to them.

Richard Condon, new RKO Radio director of advertising, publicity and exploitation, said that press gatherings, such as yesterday's, would be weekly events to give reporters an opportunity to meet the new executives. He said there would be no discussion "now or later" of the *Wall Street Journal's* articles.

## *Allied Meet to Show RCA Theatre TV*

CHICAGO, Oct. 21.—The RCA large screen theatre television will be demonstrated over a special closed circuit into the Terrace Casino of the Morrison Hotel for the Allied national convention on Nov. 18, the second day of the meeting, it was announced here by Jack Kirsch, general convention chairman.

The demonstration will originate from a local TV studio and will be in the form of a round-table panel discussion of theatre television by the National Allied Theatre Committee with Nathan L. Halpern. Members of the committee are Trueman T. Rembusch, chairman; Kirsch, Leon R. Black, Wilbur Snaper, John Wolfberg and Nathan Yamins.

## Turner Leaves RKO

(*Continued from page* 1)

his tenure with RKO, expects to enter the television field.

As RKO Radio publicity director he is said to have introduced what is now known as area premieres, a policy which was used on such films as "Hitler's Children" and "Back to Bataan." He is also credited with applying television promotion with good results to the recent reissuance of "King Kong."

## *Candy Sales Topic At FPC Convention*

NIAGARA FALLS, Ont., Oct. 21.—A special edition of the Toronto *Globe* and *Mail* with a headline welcoming the delegates to Famous Players Eastern division convention here featured a morning meeting devoted to candy sales.

The meeting was led by Jack Fitzgibbons, Jr., president of Theatre Confections, Ltd., who arranged the special edition.

Fitzgibbons introduced a new ice cream confection being introduced by FPC theatres called 'Bon Bons.'

## *Says TV Station Boom a Year Away*

BOSTON, Oct. 21.—Harold E. Fellows, president of the National Association of Radio and Television Broadcasters, guest speaker at the two-day meeting of New England district members of that association, predicts that the big increase expected in the number of television stations after the Federal Communications Commission lifted its "freeze" on the construction of television stations last summer will not materialize for more than a year. He said that he does not believe that there will be more than 100 additional television stations in operation by the end of 1953.

# *National Pre-Selling*

*WOMAN'S HOME COMPANION, Cosmpolitan, McCall's* and *Redbook* magazines have advertisements for Universal-International's "Because of You" in their November issues, all on newsstands this week. "Because of You" stars Loretta Young and Jeff Chandler. It is being highly recommended to the membership of the General Federation of Women's Clubs by Dean Gray Edwards, chairman of the motion pictures committee. Mrs. Edwards has sent letters to 700 district chairmen of the clubs suggesting that they see "Because of You" and then recommend it to fellow club members and friends. "Because of You" will have its world premiere at the Randolph Theatre in Philadelphia late this month.

•

***Redbook* has chosen "The Four Poster," with Lili Palmer and Rex Harrison, as the "Picture of the Month," in the November issue. Also named are "Under the Red Sea," "Because You're Mine" and "The Miracle of Our Lady of Fatima."**

•

*Ruth Harbert of* Good Housekeeping *explains in the November issue how Universal-International received special permission from the Treasury Department to show slowly disintegrating United States currency. For the sake of realism, a closeup was made of the currency. It is used in an important sequence of "It Grows on Trees," starring Irene Dunne.*

•

In the issue of *Life* magazine on the newsstands Friday the technical processes of Cinerama are graphically shown in drawings and photographs. An enlargement of the roller-coaster scene fills up a good part of a page. Also in this issue, a number of pages are devoted to M-G-M's "Small Time Girl," starring Ann Miller. A dancing platform is pictured, an orchestra is placed under the platform and Ann Miller uses it as a dance floor.

•

***Woman's Home Companion* is running a Lux ad featuring Gene Tierney, starring in "Way of A Gaucho," a 20th Century-Fox picture. Adding a new dimension to "Way of A Gaucho" promotion, the ad offers a film-inspired scarf to readers of the magazine by asking them to mail a coupon and some small pieces of silver to the Lux soap people.**

•

*RKO Pictures announces the placing of ads in* Life, Look, Collier's, Time *and* Newsweek *for "Blackbeard, the Pirate," starring Linda Darnell, Robert Newton and William Bendix. In addition to the weeklies carrying advertising, newspaper supplements will also be used. The supplements include* American Weekly, *circulated in 23 major cities, and seven independent supplements located in large cities.*

## *Cinerama Plans Up*

Lynn Farnol, public relations executive, left here for Hollywood last night for a week of conferences with Merian C. Cooper, Louis B. Mayer and others on Cinerama production plans. Farnol handles Cinerama advertising and publicity.

## *Invites Film Firms To TV Meetings*

**Victor Ratner, Theatre Tele-Sessions director, was asked yesterday whether motion picture companies have been asked to theatre telecast their regional or national sales meetings, similar to the telecast set by the James Lees carpet firm.**

**Ratner said he discussed the idea unofficially with one of his distribution friends, but no formal approach to a film company has been made as yet. He said he thought it was a good idea, however.**

## Theatre Telecast

(*Continued from page* 1)

D'Arcy Advertising Agency, was also a principal in the negotiations.

Halpern declined to disclose the budget allocated by Lees for the one-hour theatre TV program, nor would he comment on the amount participating theatres will receive from TNT. It will be on a flat rental basis, rather than on a per seat basis as in fight telecasts, however, he stated.

The program, which will originate from the NBC-TV studios in New York, will be aimed at an invited audience which will include top retail executives, architects and contractors, home economists for local newspapers, stockholders and community leaders. The merchandising message, which will feature two-way talks between the field and the studio, will include a statement of policy by Lees president. Other facets of the theatre TV show will include the showing of fabrics and a new approach to carpet merchandising.

Tele-Sessions director Ratner said he expects to announce a number of similar deals within the next six months. Halpern stated that the success of the first commercial use of the medium will influence other business organizations.

The following cities are slated for the telecast: Boston, Chicago, Cincinnati, St. Louis, Cleveland, Denver, St. Paul, New York, Philadelphia, Pittsburgh, Washington, Detroit, Salt Lake City, San Francisco and Los Angeles. Halpern said clearances for cable facilities have already been cleared by the American Telephone and Telegraph Co. He said he expects to have a list of theatres carrying the telecast in about a week.

Selection of the theatres, he added, will be governed by the requirements of the sponsor. Under the terms, he stated, concession stands during the telecast will not be operated.

## *AMPA Meet Today*

The board and trustees of the Associated Motion Picture Advertisers will hold a luncheon-meeting today at the Blue Ribbon Restaurant here, Harry K. McWilliams, AMPA president, announced.

**EXCHANGE BOOKER EXPERIENCED**

**Phone DORIS WISHMAN**

**PLaza 7-1726 for appointment**

# *Top Theatres' Profit*

(*Continued from page* 1)

is conducting a strong anti-tax campaign, heard Dingel urge that all exhibitors everywhere band together to fight for repeal.

Potter declared that all taxes are too high and pledged a fight for reduction if elected to the Senate.

Myers in his address also assailed the government for attempting, in its anti-trust suit, to force distributors to sell 16mm. films to TV and other outlets competing with regular theatres. He predicted that theatres will fare increasingly better in the competition with TV. "Yes," he said, "television has hurt the movies, no question about that. But please bear in mind that the movies during the last half century have survived automobiles, radio, mah jongg, canasta and a thousand time-consuming fads."

On the tax subject, Myers said the "cruel fact" was that American exhibitors are "caught in a vise. Mounting costs are crushing them against an unyielding wall of fixed admission prices —fixed because with the 20 per cent tax, they cannot be increased. They have endured this pressure to the breaking point, they cannot stand any more and some, as you know, have already been forced to close their theatres."

He added: "While Congress cannot undertake to bail out every individual business man who is down in his luck, it is no new thing for Congress to come to the aid of a whole industry, to grant it relief from the general tax laws and even to subsidize its operations."

The Arabian Room of the Hotel Tuller was packed to capacity for the Congressional luncheon. Also attending were Rep. John Machrowicz; Congressman George Dondero; Frank X. Martel, president of the Wayne County AFL; Congressman Louis Rabaut, and Congressman John Lesinski, Jr.

In the early morning sessions Leon J. Bamberger, RKO public relations director spoke of the newspaper as "our greatest ally," he also pleaded for support of the Will Rogers fund.

"The idea of newspapers charging a higher rate for amusement advertising than commercial advertising is out-of-tune with current times and we must all seek to eradicate it. The higher rate stems from the time, long before movies were born, when shows were provided only by traveling troups," Bamberger said.

"In the present movement among newspapers to assist our industry, the advertising managers of a number of them have lately offered exhibitors their general advertising rate," he noted.

Truman Rembusch was on hand to explain the Council of Motion Picture Organizations' nationwide battle for the repeal of the admission tax.

Wilbur Snaper, president of national Allied told those attending to give full support to the battle against the tax. When asked if the federal tax was repealed wouldn't the exhibitors face city and municipal taxes?, Snaper replied: "Let's get this one out of the way first. When we do I'm sure we have nothing to fear as far as other taxes being imposed on the exhibitor are concerned."

## Cumbaa President

(*Continued from page* 1)

urer; Pete Lucas, Kissimmee, secretary; Maurice Hensler, Auburndale, chairman of the board; Mitchell Wolfson, Miami, Florida Theatre Owners of America director; and Hugh Martin, Sr., Clermont, regional TOA director.

Garner was made chairman of the financial committee; Lamar Sarra, Jacksonville, became head of the legislative committee; Mark Chartand, Miami, was selected to direct public relations; and Nat Williams, Quincy, was chosen conciliator.

The morning meeting opened with Roy Smith, Jacksonville, giving a talk on concession business. Jack Braunagel of Commonwealth Theatres, Kansas City, followed with an account of "The Operation of America's Drive-ins." Alfred Starr, TOA president, gave the main address at the luncheon session for members and guests.

During the afternoon, Braunagel conducted a three-hour "school for managers," going into all phases of theatre operations. More than 75 managers and district supervisors were present.

The convention closed with a banquet, at which Bill McCraw of Texas, representing Variety Clubs International, served as toastmaster at the Roosevelt Hotel.

## Arbitration

(*Continued from page* 1)

inconsequential "irresponsible shouting, threatening and cajoling" in connection with planning an arbitration system. "I state with confidence that arbitration is a reality," he said. "It is here, and will stay here, despite attempts at sabotage by certain short-sighted individuals. You see, the principle of arbitration is a much stronger force than the people against or for it."

He said TOA had received copies of the industry arbitration plan approved by distribution, but that he had not had time to examine the document carefully. "After a preliminary reading, however, and based on the statement of Mr. Eric Johnston that the draft has not been submitted to exhibition on a take-it-or-leave-it basis, and based, further, on my personal knowledge of what obstacles have already been overcome, I state with confidence that arbitration is a reality."

### 'Most Welcome'

"Most welcome," Levy said, "will be the restrictions which the plan places on distributors' employment of competitive bidding, and, further, the use of competitive bidding only in accordance with a set of 'Rules of the Game' which have been so sorely needed for so long. If these rules are abided by there should be no more haphazard competitive bidding, and there should be an end to under-the-counter shenanigans. And if there be not then the aggrieved person will find satisfactory avenues of relief in this system of arbitration," Levy said.

"Guided by the principle that exhibitors must not be deprived of their right and privilege to go to litigation, if they so choose, the various Drafting Committees have preserved this prerogative for exhibitors. Under the plan, only distributors will be compelled to submit to arbitration. The exhibitor will be able to seek relief either in arbitration or in litigation. And, before going to either, he will be able to attempt to settle his problem under a system of Conciliation, which is part and parcel of the arbitration plan," according to Levy.

The TOA attorney observed that the "long, difficult, back-breaking task of compromise and sacrifice is behind us."

"True," he acknowledged, "there remain matters to be amicably adjusted before signature, but, as I have stated before, I am familiar with all suggestions of change and of additions made to date, and I cannot see how any one of them will be, or can be, permitted to become an insurmountable obstacle, if the approach to them is made in good faith by men of good will."

# Raibourn

(*Continued from page* 1)

**its ability to produce a large screen television picture that will compare favorably with the 35mm. motion picture image to which the public is accustomed.**

Raibourn, president of Paramount Television Productions Inc., declared that on the basis of Paramount's studies in theatre television he would recommend, in addition to the 10 mc. bandwidth, 725 lines definition to provide quality comparable to a 35 mm. film.

In his opinion, Raibourn said, these standards would not equal 35 mm. quality, but would merely represent "a suitable compromise of all the factors" to allow a comparable image on the motion picture screen.

Other witnesses today who buttressed Raibourn's recommendation of a 10 mc. bandwidth and 725 lines definition for theatre television were Andrew F. Inglis and Frank H. McIntosh, engineers for the Motion Picture Association of America and the National exhibitors Theatre Television Committee. All witnesses came in for considerable questioning on the part of the Commissioners and of FCC general counsel Benedict Cottone as to whether a 10 mc. bandwidth was really necessary.

**Chairman Paul Walker pointed out that the Commission had limited color television demonstrations to a six mc. bandwith, and said that the industry was asking for a 10 mc. bandwidth for black and white transmission.**

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# Short Subject

## "I Remember the Glory"

*(Art Films—20th Century-Fox)*

Botticelli, the Italian master of brush and canvas, and his great art, typified by portrayals of the Madonna, are treated with consummate photographic skill in a short subject any exhibitor should be proud to offer his customers. Here is a 10-minute treat which, apart from what it reveals concerning the artist and the magnificent color and detail of his masterpieces, provides stirring glimpses of the beautiful city of Florence, Botticelli's birthplace, and the captivating Italian countryside. The catalyst is a "story" concerning a young war veteran who on a visit to a Washington museum, recalls the thrill he experienced when he first saw one of Botticelli's masterpieces in Italy.

Produced in color by Technicolor by Marilyn Silverstone and Boris Vermont, and offering background music written by Jacques Belasco, "I Remember the Glory" is a glowing symphony of color, art and life that should leave theatre patrons eager to see the others in this Art Films series. Running time, 10 minutes.

# IFE Expanding Foreign Markets

Jurisdiction of the American division of Italian Films Export has been extended to cover all of Canada and the Far East, with the exception of Japan which has a separate agreement with Rome, IFE disclosed here.

It was reported also that a five-man board of directors composed of three Americans and two Italians will direct the new distributing corporation which is being established by IFE. The directors will be named following the return here early next month from Rome of Dr. Renato Gualino, IFE general director, who flew to Rome last weekend for consultation with Italian producers, according to a spokesman for the organization. Gualino was named chief executive of the pending new corporation by IFE board members at a meeting here last week.

IFE stated that the top personnel of the distribution company has been set following discussions held here during the last two weeks; that the names of the executives will be disclosed shortly upon the signing of final papers, and that Gualino indicated the chairmanship of the board was being offered to one of the leading producers in Italy with announcement of his acceptance to be confirmed from Rome later this month.

Independent American distributors of Italian films will continue to negotiate directly with Italian producers for individual properties. Although these independents will have no organic tie-up with the new set-up, the facilities of the new division distribution offices and sound studios will be available to them as well as other already established IFE services.

### Italian Delegation Received By Hartman at Para. Studio

HOLLYWOOD, Oct. 21.—Members of the Italian film delegation which attended the "Salute to Italian Films Week" in New York, were welcomed here at a Paramount studio reception by Don Hartman, production executive. The delegation includes: Dr. Dino de Laurentiis and Dr. Carlo Ponti, producers, and their wives; actress Silvana Mangana, and Capt. Pilade Levi, manager of Paramount Films of Italy.

Ponti and de Laurentiis produced the new picture, "Sensualita," which Paramount International will distribute throughout its world-wide territory. The delegation also was honored at a cocktail party given by the Italian consul of Los Angeles, Dr. Mario Ungaro.

# Review

## "The Steel Trap"

*(20th Century-Fox)*

BERT FRIEDLOB has produced and Andrew Stone has written and directed a gripping thriller that piles suspense on suspense as Joseph Cotton, portraying an assistant bank manager who has stolen $1,000,000, tries to leave the country and avoid police detection. Although the story becomes implausible in spots, such as the credulity of Cotton's wife, Teresa Wright, who doesn't discover the theft until late in the film, every plot twist that can generate a bit more suspense is utilized. This is a well-made, well acted film that should prove a solid box-office attraction.

The story opens with Cotton tiring of his good but monotonous life after 11 years employment in a bank. At first he only thinks about the million dollar theft but it becomes an obsession when he learns there is no extradition law in Brazil. Since but one weekend remains before he is scheduled to work Saturdays, Cotton acts immediately. All of his carefully planned details go awry just a bit and he is forced to adopt high-pressure, aggressive methods.

There are several brushes with the law, including a customs inspector in New Orleans who checks his suitcase containing the money but is unable to check Cotton's tale about carrying the bank's money on a mission since bank president Jonathan Hale is out playing golf, it being Sunday. However, they fail to get plane reservations to Brazil and Cotton knows that the next morning the bank will discover the loss. Miss Wright decides she cannot condone the theft nor accompany Cotton. She returns home. After missing his home and wife, Cotton returns and barely manages to return the money, happy to resume his normal life.

Running time, 85 minutes. General audience classification. For November release.

WALTER PASHKIN

# NPA Approves 11 Theatre Projects

WASHINGTON, Oct. 21.—The National Production Authority has authorized the construction of 11 more theatres. Nine are drive-ins. NPA also authorized the remodeling of two theatres. In most cases the agency made official allotments of construction materials; in some cases it merely authorized the use of materials already in the builder's possession.

The approved drive-ins are: Brooks Drive-in Theatre Corp., Presque Isle, Me., with an estimated construction cost of $32,580; Vance W. Haar, Dillsburg, Pa., $41,200; Pitts Kilmarnock Drive-in Theatre Corp., Kilmarnock, Va., $20,100; Black Hills Amusement Co., Rapid City, S. D., $110,000; Central States Theatre Corp., Charles City, Ia., $35,000; Claude Parrish, Topeka, Kans., $220,071; Lee E. Wilson, Shattuck, Okla., $10,000; Walter Matney, Decatur, Tex., $10,480; W. O. Woody, Bolivar, Mo., no amount given.

Two indoor theatres okayed were proposed by Martin Martell, Hato Rey, Puerto Rico, $79,000, and W. F. Aydelotte and R. H. Dowdy, Ft. Collins, Colo., $35,000.

Remodeling was okayed for Theatrical Enterprises Corp., San Diego, Cal., $12,000, and Washington Theatre Co., Washington, D. C., $10,000. The latter company has just remodeled the Gayety Theatre into the Sam S. Shubert Theatre, for stage productions.

# Feature from Rank Set on Coronation

The New York office of the J. Arthur Rank Organization yesterday disclosed that there will be a full length feature film of the Coronation made, for the first time, in color by Technicolor that will include the actual ceremony in Westminster Abbey. Arrangements have been made with Technicolor, Ltd., giving the Rank organization all available facilities for the film, which will have global distribution.

The Rank organization said that considerable preparation and partial production has been in progress for sometime. The film will show in detail all events leading up to the ceremony as well as the actual crowning itself, it was said. Plans are being made for worldwide distribution shortly after the event thus requiring the expansion of Technicolor facilities in London for the handling of the necessary hundreds of prints, it was said.

The film is being produced by Castleton Knight whose earlier pictures include "Victory Parade," "The Royal Wedding Presents," "Royal Wedding" and "14th Olympiad—The Glory of Sport."

## Says 'Greatest Show' Small-Town Topper

LOS ANGELES, Oct. 21. — Cecil B. DeMille's "The Greatest Show on Earth" is the most successful small town attraction in Paramount's history, George A. Smith, the company's Western division manager, told 21 representatives of the Denver, Salt Lake City and Los Angeles branches during a three-day sales meeting held here.

## 'Snows' in 'Frisco Mark

SAN FANCISCO, Oct. 21. — "The Snows of Kilimanjaro" grossed $27,698 in its first three days here at the Fox Theatre and has broken all house records for 23 years, it is understood.

# Exhibitors Seek Injunction vs. Mexican Import Law

MEXICO CITY, Oct. 21.—An injunction against enactment of President Miguel Aleman's new law for the announced purpose of "aiding and moralizing" the film industry which the Senate approved after considerable debate, has been asked of a local Federal Court by the National Cinema Impresarios Association and the Mexican Exhibitors Association. The exhibitors contend the law establishes a state monopoly for distribution, eliminates private enterprise from film production and interferes with exhibition in that it dictates the number and kind of films that can be screened.

Forty-two Senators asserted the law does not establish a monopoly. The Senators were heckled from the galleries until they yelled that the hecklers were a claque paid by exhibitors. An exhibitor spokesman asserted that they had not hired the hecklers.

Enactment of the law now rests with President Aleman. His six-year term expires on Nov. 30.

# Pioneers to Induct Eckman, Curtis

Samuel Eckman, Jr., managing director of M-G-M in Great Britain; Samuel Rosen, executive of Fabian Theatres, and Fred Quimby, short subjects executive producer for M-G-M, are among those who will be inducted at the Motion Picture Pioneers Jubilee Dinner, set for Nov. 25 at the Hotel Astor.

Other new members already accepted for induction include: Edward P. (Ted) Curtis, Eastman Kodak; Harold Fitzgerald of Fox-Wisconsin Theatres; Martin Levine, of Brandt Theatres; Will J. Comer of John Hamrick Theatres, Seattle, and Norman E. Gluck, of United World Films.

A large number of additional applications are currently being certified so that the new members can be inducted at the dinner at which N. J. Blumberg, chairman of the board of directors of Universal Pictures will be honored as the "Motion Picture Pioneer of 1952." George Jessel will act as toastmaster and Ned E. Depinet as chairman.

## Philippine Notables To Honor Skouras

Spyros P. Skouras, president of 20th Century-Fox, will be honored today at a dinner in Manila by officials of the Philippine government and members of the local film industry, it was announced here yesterday. Skouras is on a trip to the Far East and Australia surveying film conditions.

Skouras has been fostering world brotherhood during the trip. He has made numerous speeches in its behalf in Hawaii and Japan and toured the Korean battlefront with Gen. James Van Fleet during which he spoke with hundreds of American soldiers and members of the Greek Battalion of the U.N. forces. Skouras is slated to leave Manila Saturday for Hong Kong from where he will go to Bangkok and Djakarta before continuing to Australia in early November.

FIRST IN FILM NEWS

# MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 79 NEW YORK, U. S. A., WEDNESDAY, OCTOBER 22 1952 TEN CENTS

## Tax Payments Top Theatres' Profit: Myers

### *20% Levy Hit Also by Mich. Solon, Candidate*

DETROIT, Oct. 21.—In a bitter blast against the 20 per cent Federal admission tax before today's luncheon session of the Allied Theatres of Michigan convention here, Abram F. Myers, Allied States general counsel, contended that with the possible exception of "a few great theatres like Radio City Music Hall there is not a movie house in the U. S. with net earnings even approximating the sums they turn into the Treasury in the form of admissions taxes."

At the same session, Charles E. Potter, Republican candidate for U. S. Senator from this state, and Congressman John Dingell, a member of the House Ways and Means Committee, also spoke against the tax. The latter said he was contemplating the introduction of a bill to exclude the film industry from the admission tax. The Michigan exhibitor organization, which

(*Continued on page* 5)

## Zanuck Intends to Remain with 20th

Darryl F. Zanuck, 20th Century-Fox vice-president in charge of production, commenting yesterday on rumors concerning his future activities, made it clear in a statement issued at the home office that he has no intentions of leaving 20th Century Fox. His statement follows:

"I have not signed a new contract with 20th Century-Fox.

"As the largest single stockholder in the 20th Century-Fox company my interests are concentrated exclusively

(*Continued on page* 4)

## Turner Leaves RKO Exploitation Post

Terry Turner, director of exploitation for RKO Radio Pictures, has resigned his post, effective immediately, Richard Condon, national director of advertising, publicity and exploitation, disclosed here yesterday. No successor was named.

Turner, who is accredited with many promotional innovations during

(*Continued on page* 4)

## 10mc. Signal Is Essential, Says Raibourn

WASHINGTON, Oct. 21.—Theatre television will be "degraded" to the level of 16 mm. motion pictures unless its signal can be transmitted over a 10 megacycle bandwidth, Paul Rairbourn told the Federal Communications Commission today.

**Testifying on the second day of the FCC's hearing on the engineering and accounting phases of theatre television, Raibourn said that the long-term success of theatre television depended a great deal on**

(*Continued on page* 5)

## Foreign Business Excellent: Seadler

M-G-M business in the international market was described as "excellent" by Silas F. Seadler, M-G-M advertising manager, who returned here yesterday from Paris after an extended trip abroad.



Silas Seadler

France, he said, had its best years ever, listing that country as one of the top countries for MGM.

He reported that David Lewis, direc-

(*Continued on page* 4)

# AIM TO REBUILD RKO, GRANT SAYS

## Arbitration Will Cost Very Little, Says TOA's Levy

JACKSONVILLE, Fla., Oct. 21.—Under the proposed system of industry arbitration an exhibitor will be able to obtain speedy and effective relief of any or most of his problems for less than $100, Herman M. Levy, Theatre Owners of America general counsel, today told the annual convention of the Motion Picture Exhibitors of Florida at the Roosevelt Hotel here.

The Florida organization, following Levy's address, unanimously resolved that it favors the principle of arbitration for the industry and that it endorses and approves the plan of arbitration ultimately to be agreed upon and approved by TOA or by TOA arbitration committee.

This prospect, Levy declared, makes

(*Continued on page* 5)

## Florida Unit Names Cumbaa President

JACKSONVILLE, Oct. 21.—Bill P. Cumbaa, Leesburg exhibitor, was named president of the Motion Picture Exhibitors of Florida at the final meeting of the annual convention here. He is the group's former secretary.

Others elected were Horace Denning, Jacksonville, first vice-president; Bob Cannon, Live Ooak, second vice-president; B. B. Garner, Lakeland, treas-

(*Continued on page* 5)

### *To Seek Profit Basis in Two Years; Liquidation Rumors Held 'Nonsense'*

The rebuilding of RKO Radio and the production of good films for theatres are the basic aims of the company's new management, Arnold Grant, chairman of the board and chief executive officer, told a luncheon gathering of about 50 press representatives here yesterday.

**In reiterating, with deliberate emphasis, these previously stated objectives of the Ralph Stolkin syndicate, Grant dismissed as "nonsense" all rumors that the purchasers of Howard Hughes' controlling stock interest in RKO Radio planned to liquidate company assets and bow out with some "quick capital gains."**

At no time did Grant refer to the several articles published by the *Wall Street Journal* delineating alleged brushes with the Federal Trade Com-

(*Continued on page* 4)

## Distributors Again Talk Streamlining

Now that the subject of arbitration has been removed temporarily from the Motion Picture Association of America's agenda with submission of an amended draft of an arbitration system to exhibitors, the companies have resumed high level discussions on streamlining of distribution facilities. In recent days, Eric A. Johnston, MPAA president, and Alfred W. Schwalberg, chairman of the MPAA sales managers committee, have conferred on streamlining and the committee has met on the subject.

## Equipment Exports Are on the Rise

AKRON, O., Oct. 21.—Considerable activity of theatres abroad towards modernization, especially in South America, was evident from a report released by Vallen, Inc., covering the export business for the first nine months of 1952.

E. J. Vallen was optimistic about the impact of American theatre equipment on theatres around the world.

## *To Theatre Telecast Nat'l Sales Conference Dec. 8*

A national sales conference in 15 key cities from Coast-to-Coast will be theatre televised on Dec. 8, Nathan L. Halpern, president of Theatre Network Television, disclosed here yesterday. The sponsor for the first "off-hour" commercial utilization of theatre television is the James Lees and Sons Co., carpet manufacturing firm.

Negotiations are currently underway for the renting of TV-equipped theatres in 15 cities from New York to Los Angeles, Halpern stated. Under the arrangement, Halpern explained, TNT will rent one theatre in each city for the telecast, which will be paid by TNT, it was explained, while selected theatres will receive a flat rental sum from TNT.

Asked if theatres will make a profit on the deal, Halpern responded, "I expect so."

The contract with Lees was sparked by Victor M. Ratner, director of Theatre Tele-Sessions, a subsidiary of TNT. Paul Lewis, vice-president in charge of radio and TV for the

(*Continued on page* 5)

# Personal Mention

WILLIAM B. ZOELLNER, head of M-G-M's short subject and newsreel sales, arrived in Jacksonville yesterday and will go to Atlanta tomorrow.

•

HUGH OWEN, Paramount's Eastern-Southern division manager, and his assistant, AL FITTER, will be in Boston from New York all this week for meetings.

•

JOHN BALABAN, head of Balaban and Katz, Chicago, and NATE PLATT, in charge of stage productions, were visitors at the Paramount studio in Hollywood recently.

•

JACK ARTHUR, Famous Players' executive in Toronto, is making personal appearances in a Tuesday night series of "Mr. Showbusiness" on the Canadian Broadcasting network.

•

RUSSELL HOLMAN, Paramount's Eastern production manager, has arrived in London from here, on the first stop of a three-week European trip.

•

ARTHUR C. BROMBERG, president of Monogram Southern Exchanges, was in Jacksonville, Fla., attending the Motion Picture Exhibitors of Florida convention.

•

ROBERT H. RHODES, Allied Artists publicity manager, has returned to his desk in Hollywood following a two-week vacation in the Sierras.

•

FOSTER M. BLAKE, Universal Western sales manager, has left here for Kansas City, Des Moines, Omaha and Denver.

•

BERNARD SMITH and CHARLES VIDOR, Paramount producer and director, are in New York from the Coast.

•

JACK SIDNEY, manager of Loew's Century Theatre in Baltimore, is expected to leave St. Agnes Hospital this week following surgery.

•

HAROLD BOXALL, director of London Film Productions, and MRS. BOXALL, will leave here today for Europe aboard the *S.S. Queen Mary*.

•

AL SCHUMAN, general manager of the Hartford Theatre Circuit, and MRS. SCHUMAN have left Hartford for Miami on a vacation.

•

NAT D. FELLMAN, chief film buyer for Warner Theatres, has arrived in Hollywood from New York.

•

DICK COOK, head of the motion picture department of *Pictorial Review*, left here yesterday for Boston.

•

MAX BIRNBAUM, Warner Brothers branch manager in New Haven, is recuperating from illness.

•

ARCH OBOLER, producer is due here from Hollywood.

## INDUSTRY SET FOR ROGERS FUND SALUTE

The national personnel structure for the 1952 "Christmas Salute" to the Variety Clubs-Memorial Hospital has been completed, it was disclosed here yesterday by Charles Feldman of Universal Pictures, distributor chairman for the campaign.

The holiday scrolls, which constitute the backbone of the Christmas Salute, have been shipped, with all other campaign material, to exchange area chairmen for distribution to theatres through all company branch managers and their salesmen.

In 1951 over 98,000 persons employed in the industry signed the scrolls and contributed in excess of $95,000. In this year's Salute the goal is 150,000 signatures and $200,000, said Feldman.

The Salute will begin officially on Nov. 1, and continue through Jan. 1.

The distribution committee chairmen follow: Albany, Leo Greenfield; Atlanta, E. H. Brauer; Boston, Frank P. Dervin; Buffalo, John G. Chinell; Charlotte, Jack Reville; Chicago, Sam Gorelick; Cincinnati, Phil Fox; Cleveland, Lester Zucker; Dallas, R. N. Wilkinson; Denver, Bud Austin; Des Moines, Leon Mendelson; Detroit, J. J. Lee.

Indianapolis, Foster B. Gaucker; Jacksonville, E. G. Chumley; Kansas City, William D. Gaddoni; Los Angeles, Alfred R. Taylor; Memphis, Joe Young; Milwaukee, J. H. Lorentz; Minneapolis, Leroy J. Miller; New Haven, John Pavone; New Orleans, William Holliday; New York, Myron Sattler; Oklahoma City, C. A. Gibbs; Omaha, J. A. Scott.

Philadelphia, Ulrik F. Smith; Pittsburgh, D. C. Silverman; Portland, Charles F. Powers; St. Louis, Lester J. Bona; Salt Lake City, William F. Gordon; San Francisco, J. C. Emerson; Seattle, Neal Walton; Tampa, Harold E. Laird; Washington, D. C., Jerome A. Adams.

## Book 20th's 'Sing' For Jan. at Hall

Twentieth Century-Fox's "Tonight We Sing," musical biography of the career of S. Hurok, will open at Radio City Music Hall in January, it was disclosed here yesterday by Al Lichtman, 20th's distribution director. Produced by George Jessel and directed by Mitchell Leisen in color by Technicolor, a total of 18 concert, operatic and ballet numbers are featured in the film.

## Joseph Holman, Sr.

NASHVILLE, Oct. 21.—Joseph W. Holman, Sr., a director of Crescent Amusement Co. and a large stockholder, died of a heart attack in a hotel in Zurich, Switzerland, it was learned here. He was on a combined business and pleasure trip with his son, Joseph Jr. Holman was also in the architectural firm of Marr & Holman, which designed more than 100 theatres for Crescent Amusement Co.

## Edward Lachman Is Nominated to Head N.Y. Variety Club

The Variety Club of New York will hold its annual election meeting on Nov. 10 at the Paramount Caterers here, for which the nominating committee, headed by Martin Levine, has selected the following candidates: Edward Lachman, chief barker; Edward L. Fabian, first assistant chief barker; Levine, second assistant; Ira Meinhardt, property master, Harold L. Klein, dough guy. William J. German is the present chief barker.

The committee has also named the following canvassmen candidates:

Bernard Brooks, Russell Downing, Nathan Furst, Jack Hoffberg, Martin Kornbluth, Jack Levin, Charles E. Lewis, Harold Newman, Walter Reade Jr., Harold Rinzler, Burt Robbins, Morris Sanders, Bert Sanford, Cy Seymour, David Snaper, Saul Trauner, George Waldman, Max Wolff.

Nominations may also be made, in writing, if endorsed with the names of not less than 10 members in good standing and delivered to the property master at least seven days prior to the election.

The meeting will convene at noon and the polls will be open until six P.M. Other matters on the agenda include club quarters, a progress report, financial report and plans for the future of the tent. Lunch will be served at one o'clock.

## Again Put Off Ascap, Dubonnet Case

Yesterday's scheduled hearing here in Federal Court of the Dubonnet Music Publishing Co. action to amend the Ascap consent decree to prevent, among other things, motion picture companies from engaging in music publishing, was put off until Oct. 28.

Yesterday's hearing date was set last June after the case had been referred to Judge Goddard by Judge Edelstein. Judge Goddard stated in June that an adjournment at that time was not to be construed as implying any recognition by the court that Dubonnet has any standing in a case involving amendment of the Ascap consent decree.

Earlier court rulings have been that Ascap members have no right to appeal for amendment of the decree. Their procedure can only be through complaint to the Justice Department which can move for amendment of the decree if it decides the circumstances warrant.

## Set Shea Circuit Meet in Pittsburgh

A general meeting of Shea Circuit home office executives and all Shea managers will be convened in Pittsburgh at the Hotel Roosevelt, Oct. 28-29, it was disclosed here yesterday.

The following home office executives will accompany Gerald J. Shea, president, to the meeting: Richard A. Harper, George Goett, William E. Barry, M. A. Shea, Jr., Raymond E. Smith and Carroll J. Lawler.

## Newsreel Parade

*THE Presidential campaign in the homestretch is the highlight of most newsreels. Also featured are "space suits" for the stratosphere, the Lincoln pageant at Gettysburg, King Farouk moves again, and a diamond display.*

**MOVIETONE NEWS, No. 86**—Eisenhower says he is a "No-Deal" candidate. Gov. Stevenson hits "Ike" and Taft in Los Angeles. Princess Margaret goes to the movies. King Farouk moves again. College football games: Notre Dame-Purdue, Maryland-Navy.

**NEWS OF THE DAY, No. 216**—Campaign homestretch. Farouk keeps moving. Mme. Chiang leaves hospital. Dazzling display of diamonds worth millions. Maryland-Navy, Pittsburgh-Army football games.

**PARAMOUNT NEWS, No. 19**—Farouk moves again. New York salutes Italian films. Bing Crosby aids Versailles campaign. Bop Hope honored by President Truman. Maryland-Navy football.

**TELENEWS DIGEST, No. 43A**—Army accepts first helicopters. Marshall Juin visits hometown. Madame Chiang welcomed. Farouk moves to new home. Korean fighting furious. Japanese safety corps troops. Pittsburgh-Army football.

**UNIVERSAL NEWSREEL, No. 406**—Presidential campaign. Pressure suits. Lincoln pageant. Diamonds, U.S.A. Football games, including Pittsburgh-Army, Notre Dame-Navy, and Michigan State-Syracuse.

**WARNER PATHE NEWS, No. 21**—Lincoln at Gettysburg. Presidential campaign reaches height. New vaccine may aid Polio fight. Space suits for stratosphere. Maryland-Navy, Pittsburgh-Army football games.

## Manny Wolfe Dies On Coast at 48

HOLLYWOOD, Oct. 21.—Manny Wolfe, 48, recently named story editor for Edward Small Productions, died last night of a heart attack. He was to be married Thursday to Dr. Zelda Wolfe. Two sisters survive.

Wolfe, who entered the industry in 1931, became Paramount story editor in 1939. In 1944, after going on his own, he was named head of the story and writing department of RKO Radio, and in 1947 he was named assistant to William Dozier, associate head of production at Universal. Before taking the Small post, he freelanced.

## Coast Services Held For Abraham Lehr

HOLLYWOOD, Oct. 21.—Funeral services were held yesterday for Abraham Lehr, 72, film pioneer and one-time vice-president of Samuel Goldwyn Productions. Surviving are a son, Neill, a daughter, Helen Frances, and a brother, Theodore.

A former vice-president of United Artists Studios, Inc., Lehr entered the industry in 1917. He had previously been an executive in a manufacturing concern.

## Colony, Fla. House, Files vs. 20th-Fox

MIAMI, Oct. 21.—A $50,000 damage suit against 20th Century-Fox has been filed in Federal Court here by the Colony Thatre of Palm Beach, alleging that the theatre could not obtain first-run pictures.

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# JANE RUSSELL
as
# Montana Belle

CO-STARRING
## GEORGE BRENT
with SCOTT BRADY · FORREST TUCKER · ANDY DEVINE
IN TRUCOLOR




## TRADE SHOWINGS

**ALBANY**
Fox Screening Room — Tues. 10/28 10:30 A.M.
1052 Broadway

**ATLANTA**
RKO Screening Room — Tues. 10/28 2:30 P.M.
195 Luckie St., N. W.

**BOSTON**
RKO Screening Room — Tues. 10/28 10:30 A.M.
122-28 Arlington St.

**BUFFALO**
Mo. Pic. Oper. Scr. Rm. — Tues. 10/28 2:30 P.M.
498 Pearl Street

**CHARLOTTE**
Fox Screening Room — Tues. 10/28 2:00 P.M.
308 S. Church Street

**CHICAGO**
RKO Screening Room — Tues. 10/28 2:00 P.M.
1300 S. Wabash Ave.

**CINCINNATI**
Palace Screen. Rm. — Tues. 10/28 8:00 P.M.
12 East 6th Street

**CLEVELAND**
Fox Screening Room — Tues. 10/28 2:30 P.M.
2219 Payne Avenue

**DALLAS**
Republic Screen. Rm. — Tues. 10/28 2:30 P.M.
412 S. Harwod St.

**DENVER**
Paramount Scr. Rm. — Tues. 10/28 2:00 P.M.
2100 Stout Street

**DES MOINES**
Fox Screening Room — Tues. 10/28 1:30 P.M.
1300 High Street

**DETROIT**
Blumenthals Scr. Rm. — Tues. 10/28 2:30 P.M.
2310 Cass Avenue

**INDIANAPOLIS**
Universal Scr. Rm. — Tues. 10/28 1:00 P.M.
517 N. Illinois St.

**KANSAS CITY**
Paramount Scr. Rm. — Wed. 10/29 2:30 P.M.
1800 Wyandotte St.

**LOS ANGELES**
RKO Screening Room — Tues. 10/28 2:00 P.M.
1980 S. Vermont Ave.

**MEMPHIS**
Fox Screening Room — Tues. 10/28 12:15 P.M.
151 Vance Avenue

**MILWAUKEE**
Warner Screen. Room — Tues. 10/28 2:00 P.M
212 W. Wisconsin Ave.

**MINNEAPOLIS**
Fox Screening Room — Tues. 10/28 1:30 P.M.
1015 Currie Avenue

**NEW HAVEN**
Fox Screening Room — Tues. 10/28 2:00 P.M.
40 Whiting Street

**NEW ORLEANS**
Fox Screening Room — Tues. 10/28 10:30 A.M.
200 S. Liberty Street

**NEW YORK**
RKO Screening Room — Tues. 10/28 2:30 P.M.
630 Ninth Avenue

**OKLAHOMA**
Fox Screening Room — Tues. 10/28 10:30 A.M.
10 North Lee Street

**OMAHA**
Fox Screening Room — Tues. 10/28 1:30 P.M.
1502 Davenport St.

**PHILADELPHIA**
RKO Screening Room — Tues. 10/28 2:30 P.M.
250 North 13th Street

**PITTSBURGH**
RKO Screening Room — Tues. 10/28 1:30 P.M.
1809-13 Blvd. of Allies

**PORTLAND**
Star Screening Room — Tues. 10/28 2:00 P.M.
925 N. W. 19th Ave.

**ST. LOUIS**
RKO Screening Room — Tues. 10/28 11:30 A.M.
3143 Olive Street

**SALT LAKE CITY**
Fox Screening Room — Tues. 10/28 1:30 P.M.
216 E. 1st St. South

**SAN FRANCISCO**
Fox Screening Room — Tues. 10/28 2:00 P.M.
245 Hyde Street

**SEATTLE**
Jewel Box Scr. Rm. — Tues. 10/28 1:00 P.M.
2318 Second Ave.

**SIOUX FALLS**
Hollywood Theatre — Tues. 10/28 10:00 A.M.
212 N. Philips Ave.

**WASHINGTON**
Film Center Scr. Rm. — Tues. 10/28 2:00 P.M.
932 New Jersey Ave.

Directed by
ALLAN DWAN · HOWARD WELSCH · ROBERT PETERS · HORACE McCOY and NORMAN S. HALL
Produced by
Associate Producer
Screenplay by

RKO RADIO PICTURES

## *Year to Study Sale Of RKO Films to TV*

**Nine months to a year will be required for RKO Radio's new management to complete its study of the advisability of selling its film backlog to television, Arnold Grant, chairman of the board, said yesterday.**

**"No one has been assigned to the task yet," he said. "When we are ready to undertake it we will have to employ experts on the subject. There are too many more pressing problems than that still before us."**

## Zanuck Intends

(*Continued from page* 1)

with this studio and will not deviate for the 17 years that my contract calls for.

"But I have more than a financial attachment to the interests of the 20th Century-Fox company. I have devoted the major part of my career and abilities to its service. The success of the company has been my life's work and will so continue.

**No Outside Pictures**

"I therefore have no intention of making outside pictures. I can elect to change my status from active production to an advisory capacity. This stipulation was made at the time the question of temporary salary reductions arose last year, in order to clarify certain phases of the existing contract.

"There is no basis for any rumors of my leaving the company or of making pictures independently. Moreover, I have no idea of what such rumors are based on, as I have never been contacted by anyone seeking to verify them."

## Seadler

(*Continued from page* 1)

tor of Continental activities in Paris, was in the midst of an extensive campaign for "An American in Paris" while he was there.

He visited M-G-M offices in Italy, Barcelona, Madrid, Seville and Naples, conferring with publicity staffs on the publicity campaigns for "Quo Vadis" and "Ivanhoe." In Barcelona, Seadler reported, the new M-G-M studio to be devoted particularly to synchronization has gotten under construction.

## *Gunzburg Here on 3rd Dimension Plans*

Milton Gunzburg, president of Natural Vision, third dimensional film medium, arrived in New York yesterday and after discussions with George J. Schaefer, who is associated with him, will discuss with major companies and independent producers further licensing of the third dimension medium. First licensing of Natural Vision was given by Gunzburg to Arch Oboler's "Bwana Devil," which will be released in late November.

Gunzburg also will arrange for licensing of Natural Vision for other productions and will investigate the transposing of stage plays to films using the new medium.

# Aim Is to Re-Build RKO

(*Continued from page* 1)

mission, municipal better business bureaus and other groups by businesses with which members of the syndicate were associated during the past 20 years. It was clear, however, that Grant's remarks and his willingness to submit to questions concerning RKO Radio management's policies and aims were designed to counteract inferences injurious to the company which those articles could arouse.

Grant stressed that the new management, pursuing its course of rebuilding for the future, gave its first attention to distribution manpower, selecting what it regards as the "ablest, most capable executives" obtainable to market the 15 completed and unreleased pictures in the company's backlog and to liquidate profitably the product already in release.

**This step was considered of prime importance, Grant said, in order to stem current RKO Radio losses of $100,000 weekly. Production is a long range problem and nothing is to be gained by hasty action, he observed.**

The new management is well satisfied with the executive manpower already obtained for distribution and believes that it is capable of getting the company back into the black in a year or two and "keeping it there," Grant said.

The search is continuing for a "top level" production head, he reported, and when one has been found a studio organization capable of turning out a full schedule of expensive pictures will be built around him.

Replying to questions, Grant said there have been no resignations from the board but did not rule out the possibility of some changes later on. He said he felt it desirable to have some top executives on the board, such as Arnold Picker, executive vice-president, and perhaps neutral members. Among the new executives, only Picker and himself have been given contracts, Grant said.

He revealed that Stolkin, new RKO Radio president, does not plan to give full time to the company and, in fact, may be primarily concerned, together with other members of the controlling syndicate, only on the policy level. Grant described himself as the chief executive officer.

Answering another questioner, he said the company has not yet executed the $8,000,000 loan which, as a part of the stock sale agreement, Howard Hughes will make available to it. It is the company's intention, he said, to take down the loan at such time that it finds the greatest use for it.

**Grant said the economies which have been effected in RKO Radio by the new management are not the answer to its problem and not too much emphasis is being placed thereon. He explained that economy measures are limited and could amount at best to about $750,000 annually in savings.**

"That's not too important when your losses are running around $5,000,000 a year," Grant remarked.

He said that a full report on the interests of members of the board in other motion picture or theatre operations has been made to the Department of Justice in a conscious effort to avoid any possible anti-trust law violations and that, if any are believed to be present, the individuals concerned will take the several courses of action open to them.

Richard Condon, new RKO Radio director of advertising, publicity and exploitation, said that press gatherings, such as yesterday's, would be weekly events to give reporters an opportunity to meet the new executives. He said there would be no discussion "now or later" of the *Wall Street Journal's* articles.

## *Allied Meet to Show RCA Theatre TV*

CHICAGO, Oct. 21.—The RCA large screen theatre television will be demonstrated over a special closed circuit into the Terrace Casino of the Morrison Hotel for the Allied national convention on Nov. 18, the second day of the meeting, it was announced here by Jack Kirsch, general convention chairman.

The demonstration will originate from a local TV studio and will be in the form of a round-table panel discussion of theatre television by the National Allied Theatre Committee with Nathan L. Halpern. Members of the committee are Trueman T. Rembusch, chairman; Kirsch, Leon R. Black, Wilbur Snaper, John Wolfberg and Nathan Yamins.

## Turner Leaves RKO

(*Continued from page* 1)

his tenure with RKO, expects to enter the television field.

As RKO Radio publicity director he is said to have introduced what is now known as area premieres, a policy which was used on such films as "Hitler's Children" and "Back to Bataan." He is also credited with applying television promotion with good results to the recent reissuance of "King Kong."

## *Candy Sales Topic At FPC Convention*

NIAGARA FALLS, Ont., Oct. 21.—A special edition of the Toronto *Globe* and *Mail* with a headline welcoming the delegates to Famous Players Eastern division convention here featured a morning meeting devoted to candy sales.

The meeting was led by Jack Fitzgibbons, Jr., president of Theatre Confections, Ltd., who arranged the special edition.

Fitzgibbons introduced a new ice cream confection being introduced by FPC theatres called 'Bon Bons.'

## *Says TV Station Boom a Year Away*

BOSTON, Oct. 21.—Harold E. Fellows, president of the National Association of Radio and Television Broadcasters, guest speaker at the two-day meeting of New England district members of that association, predicts that the big increase expected in the number of television stations after the Federal Communications Commission lifted its "freeze" on the construction of television stations last summer will not materialize for more than a year. He said that he does not believe that there will be more than 100 additional television stations in operation by the end of 1953.

# *National Pre-Selling*

*WOMAN'S HOME COMPANION, Cosmpolitan, McCall's* and *Redbook* magazines have advertisements for Universal-International's "Because of You" in their November issues, all on newsstands this week. "Because of You" stars Loretta Young and Jeff Chandler. It is being highly recommended to the membership of the General Federation of Women's Clubs by Dean Gray Edwards, chairman of the motion pictures committee. Mrs. Edwards has sent letters to 700 district chairmen of the clubs suggesting that they see "Because of You" and then recommend it to fellow club members and friends. "Because of You" will have its world premiere at the Randolph Theatre in Philadelphia late this month.

•

***Redbook* has chosen "The Four Poster," with Lili Palmer and Rex Harrison, as the "Picture of the Month," in the November issue. Also named are "Under the Red Sea," "Because You're Mine" and "The Miracle of Our Lady of Fatima."**

•

*Ruth Harbert of* Good Housekeeping *explains in the November issue how Universal-International received special permission from the Treasury Department to show slowly disintegrating United States currency. For the sake of realism, a closeup was made of the currency. It is used in an important sequence of "It Grows on Trees," starring Irene Dunne.*

•

In the issue of *Life* magazine on the newsstands Friday the technical processes of Cinerama are graphically shown in drawings and photographs. An enlargement of the roller-coaster scene fills up a good part of a page. Also in this issue, a number of pages are devoted to M-G-M's "Small Time Girl," starring Ann Miller. A dancing platform is pictured, an orchestra is placed under the platform and Ann Miller uses it as a dance floor.

•

***Woman's Home Companion* is running a Lux ad featuring Gene Tierney, starring in "Way of A Gaucho," a 20th Century-Fox picture. Adding a new dimension to "Way of A Gaucho" promotion, the ad offers a film-inspired scarf to readers of the magazine by asking them to mail a coupon and some small pieces of silver to the Lux soap people.**

•

*RKO Pictures announces the placing of ads in* Life, Look, Collier's, Time *and* Newsweek *for "Blackbeard, the Pirate," starring Linda Darnell, Robert Newton and William Bendix. In addition to the weeklies carrying advertising, newspaper supplements will also be used. The supplements include* American Weekly, *circulated in 23 major cities, and seven independent supplements located in large cities.*

## *Cinerama Plans Up*

Lynn Farnol, public relations executive, left here for Hollywood last night for a week of conferences with Merian C. Cooper, Louis B. Mayer and others on Cinerama production plans. Farnol handles Cinerama advertising and publicity.

## *Invites Film Firms To TV Meetings*

**Victor Ratner, Theatre Tele-Sessions director, was asked yesterday whether motion picture companies have been asked to theatre telecast their regional or national sales meetings, similar to the telecast set by the James Lees carpet firm.**

**Ratner said he discussed the idea unofficially with one of his distribution friends, but no formal approach to a film company has been made as yet. He said he thought it was a good idea, however.**

## Theatre Telecast

(*Continued from page* 1)

D'Arcy Advertising Agency, was also a principal in the negotiations.

Halpern declined to disclose the budget allocated by Lees for the one-hour theatre TV program, nor would he comment on the amount participating theatres will receive from TNT. It will be on a flat rental basis, rather than on a per seat basis as in fight telecasts, however, he stated.

The program, which will originate from the NBC-TV studios in New York, will be aimed at an invited audience which will include top retail executives, architects and contractors, home economists for local newspapers, stockholders and community leaders. The merchandising message, which will feature two-way talks between the field and the studio, will include a statement of policy by Lees president. Other facets of the theatre TV show will include the showing of fabrics and a new approach to carpet merchandising.

Tele-Sessions director Ratner said he expects to announce a number of similar deals within the next six months. Halpern stated that the success of the first commercial use of the medium will influence other business organizations.

The following cities are slated for the telecast: Boston, Chicago, Cincinnati, St. Louis, Cleveland, Denver, St. Paul, New York, Philadelphia, Pittsburgh, Washington, Detroit, Salt Lake City, San Francisco and Los Angeles. Halpern said clearances for cable facilities have already been cleared by the American Telephone and Telegraph Co. He said he expects to have a list of theatres carrying the telecast in about a week.

Selection of the theatres, he added, will be governed by the requirements of the sponsor. Under the terms, he stated, concession stands during the telecast will not be operated.

## *AMPA Meet Today*

The board and trustees of the Associated Motion Picture Advertisers will hold a luncheon-meeting today at the Blue Ribbon Restaurant here, Harry K. McWilliams, AMPA president, announced.

**EXCHANGE BOOKER EXPERIENCED**

**Phone DORIS WISHMAN**

**PLaza 7-1726 for appointment**

# *Top Theatres' Profit*

(*Continued from page* 1)

is conducting a strong anti-tax campaign, heard Dingel urge that all exhibitors everywhere band together to fight for repeal.

Potter declared that all taxes are too high and pledged a fight for reduction if elected to the Senate.

Myers in his address also assailed the government for attempting, in its anti-trust suit, to force distributors to sell 16mm. films to TV and other outlets competing with regular theatres. He predicted that theatres will fare increasingly better in the competition with TV. "Yes," he said, "television has hurt the movies, no question about that. But please bear in mind that the movies during the last half century have survived automobiles, radio, mah jongg, canasta and a thousand time-consuming fads."

On the tax subject, Myers said the "cruel fact" was that American exhibitors are "caught in a vise. Mounting costs are crushing them against an unyielding wall of fixed admission prices —fixed because with the 20 per cent tax, they cannot be increased. They have endured this pressure to the breaking point, they cannot stand any more and some, as you know, have already been forced to close their theatres."

He added: "While Congress cannot undertake to bail out every individual business man who is down in his luck, it is no new thing for Congress to come to the aid of a whole industry, to grant it relief from the general tax laws and even to subsidize its operations."

The Arabian Room of the Hotel Tuller was packed to capacity for the Congressional luncheon. Also attending were Rep. John Machrowicz; Congressman George Dondero; Frank X. Martel, president of the Wayne County AFL; Congressman Louis Rabaut, and Congressman John Lesinski, Jr.

In the early morning sessions Leon J. Bamberger, RKO public relations director spoke of the newspaper as "our greatest ally," he also pleaded for support of the Will Rogers fund.

"The idea of newspapers charging a higher rate for amusement advertising than commercial advertising is out-of-tune with current times and we must all seek to eradicate it. The higher rate stems from the time, long before movies were born, when shows were provided only by traveling troups," Bamberger said.

"In the present movement among newspapers to assist our industry, the advertising managers of a number of them have lately offered exhibitors their general advertising rate," he noted.

Truman Rembusch was on hand to explain the Council of Motion Picture Organizations' nationwide battle for the repeal of the admission tax.

Wilbur Snaper, president of national Allied told those attending to give full support to the battle against the tax. When asked if the federal tax was repealed wouldn't the exhibitors face city and municipal taxes?, Snaper replied: "Let's get this one out of the way first. When we do I'm sure we have nothing to fear as far as other taxes being imposed on the exhibitor are concerned."

## Cumbaa President

(*Continued from page* 1)

urer; Pete Lucas, Kissimmee, secretary; Maurice Hensler, Auburndale, chairman of the board; Mitchell Wolfson, Miami, Florida Theatre Owners of America director; and Hugh Martin, Sr., Clermont, regional TOA director.

Garner was made chairman of the financial committee; Lamar Sarra, Jacksonville, became head of the legislative committee; Mark Chartand, Miami, was selected to direct public relations; and Nat Williams, Quincy, was chosen conciliator.

The morning meeting opened with Roy Smith, Jacksonville, giving a talk on concession business. Jack Braunagel of Commonwealth Theatres, Kansas City, followed with an account of "The Operation of America's Drive-ins." Alfred Starr, TOA president, gave the main address at the luncheon session for members and guests.

During the afternoon, Braunagel conducted a three-hour "school for managers," going into all phases of theatre operations. More than 75 managers and district supervisors were present.

The convention closed with a banquet, at which Bill McCraw of Texas, representing Variety Clubs International, served as toastmaster at the Roosevelt Hotel.

## Arbitration

(*Continued from page* 1)

inconsequential "irresponsible shouting, threatening and cajoling" in connection with planning an arbitration system. "I state with confidence that arbitration is a reality," he said. "It is here, and will stay here, despite attempts at sabotage by certain short-sighted individuals. You see, the principle of arbitration is a much stronger force than the people against or for it."

He said TOA had received copies of the industry arbitration plan approved by distribution, but that he had not had time to examine the document carefully. "After a preliminary reading, however, and based on the statement of Mr. Eric Johnston that the draft has not been submitted to exhibition on a take-it-or-leave-it basis, and based, further, on my personal knowledge of what obstacles have already been overcome, I state with confidence that arbitration is a reality."

### 'Most Welcome'

"Most welcome," Levy said, "will be the restrictions which the plan places on distributors' employment of competitive bidding, and, further, the use of competitive bidding only in accordance with a set of 'Rules of the Game' which have been so sorely needed for so long. If these rules are abided by there should be no more haphazard competitive bidding, and there should be an end to under-the-counter shenanigans. And if there be not then the aggrieved person will find satisfactory avenues of relief in this system of arbitration," Levy said.

"Guided by the principle that exhibitors must not be deprived of their right and privilege to go to litigation, if they so choose, the various Drafting Committees have preserved this prerogative for exhibitors. Under the plan, only distributors will be compelled to submit to arbitration. The exhibitor will be able to seek relief either in arbitration or in litigation. And, before going to either, he will be able to attempt to settle his problem under a system of Conciliation, which is part and parcel of the arbitration plan," according to Levy.

The TOA attorney observed that the "long, difficult, back-breaking task of compromise and sacrifice is behind us."

"True," he acknowledged, "there remain matters to be amicably adjusted before signature, but, as I have stated before, I am familiar with all suggestions of change and of additions made to date, and I cannot see how any one of them will be, or can be, permitted to become an insurmountable obstacle, if the approach to them is made in good faith by men of good will."

# Raibourn

(*Continued from page* 1)

**its ability to produce a large screen television picture that will compare favorably with the 35mm. motion picture image to which the public is accustomed.**

Raibourn, president of Paramount Television Productions Inc., declared that on the basis of Paramount's studies in theatre television he would recommend, in addition to the 10 mc. bandwidth, 725 lines definition to provide quality comparable to a 35 mm. film.

In his opinion, Raibourn said, these standards would not equal 35 mm. quality, but would merely represent "a suitable compromise of all the factors" to allow a comparable image on the motion picture screen.

Other witnesses today who buttressed Raibourn's recommendation of a 10 mc. bandwidth and 725 lines definition for theatre television were Andrew F. Inglis and Frank H. McIntosh, engineers for the Motion Picture Association of America and the National exhibitors Theatre Television Committee. All witnesses came in for considerable questioning on the part of the Commissioners and of FCC general counsel Benedict Cottone as to whether a 10 mc. bandwidth was really necessary.

**Chairman Paul Walker pointed out that the Commission had limited color television demonstrations to a six mc. bandwith, and said that the industry was asking for a 10 mc. bandwidth for black and white transmission.**

**SAVE $48 ON EXCURSION FARES TO HAWAII!**

**ONLY $438 ROUND TRIP!***

Luxury flights from California to Hawaii have been substantially reduced in fare during United's Excursion period of Oct. 1 to Dec. 10, 1952.

1st class comfort, service, meals. "Package" tours available, too.

**UNITED AIR LINES**

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80 E. 42nd St., call MUrray Hill 2-7300.

**From New York. Via Air Tourist to California. 16-day limit on Excursion tickets. Fares plus fed. tax.*

# Short Subject

## *"I Remember the Glory"*

*(Art Films—20th Century-Fox)*

Botticelli, the Italian master of brush and canvas, and his great art, typified by portrayals of the Madonna, are treated with consummate photographic skill in a short subject any exhibitor should be proud to offer his customers. Here is a 10-minute treat which, apart from what it reveals concerning the artist and the magnificent color and detail of his masterpieces, provides stirring glimpses of the beautiful city of Florence, Botticelli's birthplace, and the captivating Italian countryside. The catalyst is a "story" concerning a young war veteran who on a visit to a Washington museum, recalls the thrill he experienced when he first saw one of Botticelli's masterpieces in Italy.

Produced in color by Technicolor by Marilyn Silverstone and Boris Vermont, and offering background music written by Jacques Belasco, "I Remember the Glory" is a glowing symphony of color, art and life that should leave theatre patrons eager to see the others in this Art Films series. Running time, 10 minutes.

# IFE Expanding Foreign Markets

Jurisdiction of the American division of Italian Films Export has been extended to cover all of Canada and the Far East, with the exception of Japan which has a separate agreement with Rome, IFE disclosed here.

It was reported also that a five-man board of directors composed of three Americans and two Italians will direct the new distributing corporation which is being established by IFE. The directors will be named following the return here early next month from Rome of Dr. Renato Gualino, IFE general director, who flew to Rome last weekend for consultation with Italian producers, according to a spokesman for the organization. Gualino was named chief executive of the pending new corporation by IFE board members at a meeting here last week.

IFE stated that the top personnel of the distribution company has been set following discussions held here during the last two weeks; that the names of the executives will be disclosed shortly upon the signing of final papers, and that Gualino indicated the chairmanship of the board was being offered to one of the leading producers in Italy with announcement of his acceptance to be confirmed from Rome later this month.

Independent American distributors of Italian films will continue to negotiate directly with Italian producers for individual properties. Although these independents will have no organic tie-up with the new set-up, the facilities of the new division distribution offices and sound studios will be available to them as well as other already established IFE services.

### Italian Delegation Received By Hartman at Para. Studio

HOLLYWOOD, Oct. 21.—Members of the Italian film delegation which attended the "Salute to Italian Films Week" in New York, were welcomed here at a Paramount studio reception by Don Hartman, production executive. The delegation includes: Dr. Dino de Laurentiis and Dr. Carlo Ponti, producers, and their wives; actress Silvana Mangana, and Capt. Pilade Levi, manager of Paramount Films of Italy.

Ponti and de Laurentiis produced the new picture, "Sensualita," which Paramount International will distribute throughout its world-wide territory. The delegation also was honored at a cocktail party given by the Italian consul of Los Angeles, Dr. Mario Ungaro.

# Review

## *"The Steel Trap"*

*(20th Century-Fox)*

BERT FRIEDLOB has produced and Andrew Stone has written and directed a gripping thriller that piles suspense on suspense as Joseph Cotton, portraying an assistant bank manager who has stolen $1,000,000, tries to leave the country and avoid police detection. Although the story becomes implausible in spots, such as the credulity of Cotton's wife, Teresa Wright, who doesn't discover the theft until late in the film, every plot twist that can generate a bit more suspense is utilized. This is a well-made, well acted film that should prove a solid box-office attraction.

The story opens with Cotton tiring of his good but monotonous life after 11 years employment in a bank. At first he only thinks about the million dollar theft but it becomes an obsession when he learns there is no extradition law in Brazil. Since but one weekend remains before he is scheduled to work Saturdays, Cotton acts immediately. All of his carefully planned details go awry just a bit and he is forced to adopt high-pressure, aggressive methods.

There are several brushes with the law, including a customs inspector in New Orleans who checks his suitcase containing the money but is unable to check Cotton's tale about carrying the bank's money on a mission since bank president Jonathan Hale is out playing golf, it being Sunday. However, they fail to get plane reservations to Brazil and Cotton knows that the next morning the bank will discover the loss. Miss Wright decides she cannot condone the theft nor accompany Cotton. She returns home. After missing his home and wife, Cotton returns and barely manages to return the money, happy to resume his normal life.

Running time, 85 minutes. General audience classification. For November release.

WALTER PASHKIN

# NPA Approves 11 Theatre Projects

WASHINGTON, Oct. 21.—The National Production Authority has authorized the construction of 11 more theatres. Nine are drive-ins. NPA also authorized the remodeling of two theatres. In most cases the agency made official allotments of construction materials; in some cases it merely authorized the use of materials already in the builder's possession.

The approved drive-ins are: Brooks Drive-in Theatre Corp., Presque Isle, Me., with an estimated construction cost of $32,580; Vance W. Haar, Dillsburg, Pa., $41,200; Pitts Kilmarnock Drive-in Theatre Corp., Kilmarnock, Va., $20,100; Black Hills Amusement Co., Rapid City, S. D., $110,000; Central States Theatre Corp., Charles City, Ia., $35,000; Claude Parrish, Topeka, Kans., $220,071; Lee E. Wilson, Shattuck, Okla., $10,000; Walter Matney, Decatur, Tex., $10,480; W. O. Woody, Bolivar, Mo., no amount given.

Two indoor theatres okayed were proposed by Martin Martell, Hato Rey, Puerto Rico, $79,000, and W. F. Aydelotte and R. H. Dowdy, Ft. Collins, Colo., $35,000.

Remodeling was okayed for Theatrical Enterprises Corp., San Diego, Cal., $12,000, and Washington Theatre Co., Washington, D. C., $10,000. The latter company has just remodeled the Gayety Theatre into the Sam S. Shubert Theatre, for stage productions.

# Feature from Rank Set on Coronation

The New York office of the J. Arthur Rank Organization yesterday disclosed that there will be a full length feature film of the Coronation made, for the first time, in color by Technicolor that will include the actual ceremony in Westminster Abbey. Arrangements have been made with Technicolor, Ltd., giving the Rank organization all available facilities for the film, which will have global distribution.

The Rank organization said that considerable preparation and partial production has been in progress for sometime. The film will show in detail all events leading up to the ceremony as well as the actual crowning itself, it was said. Plans are being made for worldwide distribution shortly after the event thus requiring the expansion of Technicolor facilities in London for the handling of the necessary hundreds of prints, it was said.

The film is being produced by Castleton Knight whose earlier pictures include "Victory Parade," "The Royal Wedding Presents," "Royal Wedding" and "14th Olympiad—The Glory of Sport."

## *Says 'Greatest Show' Small-Town Topper*

LOS ANGELES, Oct. 21. — Cecil B. DeMille's "The Greatest Show on Earth" is the most successful small town attraction in Paramount's history, George A. Smith, the company's Western division manager, told 21 representatives of the Denver, Salt Lake City and Los Angeles branches during a three-day sales meeting held here.

## *'Snows' in 'Frisco Mark*

SAN FANCISCO, Oct. 21. — "The Snows of Kilimanjaro" grossed $27,698 in its first three days here at the Fox Theatre and has broken all house records for 23 years, it is understood.

# Exhibitors Seek Injunction vs. Mexican Import Law

MEXICO CITY, Oct. 21.—An injunction against enactment of President Miguel Aleman's new law for the announced purpose of "aiding and moralizing" the film industry which the Senate approved after considerable debate, has been asked of a local Federal Court by the National Cinema Impresarios Association and the Mexican Exhibitors Association. The exhibitors contend the law establishes a state monopoly for distribution, eliminates private enterprise from film production and interferes with exhibition in that it dictates the number and kind of films that can be screened.

Forty-two Senators asserted the law does not establish a monopoly. The Senators were heckled from the galleries until they yelled that the hecklers were a claque paid by exhibitors. An exhibitor spokesman asserted that they had not hired the hecklers.

Enactment of the law now rests with President Aleman. His six-year term expires on Nov. 30.

# Pioneers to Induct Eckman, Curtis

Samuel Eckman, Jr., managing director of M-G-M in Great Britain; Samuel Rosen, executive of Fabian Theatres, and Fred Quimby, short subjects executive producer for M-G-M, are among those who will be inducted at the Motion Picture Pioneers Jubilee Dinner, set for Nov. 25 at the Hotel Astor.

Other new members already accepted for induction include: Edward P. (Ted) Curtis, Eastman Kodak; Harold Fitzgerald of Fox-Wisconsin Theatres; Martin Levine, of Brandt Theatres; Will J. Comer of John Hamrick Theatres, Seattle, and Norman E. Gluck, of United World Films.

A large number of additional applications are currently being certified so that the new members can be inducted at the dinner at which N. J. Blumberg, chairman of the board of directors of Universal Pictures will be honored as the "Motion Picture Pioneer of 1952." George Jessel will act as toastmaster and Ned E. Depinet as chairman.

## *Philippine Notables To Honor Skouras*

Spyros P. Skouras, president of 20th Century-Fox, will be honored today at a dinner in Manila by officials of the Philippine government and members of the local film industry, it was announced here yesterday. Skouras is on a trip to the Far East and Australia surveying film conditions.

Skouras has been fostering world brotherhood during the trip. He has made numerous speeches in its behalf in Hawaii and Japan and toured the Korean battlefront with Gen. James Van Fleet during which he spoke with hundreds of American soldiers and members of the Greek Battalion of the U.N. forces. Skouras is slated to leave Manila Saturday for Hong Kong from where he will go to Bangkok and Djakarta before continuing to Australia in early November.

NEWS WHILE IT IS NEWS

# MOTION PICTURE DAILY

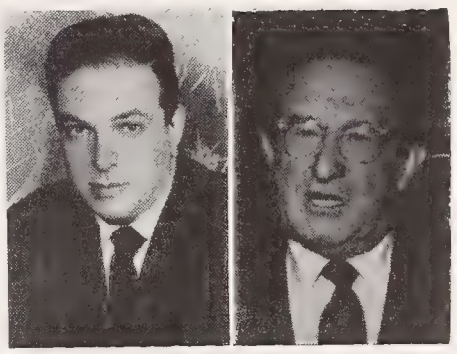
AIR MAIL EDITION

VOL. 72. NO. 80 NEW YORK, U.S.A., THURSDAY, OCTOBER 23, 1952 TEN CENTS

# Stolkin, Koolish, Gorman Resign RKO Radio Posts

## *Presidency, Board Vacancies to Be Filled In 10 Days; Resignations Follow 'Wall St. Journal' Articles on Business Backgrounds*

Ralph E. Stolkin, head of the syndicate which one month ago today bought Howard Hughes' controlling stock interest in RKO Pictures, and who three weeks ago today was elected president of the company, resigned that post and also withdrew from the company's board of directors yesterday.



RALPH STOLKIN A. L. KOOLISH

Resigning from the board with Stolkin were A. L. Koolish, his father-in-law and a member of the purchasing syndicate, and William Gorman, the representative on the board of Ray Ryan, another member of the syndicate. The latter two were not officers of RKO Pictures.

That the resignations were the direct result of the series of articles published by the *Wall Street Journal* during the past week detailing past business and other activities of the three was clear from the statement issued announcing their resignations, although the *Journal* was not mentioned by name. The statement of the three said:

"Our only interest in acquiring stock of RKO Pictures Corp. was our belief that the company can be, under able and independent management, brought to the full realization of its great potential.

**"We recognize that a volume of unfavorable publicity directed against us as individuals has been or can be damaging to the company.**

"Consistent with our original intent of doing that which is best for the company, and for that reason only, we have submitted our resignations."

(Continued on page 5)

## Urge Michigan Law to Outlaw Free Pictures

### *Griffin Attacks Practice, Cites Theatre Importance*

DETROIT, Oct. 22. — Lawrence Griffin, who recently became an exhibitor following his retirement from an executive post with a grocery chain, today attacked before a morning meeting today of Allied Theatres of Michigan the practice of free motion picture showings by business concerns and others.

**Griffin emphasized in his address before the convention delegates the importance of the motion picture theatre to a community, no matter how large or how small.**

During a discussion on the topic Griffin chose, a suggestion was made to appeal to the Michigan legislature to have laws passed which would make free motion pictures unlawful, even to the extent that exhibitors would be prohibited from constructing drive-ins

(Continued on page 5)

## Columbia Pictures Gets Larger Loan

Columbia Pictures Corp. yesterday revealed completion of agreements for $15,000,000 in credits with the First National Bank of Boston, the Bank of America, and the Bank of Manhattan, to replace financial arrangements made with the same banks in Aug. 1950 for $12,000,000.

The new agreement stipulates that

(Continued on page 5)

## Name Brandt RKO Exploitation Head

Leon Brandt was named exploitation manager of RKO Radio Pictures yesterday by Richard Condon, national director of advertising, publicity and exploitation. He succeeds Terry Turner, resigned.



Leon Brandt

Brandt, national director of advertising, publicity and exploitation for Lopert Films, will assume his new duties on Nov. 3. Brandt began his industry

(Continued on page 5)

## *Equal Arbitration Cost-Sharing Seen*

Financing of an industry system of arbitration, the only subject not dealt with in the distributor-amended arbitration draft which has been circulating in the industry, is expected to be shared equally by distributors and exhibitors, according to observers here.

If the draft meets with exhibition's approval in its present form or with

(Continued on page 5)

## NEWS FLASHES

HOLLYWOOD, Oct. 22. -- Collective bargaining negotiations with the American Association of Advertising Agencies and New York film producers who make filmed commercials were broken off by the Screen Actors Guild, it was announced here, and strike action is expected to be voted on at once.

•

MEMPHIS, Oct. 22. -- Theatre Owners of America president Alfred Starr will be one of the featured speakers at the annual convention of the Motion Picture Theatre Owners of Arkansas, Tennessee and Mississippi which opens here on Monday. Other speakers include M. A. Lightman, Sr., and Jack Braunagel.

## *Tells FCC of Industry's Need for Exclusive Band*

WASHINGTON, Oct. 22.—The industry today asked the Federal Communications Commission to allocate for the exclusive use of theatre television the frequencies from 5,925 to 6,285 megacycles, which are currently allocated as common carrier frequencies.

This portion of the spectrum must be the "backbone" of theatre television distribution systems, National Exhibitor Theatre Television Committee consulting engineer Stuart Bailey told the FCC, enabling the extension of service over long distances.

This contention was the nub of today's testimony in the FCC hearings on the engineering and accounting phases of the theatre television hearing. Bailey told the commission that in the event the FCC considered exclusive allocation of these frequencies to theatre television undesirable, common carriers and others could use the frequencies on a non-interfering basis, with theatre television the primary user. Other suggestions made by Bailey in case the FCC did not want to make exclusive allocation of frequencies included classifying theatre television as an industrial radio service on a frequency-sharing basis with

(Continued on page 4)

## *Minimum of 15,000 To See Lees TV*

**At least 15,000 persons are expected to view the closed circuit theatre telecast of the James Lees and Sons national sales convention on Dec. 8, a spokesman for the carpet manufacturing firm disclosed here yesterday.**

**The spokesman estimated a minimum audience of 1,000 persons in each of the 15 cities slated to carry the telecast, contracted for by Theatre Network Television.**

# Personal Mention

MAX E. YOUNGSTEIN, United Artists vice-president, is due to return to New York on Monday from London.

•

JAMES H. ESHELMAN, former city manager for United Paramount Theatres in Buffalo and Rochester, is now manager of the Gopher Theatre in Minneapolis.

•

MRS. LUKE STRAGER, wife of the Universal traveling auditor visiting in San Francisco, is at St. Mary's Hospital there recuperating from surgery.

•

LEE J. HOFHEIMER of H. and S. Theatres in Columbus, announces the engagement of his daughter, JOYCE, to LEONARD STRELITZ of Norfolk, Va.

•

BERNARD SEAMAN, manager of the Beacon Theatre in Baltimore, and MRS. SEAMAN are honeymooning in Europe.

•

JEFF LIVINGSTON, Universal Eastern advertising manager, will be in New Haven today and will return here tomorrow.

•

MILTON R. RACKMIL, Universal president, is due here from the Coast tomorrow.

•

BILL KELLY and BUFORD STYLES of the Universal branch in Jacksonville have returned there from Hollywood.

•

HENDERSON M. RICHEY, M-G-M exhibitor relations head, will return here today from Detroit.

## *Emerling, Morris at Ampa School Tonight*

Ernest Emerling and Seymour Morris, directors of advertising-publicity-exploitation for Loew's and Schine Theatres, respectively, will be guest lecturers at the Associated Motion Picture Advertisers' showmanship course tonight. Al Floersheimer, advertising-publicity-exploitation director of Walter Reade Theatres, is chairman for the program which will take place at the Woodstock Hotel here.

Following the class, 50 of the students will accompany AMPA president Harry K. McWilliams on the first showmanship tour to the Filmack Trailer Co. The Filmack plant will be open and working to enable the class to see film trailers in actual production.

## *William W. Young, 84*

William Wesley Young, 84, producer and director of the silent films "Alice in Wonderland" and "Alice Through the Looking Glass," died here Tuesday in St. Barnabas Hospital. Also a co-producer with Clarence Darrow, the major part of his career was spent as a writer and editor on various newspapers and periodicals. He was a brother of the late cartoonist Art Young.

# Albany Unit Bids TOA Become A Defendant in Suit

ALBANY, Oct. 22.—Albany Theatre Owners of America, at a meeting today, voted to recommend that national TOA be made a party defendant in the Department of Justice anti-trust suit for the release of 16mm. pictures to TV stations.

The unit also reacted favorably to a report by executive director-counsel Lewis A. Sumberg on the arbitration plan considered at the recent national convention in Washington. Members agreed that it would be "particularly helpful to independent exhibitors." Sumberg described the proposal as one that would give "speedy and economical relief" to exhibitors.

Members reported that the local exchange area is suffering "disproportionately" from a print shortage. They believe the number should be increased by 50 per cent. The matter will first be discussed with branch managers. Sumberg and president Harry Lamont promised that if they do not get action "within a reasonable time" TOA will follow through on the national level.

Saul J. Ullman, distributor chairman for the Council of Motion Picture Organizations in the drive to repeal the 20 per cent Federal admission tax, reported on conferences he had held with elected representatives from this area.

Members were warned against playing ASCAP music unless they have signed the new licensing agreement. They will also ask to hold themselves in readiness for swift action if any bills "harmful" to the industry are presented at the next session of the legislature convening in January.

Sam Davis of Phoenicia was elected to the board of directors.

A luncheon meeting will be held here Nov. 17.

## *'Limelight' U. S. Premiere Today*

Charles Chaplin's "Limelight," which will have its American premiere today at the Astor and Trans-Lux 60th St. theatres, in New York, will have its West Coast premiere on Nov. 13 at the United Artists Theatre in San Francisco and its first Canadian engagements during the following week on the Odeon circuit in Toronto, Vancouver, Victoria, Winnipeg, Calgary and Edmonton. All of the engagements will be on a continuous-run schedule.

First of the Odeon bookings will be in Vancouver, where "Limelight" will open on Nov. 20 in 11 theatres. The other engagements will begin on Nov. 21, except at Edmont, where the opening will be on Nov. 28.

## *Franke Joins Paramount*

Charles Franke, a member of the staff of MOTION PICTURE DAILY for the past eight years, has been named trade press publicity contact for Paramount Pictures, effective in two weeks. He replaces Murray Segal, who takes a similar post with RKO Radio.

## *INS Election Service Seen in N.Y. Houses*

**Chicago, Oct. 22.—International News Service is offering a special election night service to theatres and other public gathering places to enable them to bring results of the election to their audiences. The service consists of installation of a high-speed INS teletype printer to be installed for the day and night of Nov. 4 in a place designated by the customer. INS claims that the service is going to be used on election night at the Paramount, Capitol, and Palace in New York, as well as at other theatres there and throughout the country.**

# Claims Costs Low to Show Natural Vision

Theatre alteration costs for the presentation of Natural Vision films would be a maximum of $1,000 for a first-run house and from $200 to $300 for a subsequent run, it was estimated yesterday by Milton Gunzburg, president of Natural Vision, third dimensional film company. The alteration costs, which he considered low, would mainly consist of coupling two projectors, attaching 5,500-foot magazines, and using a reflective type screen.

Gunzburg noted that many small town theatres already have a reflective type screen and thought that the magazines could be easily rented. Otherwise all other equipment is standard. He said the $1,000 figure is based on alterations done by the Hollywood and Paramount Theatres in Hollywood for the premiere showing of Arch Obler's "Bwana Devil," on Nov. 27, but emphasized these were rather extensive alterations and the figure might be even lower.

Gunzburg, who is associated with George J. Schaefer, revealed the firm has contracts for four more Natural Vision films, all in color. Obler has a one-picture-a-year contract with the company. Of the other three films, one is expected to be ready for late 1953 release. While here Gunzburg is investigating the possibility of processing stage plays in Natural Vision.

## *Clark in Chicago Sets 2nd Film Fete*

CHICAGO, Oct. 22.—Thirty of Hollywood's top films of the last 20 years will be presented during the second "Great Films Festival" at the Clark Theatre from Sunday, Nov. 9 through Sunday, Nov. 23.

Response to the first festival last February was such, according to general manager Bruce Trinz, that the theatre has adopted a policy of periodic film revivals based on requests of its patrons. Two pictures will be shown daily for 15 days on an around-the-clock basis. The Clark is open daily from 8:00 A.M. to 6:00 A.M.

# *WELFARE FUN IS PLANNED IN ST. LOUIS*

ST. LOUIS, Oct. 22.—Plans for a permanent welfare fund for men and women in the amusement and entertainment fields, including all channels of the motion picture business are scheduled for discussion at a special meeting to be held in the Paramount exchange screening room on Friday.

At a meeting held last week, at which representatives from all branches of the St. Louis film industry were present, affirmation of the need for such a plan was voiced. The drive for a special fund has been intensified by recent examples of people in the industry brought to severe financial plights by accidents and illness.

A temporary organization committee to consider possibilities of such a fund consist of Tom Bloomer, president, MPTO of Eastern Missouri, St. Louis and Southern Illinois; Betty Wendt, business agent, Film Exchange Employes Union, Local No. B1; Leroy Upton, president, Stage Hands Union Local No. 8; Ed Butler, Ticket Sellers; Harry Yaeger, Motion Picture Cameramen; Tony Blust, president, Moving Picture Machine Operators Local No. 143; Lou Lavatta, business agent, Ushers Union; James Gately business agent, Film Exchange Employes Union Local No. F1; F. J. (Mike) Lee, manager, United Artists, for film exchange managers; George Ware, for the St. Louis Loge of the Colosseum of Motion Picture Salesmen of America, and Marcella Devinney and Marjorie Glynn, Republic Pictures, temporary secretaries.

# Humanitarian Award From Chicago Lodge

CHICAGO, Oct. 22.—A dinner-meeting of a committee of leading members of the local industry has been called for Monday night at the Covenant Club by Sam Levinson, chairman of the Chicago Cinema Lodge of B'nai B'rith, in order to start selecting an outstanding "humanitarian" engaged in the industry here for an award. The award is to be presented at a lodge dinner in February and is expected to become an annual event.

Although the award will be made on behalf of the Cinema Lodge, nonmembers have been asked to serve on the selection committee.

Among those who have been invited to the meeting are Nat Nathanson, who will serve as temporary chairman; Howard and Robert Lubliner, Mannie Gottlieb, Ben Lourie, Jack Rose, John, Harry and Elmer Balaban, Arthur Schoenstadt, Robert V. Harrison, Paul Marr; Joe Berenson, John J. Jones, Herbert Greenblatt, Jack Kirsch, David B. Wallerstein, Edwin Silverman, Joseph and Meyer Stern, Irving Mack, Sam Gorelick and Bruce Trinz.

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# NEW OPENINGS, NEW MIRACLES!

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**THE READY AUDIENCE IS TREMENDOUS! DATE IT, BACK IT– AND WATCH THE MIRACLE!**



WARNER BROS.'

# "MIRACLE OF FATIMA"

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STARRING GILBERT ROLAND · ANGELA CLARK AND THE CHILDREN

SUSAN WHITNEY · SHERRY JACKSON · SAMMY OGG

WRITTEN FOR THE SCREEN BY CRANE WILBUR and JAMES O'HANLON

MUSIC BY MAX STEINER

PRODUCED BY BRYAN FOY

DIRECTED BY JOHN BRAHM

# Butterfield Requests New TV Channel

WASHINGTON, Oct. 22.—W. S. Butterfield Theatres has requested the Federal Communications Commission to grant it a television station license in Grand Rapids and changed an earlier application for a TV channel in Flint, in the hope of obtaining quicker action.

Butterfield Theatres had applied for VHF channel 16 in Flint shortly after the TV freeze was lifted this year. However, another firm, Trendle Campbell Broadcasting Corp., also applied for this channel. Recently the FCC indicated it would hold a hearing on these applications at which it would study, among other things, the anti-trust record of Butterfield Theatres.

In its request to switch its Flint application to VHF channel 12, Butterfield noted that this would leave only one firm applying for VHF channel 16 and one for VHF channel 12, thus both Flint applications could be granted promptly without any need for hearings.

## Tells FCC

(*Continued from page* 1)

other operational services.

In addition, Bailey said, if the frequencies desired are not available on an exclusive basis, extra frequencies above the 10,700 mc band should be provided for short-haul local service, in order to relieve possible congestion in Metropolitan centers.

Motion Picture Association of America engineer Andrew F. Inglis estimated that a theatre television distribution service would need a total of 420 mc, regardless of whether the service was furnished by common carriers or operated by the motion picture industry. This number, he said, would provide for 14 channels, each 30 mc wide, with two of the 14 channels used for remote pick-up.

MPAA engineer Frank H. McIntosh told the commission that the industry could begin immediate construction of microwave relay facilities upon allocation of the channels, if equipment were available.

The hearing recessed today until Friday, to allow the commision to conduct routine business tomorrow.

## *'Miracle of Fatima' Holdovers Increase*

Extended run engagements for "The Miracle of Fatima" continue at the Astor, Boston, and Boyd, Philadelphia, for fifth weeks in both situations, and for third weeks at the Downtown, Los Angeles, and Warner, Beverly Hills.

Second week holdovers have been set at the Mary Anderson, Louisville; Orpheum, New Orleans; Center, Fall River; Strand, Lowell; Palace, Rochester; Keith's, Syracuse; Missouri, Kansas City; Keith's, Indianapolis, and Olympia, Miami. After two weeks at the Majestic in Providence, "Fatima" moves over to the Carlton; after one week at the Palace, the picture moves over to the Grand in Columbus. In normal split-week situations at the Garde, New London, and Palace, Norwich, it holds for a week or more. "Fatima" has also been held for a third week at the Lyric Theatre in Manila, Philippines, it was reported here by Warner Brothers. This is the first engagement for the film outside the United States.

# *Reviews*

## *"Eight Iron Men"*

(*Stanley Kramer-Columbia*)

WAR at its unglamorous worst and the impact of ugly battle on the personalities of fighting men are dealt with in alternately incisive, humorous and bitter terms in producer Stanley Kramer's "Eight Iron Men." With Edward Dmytryk at the directorial helm and a handful of little-known male actors underplaying their American soldier roles for maximum effect against the backdrop of the rain-soaked ruin and rubble of an embattled European town in World War II, Kramer's latest not only continues, but underscores the tradition of realism-plus-production economy associated with his name.

Exhibitors have here an often tense, continually absorbing drama to offer their patrons. Of course, each showman is, or should be, cognizant of the popularity rating of war films in his bailiwick. Where they rate high, "Eight Iron Men" certainly will click solidly. Where they are less popular, an all-out selling job, coupled with the magic of the Kramer reputation, should spell good business.

This story of the unwritten law of comradery which the travail of battle imposes was converted into a more conversational than active screenplay by Harry Brown from his own play, "A Sound of Hunting." Here we meet Bonar Colleano, the platoon's light-hearted member whose slumberland adventures as a civilian Casanova introduce on the screen at intervals some wonderfully funny sequences that come as welcome relief from the unhappy atmosphere of the blasted building wherein he and his fellow soldiers are holed up. Present also is staff sergeant Lee Marvin, a man agonized in deciding how and when an attempt is to be made to rescue a platoon member who is up to his ears in the water of a nearby foxhole that comes under the constant raking of German machine gun fire. Too, there is Richard Kiley, somewhat psychologically affected by the knowledge of the unfortunate soldier's predicament and who would throw caution to the winds in attempting a rescue. Arthur Franz, Nick Dennis, James Griffith and Dick Moore also register importantly in G.I. roles. Credited as associate producers are Edna and Edward Anhalt.

Running time, 80 minutes. General audience classification. For December release.

CHARLES L. FRANKE

## *"The Wac from Walla Walla"*

(*Republic Pictures*)

JUDY CANOVA'S portrayal of the backwoods girl whose ignorance of big city customs is monumental follows the pattern of others of this series and should prove appealing to the Canova following. This issue has the usual elements of slapstick comedy and picks up in pace and interest when Miss Canova enlists in the Women's Army Corps. The star is at her best when she gets mixed up with a soldiers' platoon going over an obstacle course and later in a chase with some spies who seek a guided missile. A running gag throughout the film concerns the efforts of Miss Canova's father to patch together the statue of her heroic grandfather, and its subsequent breaking through various mishaps.

The story was written by Arthur Horman and has Miss Canova and June Vincent join the Army in an attempt to win the affection of Army hero Stephen Dunne. Miss Vincent is the scheming blonde who attempts to outshine the simple but sincere Miss Canova. Luck and Miss Canova's knowledge of backwoods family feuds combine to have her foil the efforts of spies Roy Barcroft and Allen Jenkins to obtain the guided missile and diagrams. During the proceedings Miss Canova sings four songs, "Lovey," "If Only Dreams Came True," "Boy, Oh Boy" and "Song of the Women's Army Corps."

Sidney Picker was associate producer and William Witney directed. Others in the cast are Irene Ryan, George Cleveland, George Chandler, Thurston Hall, Dick Wessel, Sarah Spencer and The Republic Rhythm Riders.

Running time, 83 minutes. General audience classification. Release date, Oct. 10.

WALTER PASHKIN

# Ricketts Assumes Para. Branch Post

James Ricketts has been named branch manager of Paramount's Denver exchange, effective immediately, it was disclosed yesterday by A. W. Schwalberg, president of Paramount Film Distributing Corp.

Former office booking manager in Denver, Ricketts was appointed acting branch manager there last July. He joined Paramount in 1946.

## *Name McCrork Altec Eastern Manager*

C. A. McCrork, of Pennsylvania, has been chosen to succeed Dave Peterson as branch manager of Altec's Eastern division, with headquarters in Philadelphia. Peterson last week was appointed Western division manager, with offices in Los Angeles.

# UA Will Release 4 Films in Nov., Dec.

Four productions: "The Glass Wall," "Monsoon," "Outpost in Malaya" and "Kansas City Confidential," will be released by United Artists during November and December, it was announced by William J. Heineman, UA vice-president in charge of distribution.

"Kansas City Confidential' is scheduled for pre-release engagements, while the other three will be placed in general release.

### UA to Re-release 'Christmas Carol'

United Artists will re-release "A Christmas Carol," film version of the Charles Dickens story, for the holiday season, distribution vice-president William J. Heinman disclosed. More than 100 bookings have already been set, it was said.

# *Short Subject*

## *"Curtain Call"*

(*Art Films—20th Century-Fox*)

A singularly enthralling short subject is 20th Century-Fox's "Curtain Call" which provides a 10-minute examination of the art of Edgar Degas, world-famous French painter of the 19th Century. One of seven films photographed in color by Technicolor in great museums and on location in Europe, under the production aegis of Boris Vermont and Marilyn Silverstone, this short is indeed a distinct credit to the motion picture screen and one which should generate profound audience enthusiasm.

A specialist in portraying on canvas the grace and charm of ballet girls, the vivid excitement of the racetrack and the meditative human countenance, Degas emerges here in all his greatness through the recollections of an art shop proprietor. The camera recalls from time to time the Parisian atmosphere wherein the artist lived and worked, thus merging in superb fashion glimpses of his famous paintings and the very life that inspired them. Jacques Belasco's beautiful music score complements the loveliness brought to the screen by Art Films Productions. Running time, 10 minutes.

## *Fitzgibbons Cited by Canadian Council*

TORONTO, Oct. 22.—President J. J. Fitzgibbons of Famous Players Canadian Corp. is one of six who have been named for citations to be awarded by the Canadian Council of Christians and Jews, of which he is a past national president. The award recognizes outstanding service in the promotion of friendship among races and creeds.

At the end of World War II, Fitzgibbons was decorated by King George VI with the award of Commander of the Order of the British Empire for meritorious work in the patriotic cause.

## *TOA Issues Digest Of 1952 Convention*

Theatre Owners of America has sent to members a 22-page "1952 Convention Digest," covering all matters dealt with at the organization's annual convention in Washington last month.

In addition to exerpts from speeches made at the convention by Eric A. Johnston, Alfred Starr, Elmer C. Rhoden, Mitchell Wolfson and others, the digest sets forth statements of policy with respect to the government's 16mm. anti-trust suit, arbitration, taxation, theatre TV, etc. The data was assembled and compiled by Dick Pitts, TOA administrative assistant.

## *Put Off Biberman Bid*

HOLLYWOOD, Oct. 22.—The Screen Directors Guild directors have postponed for two weeks the appearance before it of Herbert Biberman, a member of the "Unfriendly Nine," who seeks reinstatement. A board representative said the directors want more time to study the case. Biberman will have to sign a SDG loyalty oath before readmission.

## *Mich. Allied Re-elects Vlachos President*

**Detroit, Oct. 22. — Allied Theatres of Michigan members unanimously re-elected the same officers for a second term. John Vlachos remains as president; E. J. Pennell, vice-president; Irving Belinsky, secretary-treasurer, and Allan Johnson, national Allied director. Mrs. Dolores Cassidy of Midland was chosen as alternate national director. Ernest T. Conlon, remains executive-secretary.**

## Michigan Law

(*Continued from page* 1)

in such a manner that the screens would face the highway.

Adolph and Irving Goldberg and Charles Komer of the Community Theatre were hosts to the attending exhibitors at their Bel-Air Drive-In for a special discussion on drive-in theatres. Ted Rogvy, theatre architect, was on hand to answer any questions pertaining to drive-ins.

Allen Johnson, Allied national representative, gave the meeting a report on Council of Motion Picture Organizations activities.

At a board of directors meeting the following were elected by districts: district one, Al Ackerman, Detroit; two, Joseph Denniston, Monroe; three, C. J. Beechler, Charlotte; four, Henry Carley, Holland; five, Allen Johnson, Grand Rapids; six, Herbert Fox, Mason; seven, R. Ashmun, Caro; eight, Wayne Chase, Lake Odess; nine, Glenn Wallace, Scottville; 10, Ed Johnson, Bay City; 11, Martin Thomas, Menominee; 12, John Schuyler, Marquette; 13, Lew Wisper, Detroit; 14, Emerson Wood, Harbor Springs; 15, Elliot Cohen, Detroit; 16, John Vlachos, Flat Rock; 17, Adolph Goldberg, Detroit; 18, Irving Belinski; two, Rene Germani, Monroe; three, E. J. Pennell, Bronson; four, Harry Burin, Benton Harbor; five, Marti Christiansen, Muskegon; six, E. P. Dalton, Flushing; seven, N. Stafford, Cass City; eight, Stanley Marz, Saginaw; nine, Ed Loomis, Elk Rapids; 10, W. James Olson, Clare; 11, Joseph DePaul, Sault Ste. Marie; 12, Ben Grobaski, Lanse; 13, Racy Schreiber, Detroit; 14, Fred Delodder, Detroit; 15, Lou Mitchell, Detroit; 16. Roger Robinson, Detroit; 17, Irving Goldberg, Detroit; 18, Roy Hardy, Pontiac. Griffin was elected director at large for three years term to succeed Ray Branch of Hastings.

The three-day convention ended with a banquet in the Tuller Hotel.

## Arbitration Cost

(*Continued from page* 1)

further changes that met with distribution's approval all that would remain to be decided would be a formula for financing.

Distributor representatives, in discussing among themselves recently the amended draft, are understood to have expressed the opinion that neither exhibition nor distribution would want the other to carry more than its share of financial responsibility for an arbitration system.

It was expected that the cost of operating a system would not be excessive.

# RKO Radio Resignations

(*Continued from page* 1)

The resignations also apply to the chief operating subsidiary of RKO Pictures, RKO Radio, and to all other subsidiaries with which the three were identified.

**Neither Stolkin, Koolish nor Gorman could be reached for questioning last night but individuals close to the RKO Pictures' scene indicated that Stolkin, Koolish and Ryan have not sold or otherwise disposed of their individual stock holdings in the company and, so far as was known, have no intention of so doing at this time.**

The *Wall Street Journal* had published three articles on members of the Stolkin syndicate, devoting one apiece to each of the three whose resignations were accepted yesterday. The first article dealt with business activities of Koolish, going back about 20 years, and including alleged brushes with better business bureaus, the Federal Trade Commission and other agencies over methods of business conduct. The second dealt with Ryan's alleged heavy wagering on sports and other events and testimony in last year's Kefauver Senate Crime Investigating Committee hearings linking him with professional gamblers as an acquaintance of theirs.

The third article dealt with Stolkin and repeated much of the history of the Koolish article, due to the fact that Stolkin had been associated with his father-in-law in some of the business ventures which allegedly won the disapproval of civic and Federal agencies.

**Also reported to have ended his association with RKO Pictures, although the company did not confirm it, is Sidney Korshak, Chicago attorney, who had been appointed "labor counsel" for the company by the new management. Korshak had a part in the Stolkin syndicate's negotiations for the purchase of the Hughes' stock. He was identified in the *Wall Street Journal's* articles as an attorney at one time for "Cherry Nose" Gioe, a Chicago gangster who was convicted of extortion for his part in the blackmailing of motion picture executives who dominated projectionists' and other industry unions in the 1930s.**

Members of the Stolkin syndicate remaining on the RKO Pictures board are: Edward G. Burke and Sherrill C. Corwin, vice-president and studio representative. Also remaining are: Arnold Grant, chairman and chief executive officer William H. Clark, treasurer; and Gordon Youngman, member of the Bautzer, Grant, Youngman and Silbert law firm of Beverly Hills.

Grant said yesterday that "It is the intention of the board as soon as possible to fill the vacancies with men of outstanding calibre, who will be well qualified to represent the interests of all stockholders of RKO. It is hoped that this can be accomplished within the next 10 days."

Presumably, the post of president, when filled, will not include the chief executive duties held by Grant, unless he succeeds to the title and relinquishes the board chairmanship to another. Grant has been given complete administrative authority by the board.

## *Pittsburgh Variety Elects a New Crew*

PITTSBURGH, Oct. 22.—At a meeting held in the Variety Club the following were named as the 1953 crew for Tent No. 1.:

Harold Lund, Carl Doser, Norman Mervis, Sam Speranza, Bob Prince, Elmer Ecker, Al Weiblinger, Jimmy Klingensmith, Ray Downey, Ray Scott and Harry Kodinsky. They will meet within two weeks to name officers.

## *Install Theatre TV In Chi.'s Telenews*

CHICAGO, Oct. 22.—The Telenews Theatre in the Loop here is installing a Motiograph Trad large screen television system, according to division manager Sylvan Goldfinger. This will bring the number of theatres in Chicago with large-screen television to six.

## Name Brandt

(*Continued from page* 1)

career 17 years ago with Fox Theatres. Following that he joined United Artists as director of advertising, publicity and exploitation for Eagle-Lion films, and then Lopert.

# *Goldberg to Assist Norton*

Fred Goldberg was yesterday named assistant publicity manager and head of the special events unit of RKO Radio Pictures by Kay Norton, publicity manager.

Goldberg formerly was newspaper contact for Paramount Pictures. He resigned recently to work with the Samuel Goldwyn organization on "Hans Christian Andersen."

Other staff positions announced were: Ruth Cosgrove to head the radio—TV and music department, assisted by Walter Wood. Al Stern, formerly trade paper contact, will join Jack Lewis in the writing department. John Springer and Betty Folker will handle magazines. Bob Boehnel will remain in his post as daily press contact and Jerry Cooper remains in charge of promotions. Frank Petraglia has been assigned to syndicate contact and handling of class "B" magazines.

## Columbia Loan

(*Continued from page* 1)

the full sum to mature in five years provides $10,000,000 in fixed credits and $5,000,000 in open credits with amortization of both at the rate of 10 per cent annually. The increases in the company's borrowing facilities is a reflection of "intensified plans for the production of (Columbia's) future schedule of films for worldwide distribution," the company stated.


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LOS ANGELES — Chinese, Ritz, L. A. & Academy — **SOCKO!**

SAN FRANCISCO — United Artists — **BIGGEST OPENING SINCE "AFRICAN QUEEN"**

SALT LAKE CITY — Center — **TERRIFIC!**

ROCHESTER — Loew's — **VERY BIG!**

Chuck Melven, in the Philadelphia Daily News, says it for us:
**"If you haven't already heard about 'THE THIEF' then we must assume you live in a cave. For it has been a long time since any picture has gotten as much advance (free) newspaper space as this one!"**

**Watch for hundreds of important dates coming up—"THE THIEF" is heading for the big money!**

*Introducing* **RITA GAM** *LIFE Magazine calls her "Silent and Sexy!"*



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Executive Producer Harry M. Popkin · Written for the screen by Clarence Greene & Russell Rouse · Music by Herschel Gilbert · Produced by Clarence Greene · Directed by Russell Rouse · A Harry M. Popkin Production

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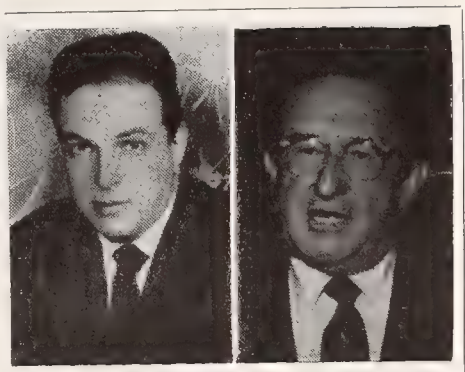
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VOL. 72. NO. 80 NEW YORK, U. S. A., THURSDAY, OCTOBER 23, 1952 TEN CENTS

# Stolkin, Koolish, Gorman Resign RKO Radio Posts

## *Presidency, Board Vacancies to Be Filled In 10 Days; Resignations Follow 'Wall St. Journal' Articles on Business Backgrounds*

Ralph E. Stolkin, head of the syndicate which one month ago today bought Howard Hughes' controlling stock interest in RKO Pictures, and who three weeks ago today was elected president of the company, resigned that post and also withdrew from the company's board of directors yesterday.



RALPH STOLKIN A. L. KOOLISH

Resigning from the board with Stolkin were A. L. Koolish, his father-in-law and a member of the purchasing syndicate, and William Gorman, the representative on the board of Ray Ryan, another member of the syndicate. The latter two were not officers of RKO Pictures.

That the resignations were the direct result of the series of articles published by the *Wall Street Journal* during the past week detailing past business and other activities of the three was clear from the statement issued announcing their resignations, although the *Journal* was not mentioned by name. The statement of the three said:

"Our only interest in acquiring stock of RKO Pictures Corp. was our belief that the company can be, under able and independent management, brought to the full realization of its great potential.

**"We recognize that a volume of unfavorable publicity directed against us as individuals has been or can be damaging to the company.**

"Consistent with our original intent of doing that which is best for the company, and for that reason only, we have submitted our resignations."

(Continued on page 5)

## Urge Michigan Law to Outlaw Free Pictures

### *Griffin Attacks Practice, Cites Theatre Importance*

DETROIT, Oct. 22. — Lawrence Griffin, who recently became an exhibitor following his retirement from an executive post with a grocery chain, today attacked before a morning meeting today of Allied Theatres of Michigan the practice of free motion picture showings by business concerns and others.

**Griffin emphasized in his address before the convention delegates the importance of the motion picture theatre to a community, no matter how large or how small.**

During a discussion on the topic Griffin chose, a suggestion was made to appeal to the Michigan legislature to have laws passed which would make free motion pictures unlawful, even to the extent that exhibitors would be prohibited from constructing drive-ins

(Continued on page 5)

## SAG Negotiations Are Broken Off

HOLLYWOOD, Oct. 22.—Screen Actors Guild has broken off collective bargaining negotiations with the American Association of Advertising Agencies and New York film producers who make filmed commercials, it was announced today, and strike action is expected to be voted immediately.

Negotiations broke down completely over the agencies insistence on the right to televise filmed commercial spots without limitation throughout the nation for a period of 13 weeks.

## Columbia Pictures Gets Larger Loan

Columbia Pictures Corp. yesterday revealed completion of agreements for $15,000,000 in credits with the First National Bank of Boston, the Bank of America, and the Bank of Manhattan, to replace financial arrangements made with the same banks in Aug. 1950 for $12,000,000.

The new agreement stipulates that

(Continued on page 5)

## Name Brandt RKO Exploitation Head

Leon Brandt was named exploitation manager of RKO Radio Pictures yesterday by Richard Condon, national director of advertising, publicity and exploitation. He succeeds Terry Turner, resigned.



Leon Brandt

Brandt, national director of advertising, publicity and exploitation for Lopert Films, will assume his new duties on Nov. 3. Brandt began his industry

(Continued on page 5)

## *Equal Arbitration Cost-Sharing Seen*

Financing of an industry system of arbitration, the only subject not dealt with in the distributor-amended arbitration draft which has been circulating in the industry, is expected to be shared equally by distributors and exhibitors, according to observers here.

If the draft meets with exhibition's approval in its present form or with

(Continued on page 5)

## *Starr to Address Memphis Convention*

**Memphis, Oct. 22. — Alfred Starr, president of the Theatre Owners of America, will be one of the speakers at the annual convention of the Motion Picture Theatre Owners of Arkansas, Tennessee and Mississippi. The three-day meeting will open here on Monday.**

## *Tells FCC of Industry's Need for Exclusive Band*

WASHINGTON, Oct. 22.—The industry today asked the Federal Communications Commission to allocate for the exclusive use of theatre television the frequencies from 5,925 to 6,285 megacycles, which are currently allocated as common carrier frequencies.

This portion of the spectrum must be the "backbone" of theatre television distribution systems, National Exhibitor Theatre Television Committee consulting engineer Stuart Bailey told the FCC, enabling the extension of service over long distances.

This contention was the nub of today's testimony in the FCC hearings on the engineering and accounting phases of the theatre television hearing. Bailey told the commission that in the event the FCC considered exclusive allocation of these frequencies to theatre television undesirable, common carriers and others could use the frequencies on a non-interfering basis, with theatre television the primary user. Other suggestions made by Bailey in case the FCC did not want to make exclusive allocation of frequencies included classifying theatre television as an industrial radio service on a frequency-sharing basis with

(Continued on page 4)

## *Minimum of 15,000 To See Lees TV*

**At least 15,000 persons are expected to view the closed circuit theatre telecast of the James Lees and Sons national sales convention on Dec. 8, a spokesman for the carpet manufacturing firm disclosed here yesterday.**

**The spokesman estimated a minimum audience of 1,000 persons in each of the 15 cities slated to carry the telecast, contracted for by Theatre Network Television.**

# Personal Mention

MAX E. YOUNGSTEIN, United Artists vice-president, is due to return to New York on Monday from London.

•

JAMES H. ESHELMAN, former city manager for United Paramount Theatres in Buffalo and Rochester, is now manager of the Gopher Theatre in Minneapolis.

•

MRS. LUKE STRAGER, wife of the Universal traveling auditor visiting in San Francisco, is at St. Mary's Hospital there recuperating from surgery.

•

LEE J. HOFHEIMER of H. and S. Theatres in Columbus, announces the engagement of his daughter, JOYCE, to LEONARD STRELITZ of Norfolk, Va.

•

BERNARD SEAMAN, manager of the Beacon Theatre in Baltimore, and MRS. SEAMAN are honeymooning in Europe.

•

JEFF LIVINGSTON, Universal Eastern advertising manager, will be in New Haven today and will return here tomorrow.

•

MILTON R. RACKMIL, Universal president, is due here from the Coast tomorrow.

•

BILL KELLY and BUFORD STYLES of the Universal branch in Jacksonville have returned there from Hollywood.

•

HENDERSON M. RICHEY, M-G-M exhibitor relations head, will return here today from Detroit.

## *Emerling, Morris at Ampa School Tonight*

Ernest Emerling and Seymour Morris, directors of advertising-publicity-exploitation for Loew's and Schine Theatres, respectively, will be guest lecturers at the Associated Motion Picture Advertisers' showmanship course tonight. Al Floersheimer, advertising-publicity-exploitation director of Walter Reade Theatres, is chairman for the program which will take place at the Woodstock Hotel here.

Following the class, 50 of the students will accompany AMPA president Harry K. McWilliams on the first showmanship tour to the Filmack Trailer Co. The Filmack plant will be open and working to enable the class to see film trailers in actual production.

## *William W. Young, 84*

William Wesley Young, 84, producer and director of the silent films "Alice in Wonderland" and "Alice Through the Looking Glass," died here Tuesday in St. Barnabas Hospital. Also a co-producer with Clarence Darrow, the major part of his career was spent as a writer and editor on various newspapers and periodicals. He was a brother of the late cartoonist Art Young.

# Albany Unit Bids TOA Become A Defendant in Suit

ALBANY, Oct. 22.—Albany Theatre Owners of America, at a meeting today, voted to recommend that national TOA be made a party defendant in the Department of Justice anti-trust suit for the release of 16mm. pictures to TV stations.

The unit also reacted favorably to a report by executive director-counsel Lewis A. Sumberg on the arbitration plan considered at the recent national convention in Washington. Members agreed that it would be "particularly helpful to independent exhibitors." Sumberg described the proposal as one that would give "speedy and economical relief" to exhibitors.

Members reported that the local exchange area is suffering "disproportionately" from a print shortage. They believe the number should be increased by 50 per cent. The matter will first be discussed with branch managers. Sumberg and president Harry Lamont promised that if they do not get action "within a reasonable time" TOA will follow through on the national level.

Saul J. Ullman, distributor chairman for the Council of Motion Picture Organizations in the drive to repeal the 20 per cent Federal admission tax, reported on conferences he had held with elected representatives from this area.

Members were warned against playing ASCAP music unless they have signed the new licensing agreement. They will also ask to hold themselves in readiness for swift action if any bills "harmful" to the industry are presented at the next session of the legislature convening in January.

Sam Davis of Phoenicia was elected to the board of directors.

A luncheon meeting will be held here Nov. 17.

## *'Limelight' U. S. Premiere Today*

Charles Chaplin's "Limelight," which will have its American premiere today at the Astor and Trans-Lux 60th St. theatres, in New York, will have its West Coast premiere on Nov. 13 at the United Artists Theatre in San Francisco and its first Canadian engagements during the following week on the Odeon circuit in Toronto, Vancouver, Victoria, Winnipeg, Calgary and Edmonton. All of the engagements will be on a continuous-run schedule.

First of the Odeon bookings will be in Vancouver, where "Limelight" will open on Nov. 20 in 11 theatres. The other engagements will begin on Nov. 21, except at Edmont, where the opening will be on Nov. 28.

## *Franke Joins Paramount*

Charles Franke, a member of the staff of MOTION PICTURE DAILY for the past eight years, has been named trade press publicity contact for Paramount Pictures, effective in two weeks. He replaces Murray Segal, who takes a similar post with RKO Radio.

## *INS Election Service Seen in N.Y. Houses*

**Chicago, Oct. 22.—International News Service is offering a special election night service to theatres and other public gathering places to enable them to bring results of the election to their audiences. The service consists of installation of a high-speed INS teletype printer to be installed for the day and night of Nov. 4 in a place designated by the customer. INS claims that the service is going to be used on election night at the Paramount, Capitol, and Palace in New York, as well as at other theatres there and throughout the country.**

# Claims Costs Low to Show Natural Vision

Theatre alteration costs for the presentation of Natural Vision films would be a maximum of $1,000 for a first-run house and from $200 to $300 for a subsequent run, it was estimated yesterday by Milton Gunzburg, president of Natural Vision, third dimensional film company. The alteration costs, which he considered low, would mainly consist of coupling two projectors, attaching 5,500-foot magazines, and using a reflective type screen.

Gunzburg noted that many small town theatres already have a reflective type screen and thought that the magazines could be easily rented. Otherwise all other equipment is standard. He said the $1,000 figure is based on alterations done by the Hollywood and Paramount Theatres in Hollywood for the premiere showing of Arch Obler's "Bwana Devil," on Nov. 27, but emphasized these were rather extensive alterations and the figure might be even lower.

Gunzburg, who is associated with George J. Schaefer, revealed the firm has contracts for four more Natural Vision films, all in color. Obler has a one-picture-a-year contract with the company. Of the other three films, one is expected to be ready for late 1953 release. While here Gunzburg is investigating the possibility of processing stage plays in Natural Vision.

## *Clark in Chicago Sets 2nd Film Fete*

CHICAGO, Oct. 22.—Thirty of Hollywood's top films of the last 20 years will be presented during the second "Great Films Festival" at the Clark Theatre from Sunday, Nov. 9 through Sunday, Nov. 23.

Response to the first festival last February was such, according to general manager Bruce Trinz, that the theatre has adopted a policy of periodic film revivals based on requests of its patrons. Two pictures will be shown daily for 15 days on an around-the-clock basis. The Clark is open daily from 8:00 A.M. to 6:00 A.M.

# *WELFARE FUN IS PLANNED IN ST. LOUIS*

ST. LOUIS, Oct. 22.—Plans for a permanent welfare fund for men and women in the amusement and entertainment fields, including all channels of the motion picture business are scheduled for discussion at a special meeting to be held in the Paramount exchange screening room on Friday.

At a meeting held last week, at which representatives from all branches of the St. Louis film industry were present, affirmation of the need for such a plan was voiced. The drive for a special fund has been intensified by recent examples of people in the industry brought to severe financial plights by accidents and illness.

A temporary organization committee to consider possibilities of such a fund consist of Tom Bloomer, president, MPTO of Eastern Missouri, St. Louis and Southern Illinois; Betty Wendt, business agent, Film Exchange Employes Union, Local No. B1; Leroy Upton, president, Stage Hands Union Local No. 8; Ed Butler, Ticket Sellers; Harry Yaeger, Motion Picture Cameramen; Tony Blust, president, Moving Picture Machine Operators Local No. 143; Lou Lavatta, business agent, Ushers Union; James Gately business agent, Film Exchange Employes Union Local No. F1; F. J. (Mike) Lee, manager, United Artists, for film exchange managers; George Ware, for the St. Louis Loge of the Colosseum of Motion Picture Salesmen of America, and Marcella Devinney and Marjorie Glynn, Republic Pictures, temporary secretaries.

# Humanitarian Award From Chicago Lodge

CHICAGO, Oct. 22.—A dinner-meeting of a committee of leading members of the local industry has been called for Monday night at the Covenant Club by Sam Levinson, chairman of the Chicago Cinema Lodge of B'nai B'rith, in order to start selecting an outstanding "humanitarian" engaged in the industry here for an award. The award is to be presented at a lodge dinner in February and is expected to become an annual event.

Although the award will be made on behalf of the Cinema Lodge, nonmembers have been asked to serve on the selection committee.

Among those who have been invited to the meeting are Nat Nathanson, who will serve as temporary chairman; Howard and Robert Lubliner, Mannie Gottlieb, Ben Lourie, Jack Rose, John, Harry and Elmer Balaban, Arthur Schoenstadt, Robert V. Harrison, Paul Marr; Joe Berenson, John J. Jones, Herbert Greenblatt, Jack Kirsch, David B. Wallerstein, Edwin Silverman, Joseph and Meyer Stern, Irving Mack, Sam Gorelick and Bruce Trinz.

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# NEW OPENINGS, NEW MIRACLES!

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**THE READY AUDIENCE IS TREMENDOUS! DATE IT, BACK IT– AND WATCH THE MIRACLE!**



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## "MIRACLE OF FATIMA"

COLOR BY WARNERCOLOR

*It runs and it runs!* FOURTH WEEKS IN BOSTON, DETROIT, PHILLY, FRISCO, BUFFALO (9 NEW YORK WEEKS)! *Latest holdovers:* UTICA, HARTFORD, NEW HAVEN, SCRANTON, WILKES BARRE, TRENTON, AKRON, PROVIDENCE, ERIE, DAYTON! *Also* LOUISVILLE, NEW ORLEANS, SYRACUSE, KANSAS CITY!

STARRING GILBERT ROLAND · ANGELA CLARK AND THE CHILDREN

SUSAN WHITNEY · SHERRY JACKSON · SAMMY OGG

WRITTEN FOR THE SCREEN BY CRANE WILBUR and JAMES O'HANLON

MUSIC BY MAX STEINER

PRODUCED BY BRYAN FOY

DIRECTED BY JOHN BRAHM

# Butterfield Requests New TV Channel

WASHINGTON, Oct. 22.—W. S. Butterfield Theatres has requested the Federal Communications Commission to grant it a television station license in Grand Rapids and changed an earlier application for a TV channel in Flint, in the hope of obtaining quicker action.

Butterfield Theatres had applied for VHF channel 16 in Flint shortly after the TV freeze was lifted this year. However, another firm, Trendle Campbell Broadcasting Corp., also applied for this channel. Recently the FCC indicated it would hold a hearing on these applications at which it would study, among other things, the anti-trust record of Butterfield Theatres.

In its request to switch its Flint application to VHF channel 12, Butterfield noted that this would leave only one firm applying for VHF channel 16 and one for VHF channel 12, thus both Flint applications could be granted promptly without any need for hearings.

## Tells FCC

(*Continued from page* 1)

other operational services.

In addition, Bailey said, if the frequencies desired are not available on an exclusive basis, extra frequencies above the 10,700 mc band should be provided for short-haul local service, in order to relieve possible congestion in Metropolitan centers.

Motion Picture Association of America engineer Andrew F. Inglis estimated that a theatre television distribution service would need a total of 420 mc, regardless of whether the service was furnished by common carriers or operated by the motion picture industry. This number, he said, would provide for 14 channels, each 30 mc wide, with two of the 14 channels used for remote pick-up.

MPAA engineer Frank H. McIntosh told the commission that the industry could begin immediate construction of microwave relay facilities upon allocation of the channels, if equipment were available.

The hearing recessed today until Friday, to allow the commision to conduct routine business tomorrow.

## *'Miracle of Fatima' Holdovers Increase*

Extended run engagements for "The Miracle of Fatima" continue at the Astor, Boston, and Boyd, Philadelphia, for fifth weeks in both situations, and for third weeks at the Downtown, Los Angeles, and Warner, Beverly Hills.

Second week holdovers have been set at the Mary Anderson, Louisville; Orpheum, New Orleans; Center, Fall River; Strand, Lowell; Palace, Rochester; Keith's, Syracuse; Missouri, Kansas City; Keith's, Indianapolis, and Olympia, Miami. After two weeks at the Majestic in Providence, "Fatima" moves over to the Carlton; after one week at the Palace, the picture moves over to the Grand in Columbus. In normal split-week situations at the Garde, New London, and Palace, Norwich, it holds for a week or more. "Fatima" has also been held for a third week at the Lyric Theatre in Manila, Philippines, it was reported here by Warner Brothers. This is the first engagement for the film outside the United States.

# *Reviews*

## *"Eight Iron Men"*

(*Stanley Kramer-Columbia*)

WAR at its unglamorous worst and the impact of ugly battle on the personalities of fighting men are dealt with in alternately incisive, humorous and bitter terms in producer Stanley Kramer's "Eight Iron Men." With Edward Dmytryk at the directorial helm and a handful of little-known male actors underplaying their American soldier roles for maximum effect against the backdrop of the rain-soaked ruin and rubble of an embattled European town in World War II, Kramer's latest not only continues, but underscores the tradition of realism-plus-production economy associated with his name.

Exhibitors have here an often tense, continually absorbing drama to offer their patrons. Of course, each showman is, or should be, cognizant of the popularity rating of war films in his bailiwick. Where they rate high, "Eight Iron Men" certainly will click solidly. Where they are less popular, an all-out selling job, coupled with the magic of the Kramer reputation, should spell good business.

This story of the unwritten law of comradery which the travail of battle imposes was converted into a more conversational than active screenplay by Harry Brown from his own play, "A Sound of Hunting." Here we meet Bonar Colleano, the platoon's light-hearted member whose slumberland adventures as a civilian Casanova introduce on the screen at intervals some wonderfully funny sequences that come as welcome relief from the unhappy atmosphere of the blasted building wherein he and his fellow soldiers are holed up. Present also is staff sergeant Lee Marvin, a man agonized in deciding how and when an attempt is to be made to rescue a platoon member who is up to his ears in the water of a nearby foxhole that comes under the constant raking of German machine gun fire. Too, there is Richard Kiley, somewhat psychologically affected by the knowledge of the unfortunate soldier's predicament and who would throw caution to the winds in attempting a rescue. Arthur Franz, Nick Dennis, James Griffith and Dick Moore also register importantly in G.I. roles. Credited as associate producers are Edna and Edward Anhalt.

Running time, 80 minutes. General audience classification. For December release.

CHARLES L. FRANKE

## *"The Wac from Walla Walla"*

(*Republic Pictures*)

JUDY CANOVA'S portrayal of the backwoods girl whose ignorance of big city customs is monumental follows the pattern of others of this series and should prove appealing to the Canova following. This issue has the usual elements of slapstick comedy and picks up in pace and interest when Miss Canova enlists in the Women's Army Corps. The star is at her best when she gets mixed up with a soldiers' platoon going over an obstacle course and later in a chase with some spies who seek a guided missile. A running gag throughout the film concerns the efforts of Miss Canova's father to patch together the statue of her heroic grandfather, and its subsequent breaking through various mishaps.

The story was written by Arthur Horman and has Miss Canova and June Vincent join the Army in an attempt to win the affection of Army hero Stephen Dunne. Miss Vincent is the scheming blonde who attempts to outshine the simple but sincere Miss Canova. Luck and Miss Canova's knowledge of backwoods family feuds combine to have her foil the efforts of spies Roy Barcroft and Allen Jenkins to obtain the guided missile and diagrams. During the proceedings Miss Canova sings four songs, "Lovey," "If Only Dreams Came True," "Boy, Oh Boy" and "Song of the Women's Army Corps."

Sidney Picker was associate producer and William Witney directed. Others in the cast are Irene Ryan, George Cleveland, George Chandler, Thurston Hall, Dick Wessel, Sarah Spencer and The Republic Rhythm Riders.

Running time, 83 minutes. General audience classification. Release date, Oct. 10.

WALTER PASHKIN

# Ricketts Assumes Para. Branch Post

James Ricketts has been named branch manager of Paramount's Denver exchange, effective immediately, it was disclosed yesterday by A. W. Schwalberg, president of Paramount Film Distributing Corp.

Former office booking manager in Denver, Ricketts was appointed acting branch manager there last July. He joined Paramount in 1946.

## *Name McCrork Altec Eastern Manager*

C. A. McCrork, of Pennsylvania, has been chosen to succeed Dave Peterson as branch manager of Altec's Eastern division, with headquarters in Philadelphia. Peterson last week was appointed Western division manager, with offices in Los Angeles.

# UA Will Release 4 Films in Nov., Dec.

Four productions: "The Glass Wall," "Monsoon," "Outpost in Malaya" and "Kansas City Confidential," will be released by United Artists during November and December, it was announced by William J. Heineman, UA vice-president in charge of distribution.

"Kansas City Confidential' is scheduled for pre-release engagements, while the other three will be placed in general release.

### UA to Re-release 'Christmas Carol'

United Artists will re-release "A Christmas Carol," film version of the Charles Dickens story, for the holiday season, distribution vice-president William J. Heinman disclosed. More than 100 bookings have already been set, it was said.

# *Short Subject*

## *"Curtain Call"*

(*Art Films—20th Century-Fox*)

A singularly enthralling short subject is 20th Century-Fox's "Curtain Call" which provides a 10-minute examination of the art of Edgar Degas, world-famous French painter of the 19th Century. One of seven films photographed in color by Technicolor in great museums and on location in Europe, under the production aegis of Boris Vermont and Marilyn Silverstone, this short is indeed a distinct credit to the motion picture screen and one which should generate profound audience enthusiasm.

A specialist in portraying on canvas the grace and charm of ballet girls, the vivid excitement of the racetrack and the meditative human countenance, Degas emerges here in all his greatness through the recollections of an art shop proprietor. The camera recalls from time to time the Parisian atmosphere wherein the artist lived and worked, thus merging in superb fashion glimpses of his famous paintings and the very life that inspired them. Jacques Belasco's beautiful music score complements the loveliness brought to the screen by Art Films Productions. Running time, 10 minutes.

## *Fitzgibbons Cited by Canadian Council*

TORONTO, Oct. 22.—President J. J. Fitzgibbons of Famous Players Canadian Corp. is one of six who have been named for citations to be awarded by the Canadian Council of Christians and Jews, of which he is a past national president. The award recognizes outstanding service in the promotion of friendship among races and creeds.

At the end of World War II, Fitzgibbons was decorated by King George VI with the award of Commander of the Order of the British Empire for meritorious work in the patriotic cause.

## *TOA Issues Digest Of 1952 Convention*

Theatre Owners of America has sent to members a 22-page "1952 Convention Digest," covering all matters dealt with at the organization's annual convention in Washington last month.

In addition to exerpts from speeches made at the convention by Eric A. Johnston, Alfred Starr, Elmer C. Rhoden, Mitchell Wolfson and others, the digest sets forth statements of policy with respect to the government's 16mm. anti-trust suit, arbitration, taxation, theatre TV, etc. The data was assembled and compiled by Dick Pitts, TOA administrative assistant.

## *Put Off Biberman Bid*

HOLLYWOOD, Oct. 22.—The Screen Directors Guild directors have postponed for two weeks the appearance before it of Herbert Biberman, a member of the "Unfriendly Nine," who seeks reinstatement. A board representative said the directors want more time to study the case. Biberman will have to sign a SDG loyalty oath before readmission.

## *Mich. Allied Re-elects Vlachos President*

**Detroit, Oct. 22. — Allied Theatres of Michigan members unanimously re-elected the same officers for a second term. John Vlachos remains as president; E. J. Pennell, vice-president; Irving Belinsky, secretary-treasurer, and Allan Johnson, national Allied director. Mrs. Dolores Cassidy of Midland was chosen as alternate national director. Ernest T. Conlon, remains executive-secretary.**

## Michigan Law

(*Continued from page* 1)

in such a manner that the screens would face the highway.

Adolph and Irving Goldberg and Charles Komer of the Community Theatre were hosts to the attending exhibitors at their Bel-Air Drive-In for a special discussion on drive-in theatres. Ted Rogvy, theatre architect, was on hand to answer any questions pertaining to drive-ins.

Allen Johnson, Allied national representative, gave the meeting a report on Council of Motion Picture Organizations activities.

At a board of directors meeting the following were elected by districts: district one, Al Ackerman, Detroit; two, Joseph Denniston, Monroe; three, C. J. Beechler, Charlotte; four, Henry Carley, Holland; five, Allen Johnson, Grand Rapids; six, Herbert Fox, Mason; seven, R. Ashmun, Caro; eight, Wayne Chase, Lake Odess; nine, Glenn Wallace, Scottville; 10, Ed Johnson, Bay City; 11, Martin Thomas, Menominee; 12, John Schuyler, Marquette; 13, Lew Wisper, Detroit; 14, Emerson Wood, Harbor Springs; 15, Elliot Cohen, Detroit; 16, John Vlachos, Flat Rock; 17, Adolph Goldberg, Detroit; 18, Irving Belinski; two, Rene Germani, Monroe; three, E. J. Pennell, Bronson; four, Harry Burin, Benton Harbor; five, Marti Christiansen, Muskegon; six, E. P. Dalton, Flushing; seven, N. Stafford, Cass City; eight, Stanley Marz, Saginaw; nine, Ed Loomis, Elk Rapids; 10, W. James Olson, Clare; 11, Joseph DePaul, Sault Ste. Marie; 12, Ben Grobaski, Lanse; 13, Racy Schreiber, Detroit; 14, Fred Delodder, Detroit; 15, Lou Mitchell, Detroit; 16, Roger Robinson, Detroit; 17, Irving Goldberg, Detroit; 18, Roy Hardy, Pontiac. Griffin was elected director at large for three years term to succeed Ray Branch of Hastings.

The three-day convention ended with a banquet in the Tuller Hotel.

## Arbitration Cost

(*Continued from page* 1)

further changes that met with distribution's approval all that would remain to be decided would be a formula for financing.

Distributor representatives, in discussing among themselves recently the amended draft, are understood to have expressed the opinion that neither exhibition nor distribution would want the other to carry more than its share of financial responsibility for an arbitration system.

It was expected that the cost of operating a system would not be excessive.

# RKO Radio Resignations

(*Continued from page* 1)

The resignations also apply to the chief operating subsidiary of RKO Pictures, RKO Radio, and to all other subsidiaries with which the three were identified.

**Neither Stolkin, Koolish nor Gorman could be reached for questioning last night but individuals close to the RKO Pictures' scene indicated that Stolkin, Koolish and Ryan have not sold or otherwise disposed of their individual stock holdings in the company and, so far as was known, have no intention of so doing at this time.**

The *Wall Street Journal* had published three articles on members of the Stolkin syndicate, devoting one apiece to each of the three whose resignations were accepted yesterday. The first article dealt with business activities of Koolish, going back about 20 years, and including alleged brushes with better business bureaus, the Federal Trade Commission and other agencies over methods of business conduct. The second dealt with Ryan's alleged heavy wagering on sports and other events and testimony in last year's Kefauver Senate Crime Investigating Committee hearings linking him with professional gamblers as an acquaintance of theirs.

The third article dealt with Stolkin and repeated much of the history of the Koolish article, due to the fact that Stolkin had been associated with his father-in-law in some of the business ventures which allegedly won the disapproval of civic and Federal agencies.

**Also reported to have ended his association with RKO Pictures, although the company did not confirm it, is Sidney Korshak, Chicago attorney, who had been appointed "labor counsel" for the company by the new management. Korshak had a part in the Stolkin syndicate's negotiations for the purchase of the Hughes' stock. He was identified in the *Wall Street Journal's* articles as an attorney at one time for "Cherry Nose" Gioe, a Chicago gangster who was convicted of extortion for his part in the blackmailing of motion picture executives who dominated projectionists' and other industry unions in the 1930s.**

Members of the Stolkin syndicate remaining on the RKO Pictures board are: Edward G. Burke and Sherrill C. Corwin, vice-president and studio representative. Also remaining are: Arnold Grant, chairman and chief executive officer William H. Clark, treasurer; and Gordon Youngman, member of the Bautzer, Grant, Youngman and Silbert law firm of Beverly Hills.

Grant said yesterday that "It is the intention of the board as soon as possible to fill the vacancies with men of outstanding calibre, who will be well qualified to represent the interests of all stockholders of RKO. It is hoped that this can be accomplished within the next 10 days."

Presumably, the post of president, when filled, will not include the chief executive duties held by Grant, unless he succeeds to the title and relinquishes the board chairmanship to another. Grant has been given complete administrative authority by the board.

## *Pittsburgh Variety Elects a New Crew*

PITTSBURGH, Oct. 22.—At a meeting held in the Variety Club the following were named as the 1953 crew for Tent No. 1.:

Harold Lund, Carl Doser, Norman Mervis, Sam Speranza, Bob Prince, Elmer Ecker, Al Weiblinger, Jimmy Klingensmith, Ray Downey, Ray Scott and Harry Kodinsky. They will meet within two weeks to name officers.

## *Install Theatre TV In Chi.'s Telenews*

CHICAGO, Oct. 22.—The Telenews Theatre in the Loop here is installing a Motiograph Trad large screen television system, according to division manager Sylvan Goldfinger. This will bring the number of theatres in Chicago with large-screen television to six.

## Name Brandt

(*Continued from page* 1)

career 17 years ago with Fox Theatres. Following that he joined United Artists as director of advertising, publicity and exploitation for Eagle-Lion films, and then Lopert.

# *Goldberg to Assist Norton*

Fred Goldberg was yesterday named assistant publicity manager and head of the special events unit of RKO Radio Pictures by Kay Norton, publicity manager.

Goldberg formerly was newspaper contact for Paramount Pictures. He resigned recently to work with the Samuel Goldwyn organization on "Hans Christian Andersen."

Other staff positions announced were: Ruth Cosgrove to head the radio—TV and music department, assisted by Walter Wood. Al Stern, formerly trade paper contact, will join Jack Lewis in the writing department. John Springer and Betty Folker will handle magazines. Bob Boehnel will remain in his post as daily press contact and Jerry Cooper remains in charge of promotions. Frank Petraglia has been assigned to syndicate contact and handling of class "B" magazines.

## Columbia Loan

(*Continued from page* 1)

the full sum to mature in five years provides $10,000,000 in fixed credits and $5,000,000 in open credits with amortization of both at the rate of 10 per cent annually. The increases in the company's borrowing facilities is a reflection of "intensified plans for the production of (Columbia's) future schedule of films for worldwide distribution," the company stated.


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# CATCH "THE THIEF"




## HE'S OFF...
## TO A GREAT START AT THE ROXY THEATRE, N. Y.!
## BIGGEST NON-HOLIDAY WEEK OF THE YEAR!

**And running up smash business in all opening engagements:**

PHILADELPHIA — Aldine — **HOLDOVER!**

ATLANTIC CITY — Embassy — **HOLDOVER!**

LOS ANGELES — Chinese, Ritz, L. A. & Academy — **SOCKO!**

SAN FRANCISCO — United Artists — **BIGGEST OPENING SINCE "AFRICAN QUEEN"**

SALT LAKE CITY — Center — **TERRIFIC!**

ROCHESTER — Loew's — **VERY BIG!**

Chuck Melven, in the Philadelphia Daily News, says it for us:
**"If you haven't already heard about 'THE THIEF' then we must assume you live in a cave. For it has been a long time since any picture has gotten as much advance (free) newspaper space as this one!"**

**Watch for hundreds of important dates coming up—"THE THIEF" is heading for the big money!**

ntroducing
**RITA GAM**
*LIFE Magazine calls her "Silent and Sexy!"*



# BIG B.O. REWARD!

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FIRST IN FILM NEWS

# MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 81 NEW YORK, U. S. A., FRIDAY, OCTOBER 24, 1952 TEN CENTS

## *Tradewise . . .*

By SHERWIN KANE

THE difficult and urgent task of reorganizing RKO Radio and restoring its operations to a smoothly functioning and commercially healthy state were interrupted this week by forces beyond the control of management. In the resignations from the board of directors of Ralph Stolkin, A. L. Koolish and William Gorman, and of Stolkin from the presidency, there was a major diversion which is of more consequence as an immediately delaying factor in the re-building of a working company than any other influence it may exert on the future of RKO Radio.

That is because much of the immediate reorganizing work and planning of Arnold Grant, board chairman and chief executive officer, and his staff necessarily has been interrupted and diverted by the circumstances leading up to the resignations and by the basic task of filling the vacancies. The diversion is of less consequence insofar as the future is concerned because none of the three, Stolkin, Koolish and Gorman, was slated for any vitally active role in the management of the company.

The significance of the added trial imposed upon the company and Grant's management is to be measured for the most part in time lost. It is to be assumed that the setback will be overcome as swiftly as pos-

(*Continued on page 2*)

## Technicolor Set for 3 AA Features

HOLLYWOOD, Oct. 23.—Allied Artists and Technicolor, Inc., have completed negotiations under which the former obtains three Technicolor feature commitments for the 1953 schedule, not counting the previously announced "Affair in Monte Carlo" made in England with Associated British-Pathe.

The three films, as announced by president Steve Broidy, and to be made here, are "Wichita," "The Annapolis Story" and "The Black Knight," all under the personal supervision of Walter Mirisch.

This marks the first time Technicolor will be used in the history of the company, in line with the studio's new policy of upgrading product wherever possible.

"Affair in Monte Carlo" stars Merle Oberon, Richard Todd, Leo Genn and was produced by Victor Saville.

## *Eyssell to Head 'Andersen' Benefit for Rogers Hospital*

G. S. Eyssell, president of Rockefeller Center, Inc., has accepted the chairmanship of the world premiere benefit performance of Samuel Goldwyn's "Hans Christian Andersen" for the Variety Clubs Will Rogers Memorial Hospital at New York's Criterion Theatre on the evening of Nov 24, it was announced here yesterday by A. Montague, Columbia Pictures vice - president, and president of the Memorial Hospital organization.



G. S. Eyssell

"In establishing the premiere, the trustees of the Will Rogers Memorial Hospital said it was their intention to make this an annual event which not only would raise money for the institution but also create a traditional hallmark for the motion picture industry," said the announcement of the benefit performance.

"The selection of "Hans Christian Andersen," according to the trustees, was made because it is an American motion picture of special merit which carries with it a great deal of international significance," it was stated.

Eyssell has appointed the following to the executive committee of the inaugural Memorial Hospital premiere: Ned E. Depinet; Montague; Joseph Vogel, Loew's Theatres; Harry Kalmine, Warner Theatres; Leonard Goldenson, United Paramount Theatres; Sol A. Schwartz, RKO Theatres; Al Lichtman, 20th Century-Fox;

(*Continued on page 6*)

## Emerling Stresses Promotion to Ampa

Theatre promotion provides the opportunity for a manager to become better acquainted with his newspaper editors, merchants and civic leaders, Ernest Emerling, advertising and promotion director of Loew's Theatres, told the fifth meeting of the Associated Motion Picture Advertisers' showmanship school last night, held at the Woodstock Hotel.

Without the cooperation of such persons, Emerling cautioned, the the-

(*Continued on page 6*)

### *Production Resumes At RKO Monday*

**The resumption of production at the RKO Radio studios in Hollywood, with the scheduling of "Split Second" to start on Monday, was disclosed here yesterday. The picture marks the first to go before the cameras since the new management took over three weeks ago.**

**"Split Second" will be produced by Edmund Grainger and directed by Dick Powell. Stars include Stephen McNally, Alexis Smith, Jan Sterling, Keith Andes and Arthur Hunnicutt. The story is an original by William Bowers.**

## Ackery, Standisch Win QP Awards

Ivan Ackery of the Orpheum Theatre, Vancouver, and A. W. Standisch of the Kentucky Theatre in Louisville, are the third-quarter winners of *Motion Picture Herald's* Managers' Round Table "Showmanship Awards," as selected by Judges, Arthur Pincus, of Loew's International Corp.; Harry McWilliams, AMPA president and exploitation manager for Columbia Pictures, and David T. Katz, executive director of the New York Roxy Theatre. Oswaldo Leite Rocha of Brazil was the overseas award winner.

The "Scroll of Honor" winners were as follows:

Al Camillo, Modjeska Theatre, Mil-

(*Continued on page 6*)

## 1st Post-divorce NT Board Meet Held

HOLLYWOOD, Oct. 23. — The first meeting of the board of directors of National Theatres, Inc., since its divorcement from 20th Century-Fox postponed consideration of declaration of a dividend until the next meeting.

Earle G. Hines of New York, who lately retired as board chairman of General Precision Equipment Corp. and who was for 18 years on the board of Wesco Theatres Corp., the principal subsidiary of National Theatres, Inc., was made a board member.

In addition to the president, Charles P. Skouras, the following directors

(*Continued on page 6*)

## TOA Asks for Arbitration Meet at Once

### *Has 'a Few' Changes In Draft to Suggest: Starr*

Alfred Starr, Theatre Owners of America president, yesterday in a statement to the press called on all parties to the planning for arbitration to set up forthwith a meeting at which consideration could be given to "a few" changes TOA would like to make in the existing arbitration draft.



Alfred Starr

Regarding the draft as amended by distributors, Starr said that "with the exception of a few matters which we feel will need changing, the basic mechanics of operation and the substance have remained almost intact."

Starr, here from Nashville, was

(*Continued on page 6*)

## Allied May Suggest ConciliationChanges

Allied, at its national convention in Chicago next month, "very likely" will approve the arbitration draft as amended by the distributors, but may offer suggestions for changes designed to strengthen and clarify the conciliation provisions of the plan, according to reports of opinions held by Allied members in various parts of the country.

In the view of these members, the draft as submitted by the distributors

(*Continued on page 6*)

## 2 More TOA Units Okay Arbitration

Two more Theatre Owners of America units have indicated they endorse and approve the plan of arbitration ultimately to be agreed upon and approved by TOA or by the TOA arbitration committee.

The two are the Theatre Owners of Albany, N. Y., and the Motion Pic-

(*Continued on page 6*)

# Personal Mention

JAMES A. MULVEY, president of Samuel Goldwyn Productions, left here for the Coast last night.

•

IRVING SOCHIN, Universal short subjects sales manager, will leave New York for Des Moines on Sunday on the first stop of a three week trip to the company's Midwestern and Western branch offices. After a visit to the studio, he will return here around Nov. 17.

•

JAMES M. CONNOLLY, 20th Century-Fox branch manager in Boston, has been named chairman of the motion picture distribution division of the 1952 Greater Boston Community Fund of the Red Feather campaign.

•

DORE SCHARY, M-G-M vice-president in charge of production, and HOWARD STRICKLING, studio publicity head, will leave here for the Coast Sunday, SCHARY by train and STRICKLING by plane.

•

MRS. LEONARD LISS, the former SYLVIA GOLD, secretary to LOUIS BRANDT of Brandt Theatres, gave birth yesterday to a boy, JAMES DAVID, at Brooklyn Jewish Hospital.

•

M. L. SIMONS, assistant to H. M. RICHEY, M-G-M exhibitor relations head, returned here yesterday from the Jacksonville convention of the Motion Picture Exhibitors of Florida.

•

PATSY KELLENBERGER and CHARLYNE BROWN of the M-G-M exchange in Atlanta will this month marry BOBBY FERRIS and LYNWOOD ROBERTS, respectively.

•

ROBERT NEWHOOK, formerly with Loew's Boston theatres, has been appointed director of public relations for the Dade County Community Chest of Florida, with headquarters in Miami.

•

ABRAM F. MYERS, Allied general counsel, was in New York yesterday following his attendance at the recent Michigan Allied convention in Detroit.

•

JOHN DAVIS, managing director of the J. Arthur Rank Organization, London, has returned to New York after visiting Toronto and Chicago.

•

W. GILLESPIE MILWAIN, National Theatre Supply manager in New Haven, has returned there from a Kentucky vacation.

•

THELMA CHASIN of the 20th Century-Fox exchange in New Haven, has become engaged to GIL STRICKER.

•

AL LEWIN, M-G-M producer, left here for the Coast yesterday.

•

SUNNY GREENWOOD is the new Universal booker in Jacksonville, Fla., replacing JON ROGERS.

•

HARRY COLBURN, Columbia home office representative, is in San Francisco from New York.

# Italian Film Exports And Production Have Increased

Exportation of Italian films has increased 683.4 percent since 1946 with 62 countries now distributing Italian product, compared to 16 in '46, and film production almost quadrupled, from 32 in 1945 to 112 in 1951, according to "The Italian Motion Picture Industry—1952," an 18-page brochure on all phases of the Italian post-war film industry just issued by Italian Films Export. It is available for distribution to exhibitors, distributors, libraries, universities and the press.

Jonas Rosenfield, Jr., IFE public relations director here, edited the brochure and Dr. Leandro Forno, head of IFE's bureau of information, did the research for what is reputedly the first compilation of such data to be published here.

Production figures show a steady increase. For 1952 it is estimated 130 films will be completed. At present, 180 firms are producing films.

Italian imports declined 50 per cent from 1947 to 1951; 790 films were given permits in 1947 and only 342 last year. Over the same period, box-office grosses in the 2,000 regular motion picture theatres, plus the 5,300 houses which exhibit films twice a week or less, increased approximately $45,000,000, to a total of $117,000,000.

The report also notes the increase in government-encouraged, bi-national co-productions combining Italian and foreign capital and talent.

# Tradewise . . .

(*Continued from page* 1)

sible, very likely in less time than the 10 days the company has indicated.

It is to be hoped that despite its extraordinary trials in recent weeks, RKO Radio will emerge from this critical period stronger because of them. Evidence that that is the wish of every branch of the industry is to be found on all sides. There is widespread regret over the company's tribulations, delaying its quick return to the business of making and marketing good product. There is a sincere desire to help it overcome its setbacks and to see it solidly on its feet again.

Morale within the company is good and was wholly unaffected by this week's resignations from the board, because the working people of RKO Radio are fully aware that the future of the company depends less on who sits on its board than it does on how well each and every employee performs his daily tasks.

They know, as Grant said, the vacancies will be filled "as soon as possible with men of outstanding calibre who will be well qualified to represent the interests of all stockholders of RKO."

Meanwhile, there is work to be done and they are hard at it.

## More N. J. Houses In Rogers Project

The enlistment of 87 theatres of Allied Theatre Owners of New Jersey in the Will Rogers Memorial collection-can-on-candy-stand project, was disclosed here by William Phillips, Loew's division manager. This brings New Jersey representation in the plan above 50 per cent of the state's 330 theatres.

E. D. Martin, head of Martin Theatres in Georgia, Alabama, Florida and Tennessee, has notified J. R. Vogel, chairman of the collection-can projects, that his 103 theatres have joined the campaign. Also in the South, M. A. Lightman's 36 Malco theatres in the Memphis area joined up.

In Chicago, David Wallerstein reported that Chicago theatres had endorsed the plan. Jack Rose was named city chairman of the project. The first batch of Chicago theatres to send in an official list was the Balaban and Katz and the Great States circuits, for a total of 94 theatres.

## *Legion Report Puts 4 Films in Class A*

The Legion of Decency has placed four films in Class A. In Class A, Section I are "Blue Canadian Rockies," Columbia; "Desperadoes Outpost," Republic, and "It Grows on Trees," Universal. In Section II is M-G-M's "Everything I Have Is Yours."

## *H. Eager, 'Traveler' Film Editor, Dies*

BOSTON, Oct. 23.—Helen Eager, motion picture and drama editor of the Boston *Traveler,* died here today in the Phillips House of the Massachusetts General Hospital, where she entered a few days ago. Miss Eager became film editor of the *Traveler* in 1927.

She is survived by a brother, Henry, and her stepfather, George F. Bond.

## *Leah Astor Rites Today*

Leah Astor, wife of Louis Astor, Columbia Pictures executive, died yesterday at her Mt. Vernon home. Services will be held this afternoon at 2:45 at the Park West Memorial Chapel. She is also survived by two sons, Gerald and Burton.

## *SEG Supports SAG*

HOLLYWOOD, Oct. 23.—The Screen Extras Guild board today voted to support the Screen Actors Guild in breaking off negotiations with the American Association of Advertising Agencies and New York film producers over the issue of added payments to actors for the reuse of televised film commercials.

## *So. Dakota Tax May Hit Theatres*

**South Dakota's State Legislative Research Council has recommended that if additional revenue is needed, the sales tax be broadened to include amusements and other items now exempt.**

**Budget requests leave no doubt that additional revenues will be sought by the State when the 1953 legislature convenes.**

## 'Limelight' Bows to Good Business

Charles Chaplin's "Limelight" U.S. premiere opened to good business at the Astor and the two-a-day Trans-Lux 60th Street theatres here yesterday. At the Astor, where a continuous run policy is in force, a nice $17,000 was estimated up to 6:00 P.M. Business at the Trans-Lux 60th Street was near capacity, with $1,400 racked up for the day. The maximum which the theatre could gross under the two-a-day policy is $1,575.

## *NCCJ Drive Meet Set for Wednesday*

Plans for industry participation in the next annual campaign of the National Conference of Christians and Jews will be discussed at a luncheon-meeting next Wednesday at the Waldorf-Astoria, called by J. Robert Rubin of Loew's.

George Skouras, industry chairman for the 1952 NCCJ campaign, will make a report at the meeting.


NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
MARIO LANZA in
"BECAUSE YOU'RE MINE"
introducing DORETTA MORROW
Color by TECHNICOLOR - An M-G-M Picture
plus
SPECTACULAR STAGE PRESENTATION

GARY COOPER in SPRINGFIELD RIFLE
Color by WARNERCOLOR
in Person DUKE ELLINGTON And His Orchestra
HOWELL and BOWSER
BUNNY BRIGGS
EXTRA THE RAVENS
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

Susan HAYWARD—Robert MITCHUM
Arthur KENNEDY—Arthur HUNNICUTT
"The LUSTY MEN"
CRITERION BROADWAY and 45th St.
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# "HAPPY HOLIDAYS"

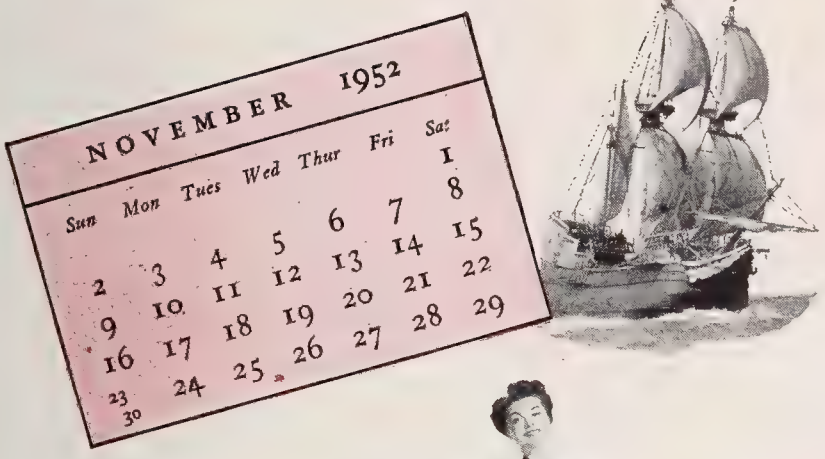





## It started with Columbus Day

## "BECAUSE YOU'RE MINE"

*Mario Lanza in "Because You're Mine" introducing Doretta Morrow with James Whitmore; color by Technicolor; screen play by Karl Tunberg and Leonard Spigelgass; based on a story by Ruth Brooks Flippen and Sy Gomberg; directed by Alexander Hall; produced by Joe Pasternak*




## For a bountiful Thanksgiving

## "PLYMOUTH ADVENTURE"

*"Plymouth Adventure" starring Spencer Tracy, Gene Tierney, Van Johnson, Leo Genn, with Dawn Addams, Lloyd Bridges; color by Technicolor; screen play by Helen Deutsch; from the novel by Ernest Gébler; directed by Clarence Brown; produced by Dore Schary*




## For a Merry Xmas

## "MILLION DOLLAR MERMAID"

*"Million Dollar Mermaid" starring Esther Williams, Victor Mature, Walter Pidgeon, David Brian with Donna Corcoran; color by Technicolor; screen play by Everett Freeman; directed by Mervyn LeRoy; produced by Arthur Hornblow, Jr.*



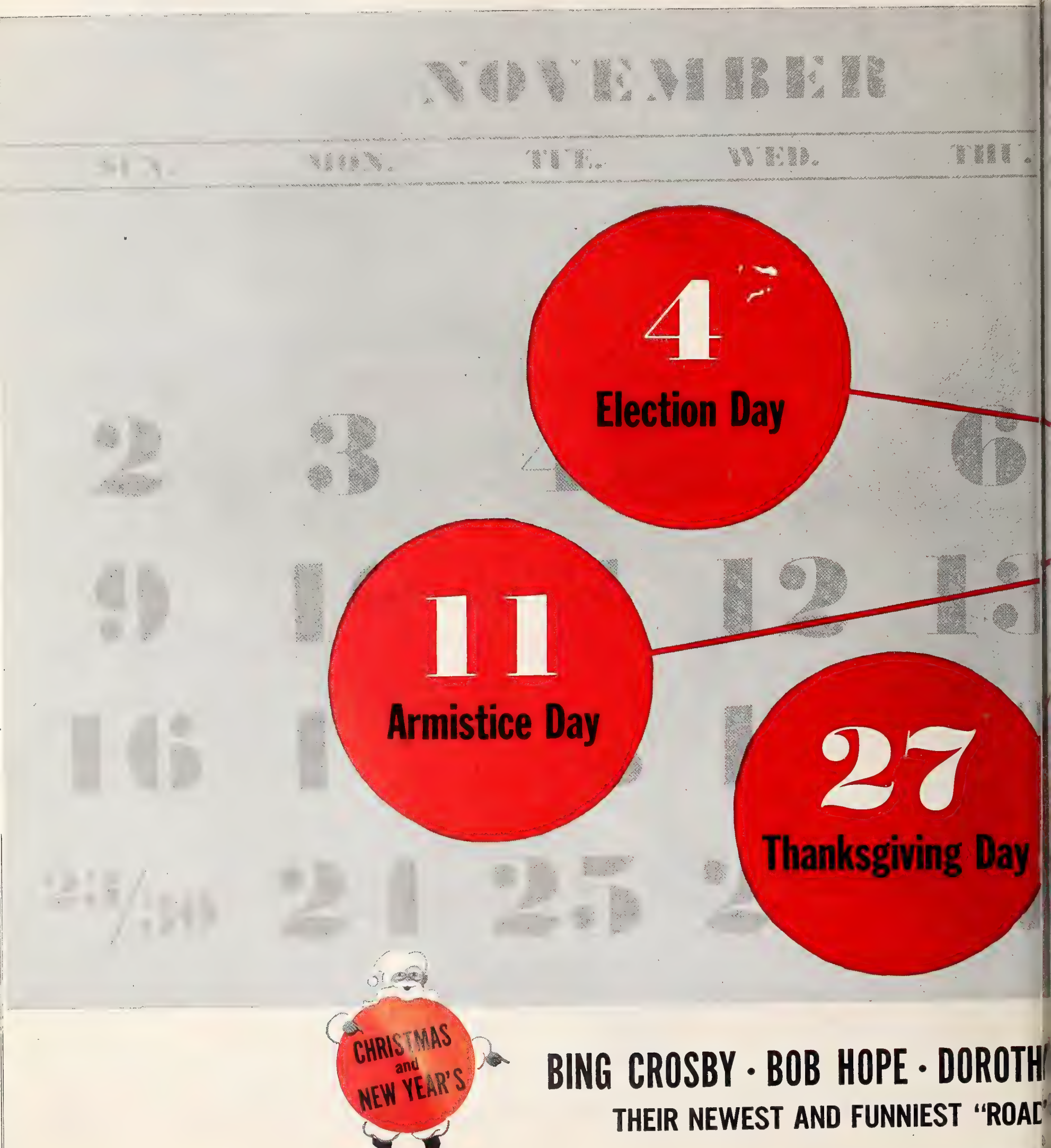

## For a Happy New Year

## "THE BAD AND THE BEAUTIFUL"

*Lana Turner, Kirk Douglas, Walter Pidgeon, Dick Powell in "The Bad and The Beautiful" co-starring Barry Sullivan, Gloria Grahame, Gilbert Roland with Leo G. Carroll, Vanessa Brown; screen play by Charles Schnee; based on a story by George Bradshaw; directed by Vincente Minnelli; produced by John Houseman*

## IT'S ALWAYS "HOLIDAY" BUSINESS WHEN YOU PLAY M-G-M!

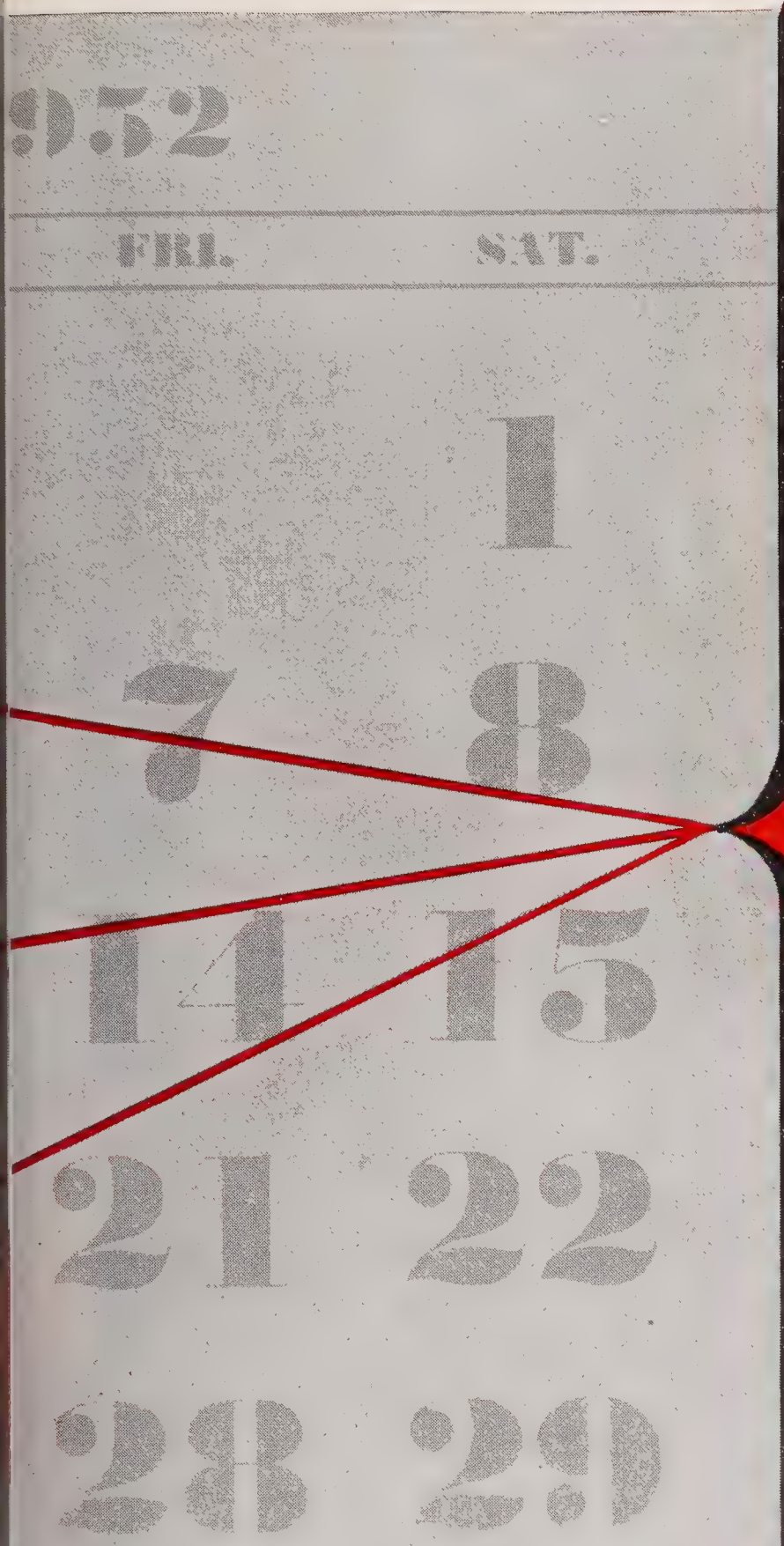
# More Holiday Playing Time In N
# And Paramount Has The Pictur




BING CROSBY · BOB HOPE · DOROTH

THEIR NEWEST AND FUNNIEST "ROAD

# vember Than Any Other Month...
# That Can Cash In On It Best!




**THE TURNING POINT**

**THE SAVAGE**
Color by Technicolor

Cecil B. DeMille's
**THE GREATEST SHOW ON EARTH**
Color by Technicolor

**JUST FOR YOU**
Color by Technicolor

Perlberg-Seaton's
**SOMEBODY LOVES ME**
Color by Technicolor

**SON OF PALEFACE**
Color by Technicolor

Hal Wallis'
**JUMPING JACKS**

**AMOUR in ROAD TO BALI**
**OW! FIRST IN Color by TECHNICOLOR.**

# TOA Asks

(*Continued from page* 1)

scheduled to depart today for Memphis to attend conventions of the Tennessee Theatre Owners Association and the Tennessee, Mississippi and Arkansas Theatres Association. It could not be learned yesterday whether he had or would file a formal request with Arbitration Conference officials for the meeting TOA is seeking.

The TOA president's statement disclosed that "the available members of the TOA arbitration committee have discussed the arbitration plan as approved by distribution and submitted to TOA." He added that as to the "few matters" TOA would like to change "and as to the suggestions made by our membership from the floor of our recent annual convention, we of TOA stand ready for a call for group analysis, study and discussion."

Starr continued: "We feel confident as we felt right along that based on previous drafting history no major obstacles will stand in the way of industry acceptance of the plan. We call on all parties in interest to give the subject immediate attention whether it be by convening of the (10-member) drafting committee or of the entire industry arbitration conference."

Allied States Association also has received a copy of the distributor-amended draft and has made plans to discuss and act on it at the organization's national convention in Chicago, Nov. 17-19. The other smaller exhibitor associations likewise have been supplied with copies of the draft, but have not yet acted on the document.

## *N. E. Representatives Set for Allied Meet*

BOSTON, Oct. 23.—The Independent Exhibitors of New England reports that the following members will represent it at the annual convention of national Allied to be held in Chicago next month:

Norman Glassman, president; Nate Yamins, national delegate; Theodore Rosenblatt, Melvin Safner and Meyer Stanzler of Rhode Island, Walter Littlefield and Julian Rifkin of Massachusetts, Kenneth Forkey of Massachusetts and New Hampshire. Accompanying the representatives will be Ray Feeley, business manager of the organization.

## NT Board Meet

(*Continued from page* 1)

were elected to the finance committee: General B. F. Giles, U.S.A. retired, Earle G. Hines, Willard Keith, Richard W. Millar, John B. Bertero and H. C. Cox.

## *Party for Huntz Hall*

Allied Artists will give a cocktail party today at the Warwick Hotel for Huntz Hall, star of the "Bowery Boy" series, who will make his TV debut on Milton Berle's show on Tuesday.




# *Reviews*

## *"The Black Castle"*

(*Universal-International*)

AS THE TITLE INDICATES, this is a melodrama about the frightening violent events that occur in the castle of horrors of a crafty but vicious Count far from the realms of justice. In this case Stephen McNally is the thoroughly hateful one-eyed villain to whose castle Richard Greene goes seeking word about two former soldier friends, whom he rightfully believes have been murdered by McNally. This is a solidly made, creditably performed "meller" that can be ably exploited.

Boris Karloff is on hand as a doctor and confidant of McNally's attractive wife, Paula Corday, and Lon Chaney, Jr. stomps around the castle as a mute muscle man of McNally's. Nathan Juran directed this neat William Alland production and has pointed up the mysterious atmosphere in all possible ways. Besides heavy, creaking doors the action includes the usual sudden entrances and exits, foreboding looks, an underground jail, an alligator pit, and a considerable amount of sword-play.

The story and screenplay by Jerry Sackheim eventually explains McNally's evil as due to the loss of an eye he suffered while trying to take over some African territory. His effort was foiled by Greene-led natives. Greene gets evidence of the murder of his friends but returns to the castle when Miss Corday, with whom he is in love, is imprisoned after admitting her love for Greene in order to hide his true identity from McNally. Greene is captured and he and Miss Corday are given a drug by Karloff that makes them appear dead. Although McNally discovers this plan, Greene and Miss Corday escape interment in coffins with the aid of a loyal servant; McNally is killed.

In the supporting cast are Michael Pate, Tudor Owen, Otto Waldis, John Hoyt and Henry Corden.

Running time, 81 minutes. General audience classification. For December release.

WALTER PASHKIN

## *"The Promoter"*

(*Universal-International*)

ALEC GUINNESS reputedly is one of the strongest box-office attractions that the British screen has to offer American patrons with a taste for sophisticated comedy and subtle characterizations, and his latest film is a highly entertaining comedy. It is a droll tale of the blithe daring by which Guinness starts out as a solicitor's clerk and rises up the ladder of social and business success that is in the excellent tradition of his "Kind Hearts and Coronets," "The Lavender Hill Mob," and "The Man in the White Suit." Undoubtedly, this J. Arthur Rank presentation will be well received at the art houses, and it has general release potentialities too.

Glynis Johns and Valerie Hobson are charming and turn in good performances as two of the main women in Guinness' life. Miss Hobson, a Countess who is instrumental in his rise, sponsors a ball and clerk Guinness, mailing the invitations, sends one to himself. He establishes various contacts at the ball in a thoroughly amusing manner. Miss Johns is a dancing instructress also seeking a fortune. Guinness is enamored of her, but she leaves him for a wealthy man. In later years she returns to a financially successful Guinness but he ignores her and chooses her friend, Petula Clark, instead.

This is a Ronald Neame production that was produced by John Bryan and directed by Neame from an Eric Ambler screenplay. Included in the support are Edward Chapman, Veronica Turleigh, George Devine, Gibb McLaughlin, Frank Pettingell, Joan Hickson, Michael Hordern, Alison Leggatt, Peter Copley and Deirdre Doyle.

Running time, 88 minutes. General audience classification. October release.

## Allied May Suggest

(*Continued from page* 1)

is substantially the same document which Abram F. Myers, Allied general counsel, drew up following meetings of the industry lawyers' drafting committee. Myers wrote that draft on the basis of recommendations made by himself and the other attorneys.

The distribution attorneys and sales managers, meeting subsequently, made in the Myers draft what are generally regarded as minor changes "here and there" in phrasing, punctuation, etc.

It is understood that if the Allied board and convention next month recommends changes in the draft's format for conciliation, it will do so on the basis of the organization's long experience in the conciliation of trade practice problems and disputes with distributors. The Allied film committee, for which Wilbur Snaper, Allied president, serves as coordinator in New York, has for a number of years engaged in conciliation activity. Recently, however, the committee has found the distributors increasing difficult to deal with and may take "drastic" steps in this connection, according to a recent statement by Snaper.

## TOA Units Okay

(*Continued from page* 1)

ture Owners of St. Louis, Eastern Missouri and Southern Illinois. TOA headquarters here yesterday announced their action.

Earlier this week the Motion Picture Exhibitors of Florida (TOA) announced at its convention in Jacksonville that it "endorses and approves" whatever arbitration plan TOA ultimately sanctions.

## *'Snows' Tops 'David'*

Darryl F. Zanuck's "The Snows of Kilimanjaro," now in its sixth week at the Rivoli Theatre here, beat the record mark of "David and Bathsheba's" fifth week with a gross of $45,000, it was revealed yesterday by the theatre's Montague Salmon.

## *'Promoter' Benefit Show*

A special benefit premiere of "The Promoter," J. Arthur Rank comedy starring Alec Guinness, Valerie Hobson, Glynis Johns and Petula Clark, will be held at the Fine Arts Theatre here on Monday evening, under the auspices of the Fresh Air Fund.

# Eyssell Heads

(*Continued from page* 1)

Fred Schwartz, Century Circuit; Si H. Fabian, Fabian Theatres; Richard Walsh, IATSE; Arthur Schwartz, composer; Walter Vincent, theatrical executive; Herman Robbins, National Screen Service, and Maurice Bergman, Universal Pictures, who will also serve as publicity chairman.

Goldwyn, who is contributing the motion picture for the premiere, made the following comment on the work of the organization:

"I started Will Rogers on his film career by giving him his first job in motion pictures. Naturally, I would feel very close to any charitable organization bearing his name. But more than that, I think it is very important that the motion picture industry take care of its own. I hope this event will call attention to the fine work the Will Rogers Memorial Hospital is doing and the urgent need of its continual support by our people."

Charles B. Moss, executive director of the Criterion, is donating the facilities of the theatre for the premiere.

Now in its 27th year of service, the Will Rogers Memorial Hospital at Saranac Lake is dedicated to the relief of suffering of tuberculosis free to anyone in the entertainment industry. The hospital, which has maintained an average of more than 90 per cent in cures, is building up a modern and highly-specialized research laboratory to aid in the prevention and cure of tuberculosis.

Officers of the Rogers Hospital, besides Montague, are: R. J. O'Donnell, chairman of the board; Chick Lewis, executive vice-president; Walsh, vice-president; Harry Brandt, vice-president; Robert Mochrie, vice-president; Robbins, vice-president; Max A. Cohen, secretary, and Fabian, treasurer.

## QP Awards

(*Continued from page* 1)

waukee; Rod Gurr, Sydney, Australia; Sidney Kleper, College Theatre, New Haven; Vic Nowe, Hyland Theatre, Toronto; Jack Sidney, Century Theatre, Baltimore; D. V. Simpson, Metro Theatre, Johannesburg, South Africa, and Jerry B. Walden, Crest Theatre, Seagoville, Texas.

The judges, who have served on previous panels, observed that there were more fine campaigns in this quarter than usual.

## Emerling Stresses

(*Continued from page* 1)

atre manager has little chance of success. Emerling's observations covered the four facets of theatre promotion, including promotion inside the theatre, away from the theatre, newspaper publicity and newspaper advertising.

Other speakers were Seymour Morris, advertising director of the Schine Circuit, and Al Floersheimer, chairman of the program and advertising-publicity-exploitation manager of Walter Reade Theatres.

**THE SAN FRANCISCO TRADE SHOWING OF "MONTANA BELLE"**

will take place at the Fox San Francisco Exchange at 3:00 P.M., Tuesday, Oct. 28, and not at 2:00 P.M., as announced previously.

**RKO RADIO PICTURES, Inc.**



# A star's best friend...

Pictures take months to make . . . may be *unmade* in split seconds.

For the superlative showings of which modern projection equipment is capable depend upon superlative film care.

Film coating, for example, lubrication, and inspection—all require precise knowledge, expert handling. And in cleaning, splicing, and winding, the film must be held "just so" in hands wearing the right type of glove; here, the slightest scratch means trouble.

On subjects such as these—ranging from choice of film to projection and film storage—representatives of the Eastman Technical Service for Motion Picture Film are trained to advise and work with the industry.

To maintain this service, the Eastman Kodak Company has branches at strategic centers . . . invites inquiry on all phases of film use from all members of the industry. Address: Motion Picture Film Department, **Eastman Kodak Company,** Rochester 4, N. Y. *East Coast Division,* 342 Madison Avenue, New York 17, N. Y. *Midwest Division,* 137 North Wabash Avenue, Chicago 2, Illinois. *West Coast Division,* 6706 Santa Monica Blvd., Hollywood 38, California.

# Pleasure-Mad Rome

scarlet symbol of history's most sin-swept era . . . comes to wicked life again!



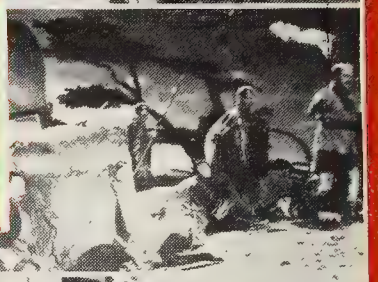


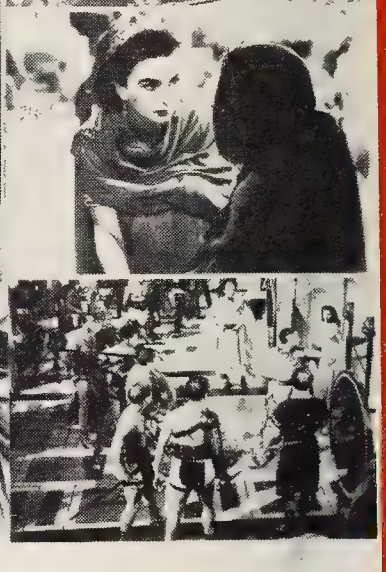












GABRIEL PASCAL BERNARD SHAW'S

# "ANDROCLES AND THE LION"

starring

**JEAN SIMMONS · VICTOR MATURE**
**ROBERT NEWTON · MAURICE EVANS**
**and ALAN YOUNG as Androcles**



Produced by GABRIEL PASCAL
Directed by CHESTER ERSKINE

Screen Adaptation by
CHESTER ERSKINE and KEN ENGLUND

Distributed by
RKO RADIO PICTURES

## TRADE SHOWINGS

**ALBANY**
Fox Screening Room, 1052 Broadway — Tues. 10/28 12:30 P.M.

**ATLANTA**
RKO Screening Room, 195 Luckie St. N. W. — Tues. 10/28 10:30 A.M.

**BOSTON**
RKO Screening Room, 122-28 Arlington St. — Tues. 10/28 2:30 P.M.

**BUFFALO**
Mo. Pic. Oper. Scr. Rm., 498 Pearl Street — Tues. 10/28 10:30 A.M.

**CHARLOTTE**
Fox Screening Room, 308 S. Church Street — Tues. 10/28 3:20 P.M.

**CHICAGO**
RKO Screening Room, 1300 S. Wabash Ave. — Tues. 10/28 11:00 A.M.

**CINCINNATI**
Palace Screening Rm., 12 East 6th Street — Tues. 10/28 9:30 P.M.

**CLEVELAND**
Fox Screening Room, 2219 Payne Avenue — Tues. 10/28 10:30 A.M.

**DALLAS**
Paramount Scr. Rm., 412 S. Harwood Street — Tues. 10/28 10:30 A.M.

**DENVER**
Paramount Scr. Rm., 2100 Stout Street — Tues. 10/28 3:30 P.M.

**DES MOINES**
Fox Screening Room, 1300 High Street — Tues. 10/28 10:30 A.M.

**DETROIT**
Blumenthals Scr. Rm., 2310 Cass Avenue — Tues. 10/28 12:30 P.M.

**INDIANAPOLIS**
Universal Scr. Room, 517 N. Illinois St. — Tues. 10/28 2:30 P.M.

**KANSAS CITY**
Paramount Scr. Rm., 1800 Wyandotte St. — Tues. 10/28 2:30 P.M.

**LOS ANGELES**
RKO Screening Room, 1980 S. Vermont Ave. — Tues. 10/28 10:30 A.M.

**MEMPHIS**
Fox Screening Room, 151 Vance Avenue — Tues. 10/28 2:30 P.M.

**MILWAUKEE**
Warner Screen. Rm., 212 W. Wisconsin Ave. — Tues. 10/28 10:30 A.M.

**MINNEAPOLIS**
Fox Screening Room, 1015 Currie Avenue — Tues. 10/28 2:50 P.M.

**NEW HAVEN**
Fox Screening Room, 40 Whiting Street — Tues. 10/28 3:30 P.M.

**NEW ORLEANS**
Fox Screening Room, 200 S. Liberty Street — Tues. 10/28 2:30 P.M.

**NEW YORK**
RKO Screening Room, 630 Ninth Avenue — Tues. 10/28 11:00 A.M.

**OKLAHOMA**
Fox Screening Room, 10 North Lee Street — Tues. 10/28 2:30 P.M.

**OMAHA**
Fox Screening Room, 1502 Davenport St. — Tues. 10/28 10:30 A.M.

**PHILADELPHIA**
RKO Screening Room, 250 North 13th Street — Tues. 10/28 10:30 A.M.

**PITTSBURGH**
RKO Screening Room, 1809-13 Blvd. of Allies — Tues. 10/28 3:00 P.M.

**PORTLAND**
Star Screening Room, 925 N. W. 19th Ave. — Tues. 10/28 10:30 A.M.

**ST. LOUIS**
RKO Screening Room, 3143 Olive Street — Tues. 10/28 2:00 P.M.

**SALT LAKE CITY**
Fox Screening Room, 216 E. 1st St. South — Tues. 10/28 3:00 P.M.

**SAN FRANCISCO**
Fox Screening Room, 245 Hyde Street — Tues. 10/28 1:00 P.M.

**SEATTLE**
Jewel Box Scr. Rm., 2318 Second Ave. — Tues. 10/28 2:30 P.M.

**WASHINGTON**
Film Center Scr. Rm., 932 New Jersey Ave. — Tues. 10/28 10:30 A.M.

FIRST IN FILM NEWS

# MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 82 NEW YORK, U. S. A., MONDAY, OCTOBER 27, 1952 TEN CENTS

## Salesmen Will Skip Raise for More Expenses

### *Prefer Higher Allowance For Costs to More Wages*

MINNEAPOLIS, Oct. 26.—Expense allowance increases rather than wage raises will be the goal of the Colosseum of Motion Picture Salesmen of America in the negotiations which will be held this winter for new contracts effective next February, it was learned here at the weekend.

**The 1,000-member Colosseum, apparently willing to forego wage increases if higher expense allowances can be won, will hold its annual convention in Atlanta on Nov. 21-23. It remains to be seen whether the expenses-over-wages approach will prevail when the subject comes up at the convention. At any rate, this approach appears to represent the consensus of the Colosseum membership at this time.**

The Colosseum members now re-

(Continued on page 3)

## Switow Completes Rogers Fund Group

The national exhibitors committee which will spark this year's "Christmas Salute" to aid the Will Rogers Memorial Hospital, has been completed, it was disclosed at the weekend by Sam J. Switow, national exhibitor committee chairman, of Louisville, through the Rogers drive headquarters here. The committee follows:

Albany, Saul Ullman; Atlanta, E. E. Whitaker and John W. Harrell;

(Continued on page 3)

## O'Donnell Tribute On Air, In Print

DALLAS, Oct. 26.—The life story of R. J. O'Donnell, circuit operator and Texas COMPO executive, will be narrated by Evelyn Oppenheimer on radio station WFAA, Dallas, next Sunday. Miss Oppenheimer is also preparing a *Saturday Evening Post* feature story using additional details of O'Donnell's life.

She will further expand this material and form the basis of a book-

(Continued on page 3)

## *Five Myths About Industry Are Scored by Arthur Mayer*

Five misconceptions or "myths" concerning the motion picture industry were listed by Arthur L. Mayer, former executive vice-president of the Council of Motion Picture Organizations on Saturday in an address before the Women's Press Club at the Hotel Statler here.

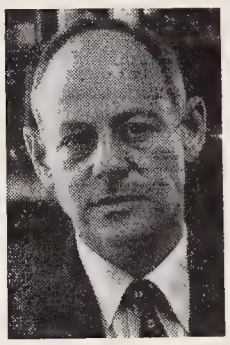
Mayer's address was the second he has made recently for COMPO in behalf of the industry. He spoke several days previously before the Film Council of Springfield, Mass.

The beliefs that Mayer attacked Saturday were: (1) that the public is hungry for mature pictures with messages but is deprived of them by uneducated Hollywood "tycoons," (2) that the motion picture industry is on the verge of bankruptcy, (3) that it is now being replaced in the affections of the American people by television, (4) that foreign films are superior to

(Continued on page 3)

## RKO Radio's Grant Named for MPAA

Arnold M. Grant, chairman of the board of RKO Pictures, was elected a member of the executive committee of the Motion Picture Association of America on Friday. He becomes the representative of that company in MPAA, succeeding Ned E. Depinet, former RKO Pictures president.



Arnold Grant

In announcing Grant's election, Eric Johnston, MPAA president and chairman, said:

"It is a pleasure to welcome Mr. Grant to our ex-

(Continued on page 3)

## *'Movie Guide' in N.Y. Sunday 'News'*

Beginning with next Sunday's *News*, a "Movie Guide" classified directory will appear listing the programs for the entire following week at Metropolitan New York theatres, it was disclosed here by the Independent Theatre Owners Association. Its business promotion committee set the arrangements as it did with the New York *Post* and the New York *Daily Mirror*.

The listing in the *News* will have a

(Continued on page 3)

## *Wometco's Capitol Now a TV Station*

**Miami, Oct. 26.—Wometco Theatres' Capitol, pioneer motion picture showplace of this area, has been converted into a complete television plant for station WTVJ-TV. Mitchell Wolfson, former Theatre Owners of America president, is president and co-owner of the station.**

**Opening ceremonies for the plant will be held Nov. 5-15.**

## Schlanger to Lead 'Showmanship' Meet

PHILADELPHIA, Oct. 26. — Ted Schlanger, Warner Theatres Philadelphia zone manager, will preside at a meeting of 120 of the circuits' managers and field and home office executives, to be held Tuesday and Wednesday at the Bellevue-Stratford Hotel.



Ted Schlanger

Harry Kalmine, president and general manager of Warner Theatres, will head a delegation of home office executives from New York and will address the meeting. He will be accompanied by Ben

(Continued on page 3)

## No Myers Comment On Arbitration

WASHINGTON, Oct. 26.—Abram F. Myers, general counsel of Allied States Association, said over the weekend that it would probably be some time before he could comment on the revised arbitration draft "or anything connected with it."

Myers said he had just returned from out of town and had not as yet read the new draft. When he read it, he said, he would go over it "with a

(Continued on page 3)

## Pre-Election Tax Repeal Effort Urged

### *Cole, McGee Bidding for Pressure on Candidates*

All state and Congressional district committees in the industry's national tax repeal campaign were urged at the weekend by H. A. Cole and Pat McGee, campaign co-chairmen, to make special efforts before Election Day, Nov. 4, to hold meetings between Congressional candidates anl exhibitors for discussion of repeal.

"These meetings," according to a statement issued by the co-chairmen through the Council of Motion Picture Organizations office here, "should be arranged so that several exhibitors, especially those smaller exhibitors who are in distress, can meet the Congressional candidate and tell him their story."

The chairmen said they have found it is not enough for one exhibitor, however important he may be, to talk to a Congressman on the subject.

"Indeed," Cole and McGee went on,

(Continued on page 3)

## Theatres in Compo Rise to 13,000

The number of theatres which have become members in the Council of Motion Picture Organizations has jumped from 11,695 to approximately 13,000 in the past week, it was revealed here at the weekend.

COMPO officials are said to expect that there will be no let up in filings for membership and payment of dues until virtually the entire potential of theatres in the U. S. has joined. The organization is in process of determining exactly what that potential was.

## *Costs Up, Receipts Down—Taxes Hurt*

**Jackson, Miss., Oct. 26.—Pointing up the necessity of repealing the Federal 20 per cent admission tax, in order to keep theatres open, the Mississippi Theatre Owners notes that there has been a 20 per cent rise in the cost of theatre operation and a 22 per cent drop in gross receipts.**

# Personal Mention

ARNOLD PICKER, executive vice-president of RKO Radio, is scheduled to arrive here from Europe by boat tomorrow.

•

MRS. HENRY DAWSON, associate director of community relations of the Motion Picture Association of America, will speak on "The Movies and Their Public" tonight at the New School for Social Research here.

•

NORMAN BARNETT, vice-president of Barnett International Forwarders, Inc., will return here today from Europe aboard the *S.S. Constitution.*

•

MAX E. YOUNGSTEIN, United Artists vice-president, arrived in New York from Europe by plane last Friday.

•

DICK COOK, head of the motion picture department of *Pictorial Review,* will return here today from Boston.

•

WESLEY BAILY, promotion manager of *Good Housekeeping* magazine, left here over the weekend for Miami.

## 'Moulin Rouge' for Easter '53 Release

"Moulin Rouge," made abroad by John Huston for United Artists release at Eastertime in 1953, will open at the Los Angeles Wilshire Theatre on Dec. 26 in order to be eligible for the Academy Award, it was revealed Friday by the film's star, Jose Ferrer, who also has a profit-sharing arrangement on the picture.

Ferrer expects his working relationship with John Huston to resolve shortly into a partnership for the making of "Matador," the Barnaby Conrad novel, in Technicolor, in Spain, in May. No release deal has been made as yet. Ferrer plans a public appearance tour with "Rouge" similar to his efforts for "Cyrano."

The actor revealed Huston had been responsible for an altered shooting process in Technicolor which attains hitherto unachieved affects while working on a film.

## WNBC Runs Film 'Plugs' on Saturdays

Station WNBC, key radio station of the National Broadcasting network, on Saturday began presenting spot announcements during the afternoon football broadcasts, to run weekly, to promote movie-going generally and recommend outstanding films to listeners. This is in furtherance of the mutual promotion pact with the Organization of the Motion Picture Industry of the City of New York.

Theatres in the Metropolitan area will display specially prepared posters and exhibit special trailers urging theatre audiences to listen to Sketch Henderson's programs on WNBC and WNBT for recommended films.

# Theatre TV Hearings May End Today or Tomorrow

WASHINGTON, Oct. 26.—The first phase of the theatre television hearings will probably wind up tomorrow or Tuesday, according to Motion Picture Association of America and National Exhibitors Theatre Television committee attorneys, who are presenting the industry's case to the Commission.

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Speculation places the name of Arnold Picker, RKO Radio executive vice-president, who is due here tomorrow from Europe, near the top of the list as probable choice for president and the board of directors. Coast reports have R. J. O'Donnell, Interstate circuit head, also under consideration for the presidency.

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HOLLYWOOD, Oct. 26.—Susan Peters, 31, the actress who suffered a paralysis from the waist down in 1945 as the result of shooting accident, died in Visalia, Cal., on Friday of kidney failure.

# *Rogers Fund Group*

(Continued from page 1)

Boston, Benjamin Damingo; Buffalo, Elmer Lux and Myron Gross; Charlotte, Scott Lett; Chicago, Jack Rose; Cincinnati, Van Schwartz; Cleveland, Frank Murphy; Dallas, John Rowley; Denver, Pat McGee; Des Moines, Charles Niles; Detroit, Jim Sharkey and Art Robinson; Indianapolis, E. L. Ornstein; Jacksonville - Tampa, Guy A. Kenimer; Kansas City, Elmer Rhoden, Jr.; Los Angeles, Al O'Keefe; Memphis, Herbert Kohn; Milwaukee, Hugo Vogel; Minneapolis, Ben Berger; New Haven, Harry Feinstein; New Orleans, Henry Plitt; Oklahoma City, Morris Loewenstein and J. C. Hunter; Philadelphia, Alfred J. Davis and Jack Greenberg; Pittsburgh, Moe Silver; Portland, Art Adamson; St. Louis, Joseph C. Ansell; Salt Lake City, George Smith; San Francisco, Rotus Harvey; Seattle, Fred Mercy; Washington, D. C., Morton Gerber.

According to Switow, the "generous cooperation of exhibition and distribution is expected to bring gratifying results in realizing our goal for the Christmas Salute. That goal is 150,000 signers of scrolls, and $200,000 in contributions."

This week in every exchange city distributor and exhibitor chairmen will meet with branch managers to set up the distribution of the Christmas scrolls to all theatres, radio and TV stations, and to all companies throughout the country which are allied with the amusement industry.

During the period of the campaign, November and December, Switow will make his headquarters at the national office of the Variety Clubs—Will Rogers Hospital, New York City.

## Schlanger to Head

(Continued from page 1)

Wirth, home office real estate head; Carl Siegel; vice-president of Warner Brothers Service Corp.; W. Stewart McDonald, assistant treasurer of Warner Brothers Pictures, and Harry Goldberg, director of advertising of Warner Theatres.

The keynote of this year's meeting will be "showmanship," at which time the Philadelphia zone will launch a six-months' "Showmanship Crusade," devoted to the selling of pictures and promotional stunts.

During the afternoon session of the first day, the group will be addressed by Jerry Pickman, in charge of advertising, publicity and exploitation of Paramount, and Sterling Silliphant, publicity director of 20th Century-Fox. On Wednesday, Robert W. Coyne, special counsel of the Council of Motion Picture Organizations, will speak on COMPO and general industry problems.

## Tax Repeal

(Continued from page 1)

"we have come across several instances which show that a commitment made by a Congressional candidate to an individual may be misunderstood or completely forgotten. When a group of exhibitors, however, either at a luncheon or some other sort of meeting, present their case and get a statement from the candidate that commitment sticks, because the candidate knows he is on record before several people from his district."

## Salesmen's Expenses

(Continued from page 1)

ceive nine dollars a day total expense allowance, and all majors except United Artists and Monogram furnish salesmen with automobiles The latter company reportedly has decided to institute a car fleet arrangement.

It is generally believed that exchange bookers would like to withdraw from the IATSE and join the Colosseum because of their close association with salesmen, and that the Colosseum would welcome the bookers. However, that situation still is touch-and-go and any overture looking to affiliation would have to come from the bookers, whose contract with the "IA" is said to be ironbound.

## No Myers Comment

(Continued from page 1)

microscope" and would confer with Allied's arbitration committee before making any statements.

Because of the importance of the arbitration question, Myers said, it couldn't be "sloughed off" by telephone conversations, and it would therefore be necessary to confer with the arbitration committee members by mail, a time-consuming process.

Myers also refused to comment on a recent proposal by the Theatre Owners of America that the industry arbitration drafting committee be reconvened to consider minor changes proposed in the draft by TOA.

## Five Myths

(Continued from page 1)

American pictures, and (5) that Hollywood is dominated by a crew of Communists and fellow travelers."

Quoting from his experience of more than 30 years in the business, Mayer gave facts and figures to prove that none of these beliefs has any basis in fact.

## *IATSE and Chicago Houses in Stalemate*

CHICAGO, Oct. 26.—Negotiations between the stage hands union, IATSE, and the motion picture theatres that employ stage hands have broken down in the attempt to set up a contract to replace the present one, which expires the first of the year. The stage-hands, now receiving $2.09 per hour, are seeking a raise to $2.40.

## 'Movie Guide'

(Continued from page 1)

run-of-paper position and will appear under the heading: "Your Neighborhood Movie Guide, Clip and Save." It will run across the five columns of the paper. Rates are: $13 per theatre for Manhattan, Bronx, and Staten Island; $9.80 for Brooklyn; $6.80 for Queens, and $5 for Nassau.

## O'Donnell Tribute

(Continued from page 1)

length biography entitled "The Silver Fox," to be published in 1953. Paul Short will collaborate on a screen play of the same name as the book.

# *In the THEATRE* Equipment World . . .

## . . . *with RAY GALLO*

A LARGE VARIETY of food and beverage equipment and products for refreshment vending continues to arrive on the market. Here are a few of the latest:

A new electric grill which rolls and self-bastes frankfurters in a continuous action designed to eliminate the necessity of greasing rollers, has been marketed by J. J. Connolly, Inc., of New York. Models of varying capacity are available, including those which cook 10, 20 or 40 franks at a time. Constructed of stainless steel, the units have both high and low heat control, the first for continuous serving during rush periods and the latter for keeping the franks hot and ready for serving. Glass guards are provided at an extra cost.

•

**"The Coffee Bar," an automatic dispenser of hot coffee, is a product of the Bert Mills Corp., Lombard, Ill. It is equipped to provide the beverage black, with sugar, with cream, or both. Coffee used is especially made for the company by Maxwell House. The cream is a dehydrated powder with approximately 50% butterfat. An automatic changer maker accepts nickels, dimes and quarters.**

•

*A new hot-fudge pump designed to provide adjustable portion control and elimination of the use of ladles has been developed by Helmco-Lacy, Chicago. Constructed of heavy stainless steel, the unit operates by a simple lever action. It will also handle most cold fudges.*

•

Two new chocolate products, both of which are packed in a duplex cellophane, heat-sealed bag with a transparent window, have been announced by the Nestle Co., White Plains, N. Y. One of the candies is called "Nibbles," which are small pieces of milk chocolate, about 60 to the package. The other is "Semi-Sweets," also small pieces of a dark, stronger chocolate, 70 to the package. Both items come in 100-bag shipping cases. Although designed to sell at 10 cents each, the individual packages are not marked for price.

•

**An automatic multiple food vender which dispenses hot coffee, hot and cold sandwiches, pies, pastries, milk and juices, has been marketed by the Lunch-O-Mat Corp. of America, New York City. Called the "Lunch-O-Mat," the vender consists of seven divisions. Standard operation permits vending of 30 containers of milk in one; 30 containers of chocolate milk in another; 50 hot sandwiches (with a choice of two kinds, 25 of each); 50 cold sandwiches (also a choice of two); 50 pies and pastries (choice of two); 150 cups of hot coffee and 88 cans of juice (choice of two). Except for coffee, all divisions are interchangeable. For example, more sections can be devoted to milk and less to sandwiches.**

# PARAMOUNT OPENS A NEW BOX-OFFICE 'ROAD' FOR 1953 WITH THE HIT FOR THE HOLIDAYS THAT WILL GIVE YOU HOLIDAY-HIT BUSINESS WHENEVER YOU PLAY IT!



Produced by HARRY TUGEND · Directed by HAL WALKER · Screenplay by FRANK BUTLER, HAL K

SONG HITS! THE MARRY-GO-RUNAROUND ♪ CHICAGO STYLE ♪ MOONF

ing, Bob and Dottie are
ittin' the road again...in
heir latest, greatest 'road'
how of all...and their
rst in TECHNICOLOR!




# BING CROSBY
# BOB HOPE
# DOROTHY LAMOUR

in

# ROAD TO BALI

Color by TECHNICOLOR

TER and WILLIAM MORROW • New Songs—Lyrics by JOHNNY BURKE • Music by JAMES VAN HEUSEN

WERS ♪ THE ROAD TO BALI ♪ TO SEE YOU ♪ HOOT MON ♪♪

# Personal Mention

ARNOLD PICKER, executive vice-president of RKO Radio, is scheduled to arrive here from Europe by boat tomorrow.

•

MRS. HENRY DAWSON, associate director of community relations of the Motion Picture Association of America, will speak on "The Movies and Their Public" tonight at the New School for Social Research here.

•

NORMAN BARNETT, vice-president of Barnett International Forwarders, Inc., will return here today from Europe aboard the *S.S. Constitution.*

•

MAX E. YOUNGSTEIN, United Artists vice-president, arrived in New York from Europe by plane last Friday.

•

DICK COOK, head of the motion picture department of *Pictorial Review,* will return here today from Boston.

•

WESLEY BAILY, promotion manager of *Good Housekeeping* magazine, left here over the weekend for Miami.

## 'Moulin Rouge' for Easter '53 Release

"Moulin Rouge," made abroad by John Huston for United Artists release at Eastertime in 1953, will open at the Los Angeles Wilshire Theatre on Dec. 26 in order to be eligible for the Academy Award, it was revealed Friday by the film's star, Jose Ferrer, who also has a profit-sharing arrangement on the picture.

Ferrer expects his working relationship with John Huston to resolve shortly into a partnership for the making of "Matador," the Barnaby Conrad novel, in Technicolor, in Spain, in May. No release deal has been made as yet. Ferrer plans a public appearance tour with "Rouge" similar to his efforts for "Cyrano."

The actor revealed Huston had been responsible for an altered shooting process in Technicolor which attains hitherto unachieved affects while working on a film.

## WNBC Runs Film 'Plugs' on Saturdays

Station WNBC, key radio station of the National Broadcasting network, on Saturday began presenting spot announcements during the afternoon football broadcasts, to run weekly, to promote movie-going generally and recommend outstanding films to listeners. This is in furtherance of the mutual promotion pact with the Organization of the Motion Picture Industry of the City of New York.

Theatres in the Metropolitan area will display specially prepared posters and exhibit special trailers urging theatre audiences to listen to Sketch Henderson's programs on WNBC and WNBT for recommended films.

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# *Rogers Fund Group*

(Continued from page 1)

Boston, Benjamin Damingo; Buffalo, Elmer Lux and Myron Gross; Charlotte, Scott Lett; Chicago, Jack Rose; Cincinnati, Van Schwartz; Cleveland, Frank Murphy; Dallas, John Rowley; Denver, Pat McGee; Des Moines, Charles Niles; Detroit, Jim Sharkey and Art Robinson; Indianapolis, E. L. Ornstein; Jacksonville - Tampa, Guy A. Kenimer; Kansas City, Elmer Rhoden, Jr.; Los Angeles, Al O'Keefe; Memphis, Herbert Kohn; Milwaukee, Hugo Vogel; Minneapolis, Ben Berger; New Haven, Harry Feinstein; New Orleans, Henry Plitt; Oklahoma City, Morris Loewenstein and J. C. Hunter; Philadelphia, Alfred J. Davis and Jack Greenberg; Pittsburgh, Moe Silver; Portland, Art Adamson; St. Louis, Joseph C. Ansell; Salt Lake City, George Smith; San Francisco, Rotus Harvey; Seattle, Fred Mercy; Washington, D. C., Morton Gerber.

According to Switow, the "generous cooperation of exhibition and distribution is expected to bring gratifying results in realizing our goal for the Christmas Salute. That goal is 150,000 signers of scrolls, and $200,000 in contributions."

This week in every exchange city distributor and exhibitor chairmen will meet with branch managers to set up the distribution of the Christmas scrolls to all theatres, radio and TV stations, and to all companies throughout the country which are allied with the amusement industry.

During the period of the campaign, November and December, Switow will make his headquarters at the national office of the Variety Clubs—Will Rogers Hospital, New York City.

## Schlanger to Head

(Continued from page 1)

Wirth, home office real estate head; Carl Siegel; vice-president of Warner Brothers Service Corp.; W. Stewart McDonald, assistant treasurer of Warner Brothers Pictures, and Harry Goldberg, director of advertising of Warner Theatres.

The keynote of this year's meeting will be "showmanship," at which time the Philadelphia zone will launch a six-months' "Showmanship Crusade," devoted to the selling of pictures and promotional stunts.

During the afternoon session of the first day, the group will be addressed by Jerry Pickman, in charge of advertising, publicity and exploitation of Paramount, and Sterling Silliphant, publicity director of 20th Century-Fox. On Wednesday, Robert W. Coyne, special counsel of the Council of Motion Picture Organizations, will speak on COMPO and general industry problems.

## Tax Repeal

(Continued from page 1)

"we have come across several instances which show that a commitment made by a Congressional candidate to an individual may be misunderstood or completely forgotten. When a group of exhibitors, however, either at a luncheon or some other sort of meeting, present their case and get a statement from the candidate that commitment sticks, because the candidate knows he is on record before several people from his district."

## Salesmen's Expenses

(Continued from page 1)

ceive nine dollars a day total expense allowance, and all majors except United Artists and Monogram furnish salesmen with automobiles The latter company reportedly has decided to institute a car fleet arrangement.

It is generally believed that exchange bookers would like to withdraw from the IATSE and join the Colosseum because of their close association with salesmen, and that the Colosseum would welcome the bookers. However, that situation still is touch-and-go and any overture looking to affiliation would have to come from the bookers, whose contract with the "IA" is said to be ironbound.

## No Myers Comment

(Continued from page 1)

microscope" and would confer with Allied's arbitration committee before making any statements.

Because of the importance of the arbitration question, Myers said, it couldn't be "sloughed off" by telephone conversations, and it would therefore be necessary to confer with the arbitration committee members by mail, a time-consuming process.

Myers also refused to comment on a recent proposal by the Theatre Owners of America that the industry arbitration drafting committee be reconvened to consider minor changes proposed in the draft by TOA.

## Five Myths

(Continued from page 1)

American pictures, and (5) that Hollywood is dominated by a crew of Communists and fellow travelers."

Quoting from his experience of more than 30 years in the business, Mayer gave facts and figures to prove that none of these beliefs has any basis in fact.

## *IATSE and Chicago Houses in Stalemate*

CHICAGO, Oct. 26.—Negotiations between the stage hands union, IATSE, and the motion picture theatres that employ stage hands have broken down in the attempt to set up a contract to replace the present one, which expires the first of the year. The stage-hands, now receiving $2.09 per hour, are seeking a raise to $2.40.

## 'Movie Guide'

(Continued from page 1)

run-of-paper position and will appear under the heading: "Your Neighborhood Movie Guide, Clip and Save." It will run across the five columns of the paper. Rates are: $13 per theatre for Manhattan, Bronx, and Staten Island; $9.80 for Brooklyn; $6.80 for Queens, and $5 for Nassau.

## O'Donnell Tribute

(Continued from page 1)

length biography entitled "The Silver Fox," to be published in 1953. Paul Short will collaborate on a screen play of the same name as the book.

# *In the THEATRE* Equipment World . . .

## . . . *with RAY GALLO*

A LARGE VARIETY of food and beverage equipment and products for refreshment vending continues to arrive on the market. Here are a few of the latest:

A new electric grill which rolls and self-bastes frankfurters in a continuous action designed to eliminate the necessity of greasing rollers, has been marketed by J. J. Connolly, Inc., of New York. Models of varying capacity are available, including those which cook 10, 20 or 40 franks at a time. Constructed of stainless steel, the units have both high and low heat control, the first for continuous serving during rush periods and the latter for keeping the franks hot and ready for serving. Glass guards are provided at an extra cost.

•

**"The Coffee Bar," an automatic dispenser of hot coffee, is a product of the Bert Mills Corp., Lombard, Ill. It is equipped to provide the beverage black, with sugar, with cream, or both. Coffee used is especially made for the company by Maxwell House. The cream is a dehydrated powder with approximately 50% butterfat. An automatic changer maker accepts nickels, dimes and quarters.**

•

*A new hot-fudge pump designed to provide adjustable portion control and elimination of the use of ladles has been developed by Helmco-Lacy, Chicago. Constructed of heavy stainless steel, the unit operates by a simple lever action. It will also handle most cold fudges.*

•

Two new chocolate products, both of which are packed in a duplex cellophane, heat-sealed bag with a transparent window, have been announced by the Nestle Co., White Plains, N. Y. One of the candies is called "Nibbles," which are small pieces of milk chocolate, about 60 to the package. The other is "Semi-Sweets," also small pieces of a dark, stronger chocolate, 70 to the package. Both items come in 100-bag shipping cases. Although designed to sell at 10 cents each, the individual packages are not marked for price.

•

**An automatic multiple food vender which dispenses hot coffee, hot and cold sandwiches, pies, pastries, milk and juices, has been marketed by the Lunch-O-Mat Corp. of America, New York City. Called the "Lunch-O-Mat," the vender consists of seven divisions. Standard operation permits vending of 30 containers of milk in one; 30 containers of chocolate milk in another; 50 hot sandwiches (with a choice of two kinds, 25 of each); 50 cold sandwiches (also a choice of two); 50 pies and pastries (choice of two); 150 cups of hot coffee and 88 cans of juice (choice of two). Except for coffee, all divisions are interchangeable. For example, more sections can be devoted to milk and less to sandwiches.**

# PARAMOUNT OPENS A NEW BOX-OFFICE 'ROAD' FOR 1953 WITH THE HIT FOR THE HOLIDAYS THAT WILL GIVE YOU HOLIDAY-HIT BUSINESS WHENEVER YOU PLAY IT!



Produced by HARRY TUGEND · Directed by HAL WALKER · Screenplay by FRANK BUTLER, HAL K

SONG HITS! THE MARRY-GO-RUNAROUND / CHICAGO STYLE / MOONF

ng, Bob and Dottie are
ttin' the road again...in
eir latest, greatest 'road'
ow of all... and their
rst in TECHNICOLOR!




# BING CROSBY
# BOB HOPE
# DOROTHY LAMOUR

in

# ROAD TO BALI

Color by
TECHNICOLOR

TER and WILLIAM MORROW • New Songs—Lyrics by JOHNNY BURKE • Music by JAMES VAN HEUSEN

WERS ♪ THE ROAD TO BALI ♪ TO SEE YOU ♪ HOOT MON ♪♪

# Check List

## of recent or forthcoming releases featured in advertising in *MOTION PICTURE DAILY* *

(alphabetically by title)

| Title | Distributor |
|---|---|
| ANDROCLES AND THE LION | RKO |
| ASSIGNMENT PARIS | Columbia |
| BECAUSE OF YOU | Universal |
| BECAUSE YOU'RE MINE (3 Pages) | MGM |
| BEWARE MY LOVELY | RKO |
| BIG JIM McLAIN (5 Pages) | Warner |
| CAIRO ROAD | Realart |
| HANGMAN'S KNOT (2 Pages) | Columbia |
| HORIZONS WEST | Universal |
| ISLAND OF DESIRE (2 Pages) | United Artists |
| IT GROWS ON TREES (1 Page) | Universal |
| IVANHOE (23 Pages) | MGM |
| MILLION DOLLAR MERMAID (2 Pages) | MGM |
| MIRACLE OF FATIMA (4 Pages) | Warner |
| MONTANA BELLE | RKO |
| OPERATION SECRET (2 Pages) | Warner |
| PLYMOUTH ADVENTURE | MGM |
| SOMEBODY LOVES ME (2 Pages) | Paramount |
| SOMETHING FOR THE BIRDS (4 Pages) | 20th-Fox |
| SPRINGFIELD RIFLE (2 Pages) | Warner |
| THE CRIMSON PIRATE (2 Pages) | Warner |
| THE LUSTY MEN (2 Pages) | RKO |
| THE QUIET MAN (15 Pages) | Republic |
| THE MERRY WIDOW (3 Pages) | MGM |
| THE SNOWS OF KILIMANJARO (12 Pages) | 20th-Fox |
| THE STEEL TRAP | 20th-Fox |
| THE STOOGE | Paramount |
| THE THIEF | United Artists |
| THE TURNING POINT (1 Page) | Paramount |
| THUNDER IN THE EAST | Paramount |
| WILLIE AND JOE BACK AT THE FRONT | Universal |

* Pictures featured in *M. P. Daily* advertising during past 6 weeks.

***The Vital Spark*** that ignites the interest of exhibitors for specific pictures, so that it can flame into that enthusiasm which inspires real showmanship, is a soundly planned program of trade advertising. *Without that, no exhibitor can be blamed for lacking in excitement over pictures which are offered to him virtually "cold".*

It is obvious that the extent of a distributor's confidence in product he has available is generally indicated by either the telling—*or lack of telling about it*—in trade paper messages.

There never was a greater need for good product. There never was a greater interest among exhibitors to know about the product they should plan to obtain and exploit. There never was a keener readership of trade paper messages.

Requisites for successful motion picture trade paper advertising of good product are: (1) Start it *soon enough;* (2) Make it effectively proclaim the *box-office values* of the picture; (3) Publish a *sufficient continuity* of sales messages to impress and remind.

Soundly planned trade advertising is the basic telling that leads to successful selling. Its cost is dimes that bring dollars. It is *the vital spark* for the power that produces greatest results!

NEWS WHILE IT IS NEWS

# MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 72. NO. 83 NEW YORK, U. S. A., TUESDAY, OCTOBER 28, 1952 TEN CENTS

# RKO Pictures Will Recover, Grant Avers

## *Says New Directors Will Be Named in 48 Hours*

Confidence that RKO Radio will recover from its current ills was expressed here yesterday by Arnold Grant, chairman of the board, at a second press luncheon, held at the Warwick Hotel to introduce the "executive team" of the company.

**It is his judgment, Grant said, that while RKO Radio Pictures is a "sick company," it should "not die from the ailment." On the contrary, Grant predicted that "the patient will live for many, many years and recover."**

Grant, who has been functioning as chief executive of the company since Howard Hughes sold his controlling stock interest, said the board is meeting daily in an attempt to fill the

(Continued on page 6)

# Wald-Krasna, RKO Terminate Contract

The RKO Radio distribution contract with Wald-Krasna Productions, covering the period from Aug. 14, 1950 to Dec. 31, 1952, yesterday was terminated by mutual agreement, it was reported here by sources close to Wald-Krasna. The contract cancellation resulted from negotiations during the past week in Hollywood between Sherrill Corwin, RKO Radio board

(Continued on page 6)

## *Confabs on Hughes Loan Underway*

**Talks to effect the $8,000,000 Howard Hughes' loan, negotiated by the Stolkin syndicate when it acquired Hughes' controlling stock interest in RKO Pictures, are proceeding in New York, Arnold Grant, board chairman, revealed here yesterday.**

**He said those participating in the talks are Thomas Slack, Hughes' attorney, William Zimmerman, head of RKO Pictures' legal department, and William Clark, the company's treasurer.**

## *Goldenson Has A Public Relations Plan*

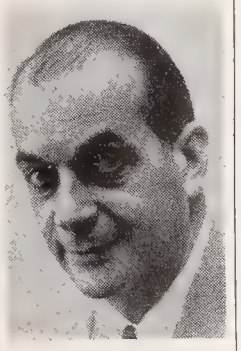
**Hollywood, Oct. 27.—The Motion Picture Industry Council has set up machinery for cooperating in a plan conceived by Leonard Goldenson, president of United Paramount Theatres, through which exhibitors nationally will be provided with material for local public relations use. Lou Greenspan, former publicist and trade paper editor, has been appointed to coordinate material for exhibitors' use, including news stories, special features, speeches and radio-TV data.**



Leonard Goldenson

# Name Solomon 20th Assistant Ad Head

Edward Solomon has been named to the newly-created post of assistant advertising director of 20th Century-Fox, it was announced by Abe Goodman, advertising manager.



Edward Solomon

With experience in theatre operation, management, advertising, publicity and exploitation, Solomon has been a member of 20th-Fox since 1940. Prior to joining the company he was on the advertising staff of Balaban and Katz in Chicago. When he joined 20th he was assigned to the Chicago

(Continued on page 6)

## *20th-Fox Product Meeting Nov. 12*

A schedule of releases for the first nine months of 1953 will be announced by 20th Century-Fox at a special division managers meeting here Nov. 12-13, Al Lichtman, director of distribution, who will preside, announced yesterday.

The managers also will hear an outline of sales and advertising plans for pictures set through the remainder of

(Continued on page 6)

# THEATRE TV COST IN EAST $60-MILLION

## Ruffin President of Tennessee Unit

MEMPHIS, Oct. 27. — Tennessee Theatre Owners today elected W. F. Ruffin, Jr., Covington, as president to succeed Jay Solomon.

J. A. West, Memphis; Earl Hendrew, Erwin; and Cowan Oldham, McMinnville, were elected vice-presidents. Emil Bernstecker, Atlanta, was named secretary and Charles A. Simpson, Chattanooga, treasurer. Solomon was elected national Theatre Owners of America director.

The Tennessee convention adopted resolutions favoring arbitration "in principal," and directing the TOA executive committee to use its own discretion in the 16 mm. suit.

Tennessee's one-day meeting was

(Continued on page 6)

## Johnston to N. Y., Weighs Paris Trip

Eric A. Johnston, Motion Picture Association of America president, who is scheduled to be in New York today from Washington, yesterday still had not made up his mind on when to fly to Paris for talks looking to negotiation of a Franco-American film agreement.

MPAA officials in France have been observing closely economic and political developments there with the intention of signaling Johnston when the time for talks appears propitious, it was indicated here.

Johnston had scheduled a plane trip

(Continued on page 6)

## Name FP-C's Stein Canadian Unit Head

OTTAWA, Oct. 27. — Morris Stein, division manager of Famous Players Canadian Corp., Toronto, was re-elected president of the National Committee of Motion Picture Exhibitors Association of Canada at its fourth annual convention today in the Chateau Laurier Hotel here, with upwards of 25 delegates present from provincial groups across Canada.

The discussions by the theatre officials were preliminary to the two-day convention tomorrow and Wednesday

(Continued on page 6)

## *Figure Covers Building Costs Only, Film Industry Sources Reveal*

WASHINGTON, Oct. 27.—It would cost about $60,000,000 to build a system that would supply virtually all the indoor theatres in nine large Eastern cities with competing theatre television programs, industry sources said today.

**The figure applies only to building costs. It covers the expense of setting up a New York City-Washington intercity relay system which would carry three simultaneously competing circuits in the nine cities. However, for the $60,000,000 figure, theatres would be able to choose from six competing circuits, each with a different program.**

It was expected that this information would be part of testimony to be given to the Federal Communications Commission's theatre television hear-

(Continued on page 6)

## NEWS FLASHES

TORONTO, Oct. 27.--With the Ontario government moving for a complete revision of censorship and theatre inspection regulations, the Motion Picture Theatres Association of Ontario has called for the submission of suggestions by exhibitors to be incorporated in the brief for presentation to the government.

•

COLUMBUS, O., Oct. 27. --In replies to questions by Robert Wile, secretary of the ITO of Ohio, about their attitudes on repeal of the Federal admission tax, four Congressional candidates in the State declared in favor of repeal and three said they were favorably disposed to tax reduction.

# Personal Mention

NATE J. BLUMBERG, Universal board chairman, has arrived in New York from the Coast.

•

JAMES R. GRAINGER, Republic executive vice-president in charge of sales, returned to New York yesterday following a three-week's trip to New Orleans, Dallas, Los Angeles, San Francisco and Chicago.

•

LEON BAMBERGER, RKO Radio sales promotion chief, is in Memphis to address the annual convention of the MPTO of Tennessee, Arkansas and Mississippi. He will return on Friday.

•

HUGH OWEN, Paramount's Eastern-Southern division manager, is in Buffalo today, and tomorrow he will be in Albany.

•

ROBERT DOWLING, head of City Investing Corp., will return here from London today.

•

PHILIP GERARD, Universal Eastern publicity manager, was in Philadelphia yesterday from New York.

•

SAM SHAIN is in Buffalo today on a COMPO assignment.

## United Paramount Meets Tomorrow

The third annual meeting of United Paramount Theatres, Inc., will be held tomorrow and Thursday at the Greenbriar Hotel, White Sulpher Springs, West Virginia.

Attending will be the following from the home office: Leonard H. Goldenson, Robert M. Weitman, Edward L. Hyman, Robert O'Brien, Walter Gross, Sidney M. Markley, Simon B. Siegel, Herbert Lazarus and Harry Levine.

The following will attend from the field: Karl Hoblitzelle, Robert O'Donnell, Robert Wilby, H. F. Kincey, John Balaban, Dave Wallerstein, A. H. Blank, Kermitt Carr, Martin J. Mullin, Earl J. Hudson, Harry B. French, Leon Netter and Louis Finske.

Also, Gaston Dureau, Henry Plitt, John Adams, Raymond Willie, James Harrison, Emil Bernstecker, Roy Smart, Ray Hendry, George Aurelius, Arthur Krolick, Eugene Street, Ben Rosenberg, Selig Seligman, Jerry Zigmond, William O'Donnell, Jack Katz and James Redd.

## *Rackmil to Leave Today*

Milton R. Rackmil, president of Universal Pictures and of Decca, returned here yesterday from the Coast, where he conferred with "U" studio executives. He will leave today for England mainly on Decca business, according to a spokesman for Decca.

Rackmil is due back in about two weeks.

# *UK Wage Dispute Threatens Shutdown of Production*

LONDON, Oct. 27.—A meeting of producers with studio union heads today, called to attempt to prevent a shutdown of production because of inability to make progress in negotiations for wage increases, was adjourned until Wednesday by mutual consent.

The meeting had been requested by Tom O'Brien, head of the National Association of Theatrical and Kine Employes, one of the unions involved in the negotiations, after an unauthorized work stoppage had been staged at J. Arthur Rank's Pinewood studio last week. Similar tactics were adopted at other motion picture studios subsequently.

O'Brien, George Elvin of the Association of Cine and Allied Technicians, and Frank Haxell of the Electrical Trades Union attended today's meeting with leading producers. The British Film Producers Association considered closing down all studios on the theory that it would be impossible to arrange shooting schedules in the event the impromptu work stoppages continue.

Among productions held up are Walt Disney's "Sword and the Rose" at Pinewood, and "The Red Beret," in which Alan Ladd is starring at Shepperton.

Negotiations between the producers and studio unions have been in progress for more than a year. Producers are demanding relaxation in what they call restrictive practices as the price of pay-rises.

## *Royal Performance Aids UK Trade Fund*

LONDON, Oct. 27.—Total proceeds of the annual Royal Film Performance, held at M-G-M's Leicester Square Empire Theatre here tonight with "Because You're Mine" as the feature attraction, will amount to approximately £30,000 ($84,000), including Wednesday receipts from a replica performance at Leeds, Thursday at Liverpool, and revenue from program advertising. Proceeds are contributed to the Cinematograph Trade Benevolent Fund.

Present at the performance were the Queen, her husband, the Duke of Edinburgh, and Princess Margaret. A 60-minute stage presentation followed the film, with Charles Chaplin, Sir Laurence Olivier, Vivien Leigh, Yvonne de Carlo, Gene Kelly, Douglas Fairbanks, Kirk Douglas, Evelyn Keyes, Rock Hudson and others participating.

## *Rogers to Make More Films for Theatres*

COLUMBUS, O., Oct. 27.—Roy Rogers, performing with Dale Evans and a large company in the Hobart Arena at Troy, O., disclosed that he plans to make another series of films for theatre distribution. Rogers' manager, Arthur Rush, stated that an announcement would be made shortly from Rogers' Hollywood office on the distributor and production schedule.

## Name Chairmen for Pioneers Dinner

Committee chairmen for the Motion Picture Pioneers "Jubilee Dinner" at the Hotel Astor here on Tuesday, Nov. 25, were announced yesterday by Jack Cohn, president of the Pioneers, and Ned E. Depinet, chairman of the dinner, which will honor N. J. Blumberg, chairman of the board of Universal Pictures, as the Motion Picture Pioneer of 1952.

Harry J. Takiff, secretary-treasurer of the Pioneers, and Marvin Kirsch, vice-president, have been appointed administrators for the dinner. John J. O'Connor, vice-president of Universal, will be in charge of honored guests. Gilbert Josephson, exhibitor, will be in charge of physical arrangements for the dinner and reception. Charles Alicoate of *Film Daily*, and Ray Gallagher of *Motion Picture Herald*, will be in charge of admissions and new member inductions. David A. Bader will be in charge of new members, and George Jessel will serve as toastmaster.

## Technicolor 9-Month Net Is $1,499,507

Consolidated net profit after taxes on Technicolor's income for the nine months ending Sept. 30, is estimated to be $1,499,507, equivalent to $1.60 per share.

This compares to a net of $1,561,525, equivalent to $1.68 per share for the corresponding nine months of 1951, with taxes for that period adjusted to the effective rate paid for the entire year.

The estimated consolidated net profit after taxes on income for the quarter ending Sept. 30, 1952 is $474,087, which is equivalent to 50 cents per share. This compares to a net of $500,131 which is equivalent to 54 cents a share, for the corresponding quarter in 1951.

## *First TV Saturation Set by 'U' for 'Trees'*

Universal will use a saturation television spot campaign for the first time in connection with the world premiere of "It Grows on Trees" at the Paramount Theatre in New Haven on Wednesday, Nov. 5, the company discloses.

The spots, which will be used during station breaks on the New Haven television station, will range from 20 seconds to one minute.

## *J. H. Moskowitz Returns*

Joseph H. Moskowitz, vice-president and special studio representative of 20th Century-Fox, returned to his New York office yesterday after a five-month visit to the Coast.

## *TV of Coronation To Be Restricted*

**London, Oct. 27.—The Coronation Commission has ruled against television being permitted to cover the actual ceremony. Newsreels, however, including color films, are authorized to provide complete coverage.**

**The J. Arthur Rank Organization has completed arrangements for a full length picture in Technicolor and Associated British-Pathe will have a full-length picture.**

**Protests against the TV ceremonial ban have caused Prime Minister Churchill to call a special Cabinet meeting to help him draft a statement on the issue to be read to the House of Commons tomorrow.**

## Seadler Heads MPA Ad-Publicity Group

Silas F. Seadler, director of advertising of M-G-M, has been named chairman of the Advertising and Publicity Directors Committee of the Motion Picture Association of America. He succeeds Charles Simonelli, Eastern ad-publicity manager and national exploitation chief of Universal.

The committee chairmanship is a rotating post involving a minimum tenure of six months.

Simonelli, who served as chairman for nine months, won a unanimous vote of thanks from the committee for his "able guidance" of the group's activities since the first of the year.


NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
MARIO LANZA in
"BECAUSE YOU'RE MINE"
introducing DORETTA MORROW
Color by TECHNICOLOR - An M-G-M Picture
plus
SPECTACULAR STAGE PRESENTATION

GARY COOPER in SPRINGFIELD RIFLE
WARNERCOLOR
in Person DUKE ELLINGTON And His Orchestra
HOWELL and BOWSER
BUNNY BRIGGS
EXTRA THE RAVENS
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

Susan HAYWARD—Robert MITCHUM
Arthur KENNEDY—Arthur HUNNICUTT
"The LUSTY MEN"
CRITERION BROADWAY and 45th St.
Distributed by RKO RADIO PICTURES


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# Thank You.....

*Happy* JOHN BALABAN

☆

*Happy* SI FABIAN

☆

*Happy* SAM GOLDFINGER

☆

*Happy* JOHN HARRIS

☆

*Happy* I. J. HOFFMAN

☆

*Happy* EDWARD HYMAN

☆

*Happy* WILLIAM JENKINS

☆

*Happy* HARRY KALMINE

☆

*Happy* GEORGE KERASOTES

☆

*Happy* ELMER LUX

*Happy* GUS METZGER

☆

*Happy* FRANK NEWMAN

☆

*Happy* BOB O'DONNELL

☆

*Happy* EDWARD PRINSEN

☆

*Happy* FRANK RICKETSON

☆

*Happy* SOL SCHWARTZ

☆

*Happy* WILLIAM SKIRBALL

☆

*Happy* EDWIN SILVERMAN

☆

*Happy* RALPH SNIDER

☆

*Happy* JOE VOGEL

Happy... Happy... Happy... Happy... Happy... Happy... Ha

# "THE GREATEST THEATER AU
# IS VERDICT AFTE

FOR THE FIRST TIME in memory a motion picture has been sneak previewed in 51 DIFFERENT CITIES. The picture? STANLEY KRAMER'S "THE HAPPY TIME." The reactions? BREATHTAKING! Who said so? They are listed on the previous page.

Our reasons for this HISTORY-MAKING PROCEDURE were simple: we wanted to prove unequivocally to exhibitors what we already knew about this picture; we wanted them to have the full appreciation of the picture's potentialities which could only come from a theater screening; we knew that its ROLLICKING, INFECTIOUS, DELIGHTFUL GAIETY would be enjoyed tenfold when seen with an audience; we knew that every person in each of the 51 audiences would become a press agent for "THE HAPPY TIME."

All of that happened.

# NCE REACTION EVER SEEN"

# 1 SNEAK PREVIEWS!

This, then, is our grateful acknowledgment to our exhibitor friends for their cooperation in arranging the previews—and for their expressions of tremendous enthusiasm afterwards.

Columbia



OLUMBIA PICTURES presents
TANLEY KRAMER'S Production of

From Rodgers & Hammerstein's
Frank & Funny Broadway Hit!

# THE HAPPY TIME

starring
CHARLES BOYER · LOUIS JOURDAN
Marsha Kurt Linda Marcel Richard
with HUNT · KASZNAR · CHRISTIAN · DALIO · ERDMAN
and BOBBY DRISCOLL · Screen Play by EARL FELTON · Based on the Play by SAMUEL A. TAYLOR and the Book by ROBERT FONTAINE
Produced on the stage by RICHARD RODGERS and OSCAR HAMMERSTEIN · Music Composed and Directed by DIMITRI TIOMKIN
Associate Producer EARL FELTON · Directed by RICHARD FLEISCHER

# 20th Meet

(Continued from page 1)

this year and the beginning of 1953.

Lichtman as chairman will be aided by W. C. Gehring, executive assistant general sales manager; Edwin W. Aaron, Western sales manager, and Arthur Silverstone, Eastern and Canadian sales manager.

Charles Einfeld, ad-publicity vice-president, will outline advertising, publicity and exploitation plans and discuss the line-up of pictures being offered during the branch managers' testimonial which will end Dec. 27.

Also to be discussed are plans for the company's "Anniversary Week" which is to be celebrated over Thanksgiving.

Pictures for the remainder of 1952 which will be included in the discussions are Darryl F. Zanuck's "The Snows of Kilimanjaro," "The Stars and Stripes Forever," "Bloodhounds of Broadway," "The Steel Trap," "The Thief of Venice," "Pony Soldier" and "My Pal Gus."

Division managers scheduled to attend the meeting are: Herman Wobber, Western; Harry Ballance, Southern; Martin Moskowitz, Empire State; M. A. Levy, Midwest; Glenn Norris, Atlantic; Tom McCleaster, Central and Peter Myers, Canadian. Also on hand will be Buck Stoner and Paul Wilson, assistant division managers in the Western and Southern territories, respectively.

Branch managers Jim Connolly, Boston; Ben Simon, New Haven, and Tom Gilliam, Chicago will also be in attendance since their exchanges are now supervised by the home office.

## Wald-Krasna, RKO

(Continued from page 1)

member, and David Tannenbaum, Wald-Krasna president.

A principal consideration of the termination was Jerry Wald's agreement to continue, on a non-exclusive basis, as production advisor in connection with RKO's planned production of "High Heels" and "Size 12," both of which Harriet Parsons will produce. Miss Parsons' contract with Wald-Krasna has been taken over by RKO. Milton Pickman will continue as Wald-Krasna vice-president and general manager.

Tannenbaum said negotiations which Wald-Krasna has been conducting with another studio "will be concluded at once."

Under the RKO deal, Wald-Krasna produced four pictures which the distributing company will continue to handle: "The Blue Veil," "Clash by Night," "Behave Yourself" and "The Lusty Men."

## Solomon

(Continued from page 1)

office where he was in charge of advertising, publicity and field exploitation forces in the Midwest.




# Eastern Theatre TV Cost

(Continued from page 1)

ing today by Manfred Toeppen, but due to an accounting error in the exhibits which were part of Toeppen's presentation, and which was just discovered over the week-end, his appearance was postponed until the Jan. 12 portion of the hearing.

Due to the fact that Toeppen's appearance was canceled, the engineering and cost phase of the hearing ended early today, after testimony by John W. Clark. Following the close of the hearing, a reliable industry informant gave reporters the figures on construction and operating costs of the New York City-Washington theatre television system, which Toeppen will present in January. Toeppen is the cost analyst for the Motion Picture Association of America and the National Exhibitors Theatre Television Committee.

**In the $60,000,000 figure there are three definite construction figures, the spokesman said, including $1,500,000 as the cost of constructing an intra-city relay system for Washington, which would service 93 theatres in the metropolitan area; and $650,000 for building the necessary program source links, both mobile and fixed, to pick up programs. The third definite figure, $3,300,000, covers the cost of constructing the New York-Washington inter-city relay system, which will supply the nine cities.**

According to the industry source, the specific Washington figures, taking into account differing engineering and cost problems presented by each city, and including the $3,300,000 figure, can be extended to total the $60,000,000 for over-all capital costs. Eighty per cent of the total $60,000,000 figure will go into the costs of intra-city distribution for theatres within the nine cities.

Besides New York and Washington, the cities that would be covered by the projected system are Trenton, Philadelphia, Atlantic City, Reading, Allentown, Wilmington and Baltimore.

**Operating costs for the system as revealed by qualified industry experts, are based on a three-year amortization period for the capital costs. They stress the fact that a high rate of amortization was chosen because some of the equipment will probably wear out rapidly —and that the operating costs will therefore be comparatively high during the three-year amortization period.**

The cost of operating the inter-city transmission will run at about $1,600,000 a year; the cost of the Washington intra-city system at $580,000 yearly; and the cost of the program source link operation at $250,000 a year.

The operating cost figures cover six hours of operation daily, but the spokesman said that the costs would not vary too much for three, nine or 12 operating hours.

### Industry Attorneys Satisfied With Progress of Theatre TV Hearing

WASHINGTON, Oct. 27. — Industry attorneys expressed themselves as completely satisfied with the progress of the industry's theatre television case today, as the hearing before the Federal Communications Commission on the engineering and cost phases of theatre television recessed until Jan. 12.

They cited Commissioners, Commission staffers and attorneys for parties in the case, who told them that the presentation of the industry's case had been "impressive" and "bullet-proof." One non-industry attorney said the industry's case had been "the best presentation" in any allocations proceeding before the FCC.

Vincent Welch, attorney for the Motion Picture Association of America, and Marcus Cohn, attorney for the National Exhibitors Theatre television Committee, declared that although progress would be slow all along the way in the presentation of the theatre television case, mainly due to the great bulk of testimony, they thought that the first week of hearing had come off very well.

**They also noted that the attitude of the commission and the FCC staff, sparked by chairman Paul Walker's opening day blast at exclusive theatre telecasts of fights, had "improved as the case went along."**

Final witness today was John W. Clark, who told the Commission that the Klystron tube was high-powered enough to provide 900D UHF microwave transmission as well as to provide transmission over the broad band which the industry thinks is necessary for theatre television transmission. Answering some doubts expressed by Commissioners and the staff as to whether there was equipment available today to do the job the industry wants done, Clark said the Klystron tube was actually in effective use today. It was expensive, he pointed out, but he added that Varian Associates were continuing with research which would eventually cut the price.

## Johnston to N.Y.

(Continued from page 1)

to Paris last weekend but called it off because he had developed a cold.

Since Franco-American negotiations broke off several weeks ago no American pictures have been sent to France. The talks between the two governments ended abruptly when the French withdrew a previous offer to permit the bulk of some $6,000,000 in blocked earnings to be remitted forthwith at the capital account rate. Meanwhile, France, in what was interpreted here as a goodwill gesture, remitted at the official rate $1,200,000, a sum which had been tagged for remittance for quite some time.

## Name Stein

(Continued from page 1)

of the Motion Picture Industry Council of Canada.

Sitting *in camera*, the delegates drew up resolutions on television in relations to theatres, admission of 16mm. exhibitors to membership, protective musical copyright measures, and the proposed overhaul of the theatre regulations by the Ontario Government.

Other officers are F. Gordon Spencer of Saint John, N. B. and K. H. Leach of Calgary, vice-presidents; Dick Main of Sutton, Ont. secretary-treasurer, and Arch H. Jolley, of Toronto, executive secretary.

# RKO Pictures

(Continued from page 1)

vacancies caused by the resignation of Ralph E. Stolkin, A. L. Koolish and William Gorman from the board of the operating company, RKO Radio Pictures. Grant said that he expects to be able to announce the board's selections within 24 or 48 hours.

Grant said it would take some time before a new president is selected by the board, replacing Stolkin. The chief executive explained that, barring the appointment of an interim president, he thought it advisable for the company to first fill board vacancies. The new directors, he added, would then be able to choose a president after obtaining experience in operating the company.

**The major problem of selecting a studio head and getting the studio back in full scale production will be attacked by Grant on his trip to the West Coast, which he plans in another week or so, it was revealed.**

The second in a series of weekly press conferences highlighted the introduction of the "executive team" in the East, composed of 16 department heads. Grant said the eventual department executives, including those at the studio, will number 25.

### Picker Absent

Absent from the luncheon was Arnold Picker, newly-appointed executive vice-president of the company, who is due here today from Europe. Grant said that Picker while abroad suggested a number of minor changes in RKO's foreign operations.

Grant said he did not know the intentions of the Stolkin syndicate, whether members of the group would sell their 26 per cent stock interest purchased from Hughes. Grant added that he acted as an attorney for the purchasing group, but was not familiar with the background of each member.

The board chairman held that the Stolkin group's voice in management would be no different from the influence of any group of minority stockholders. Grant denied that R. J. O'Donnell, head of Interstate circuit, had been approached for the presidency of RKO.

The following were introduced by Grant as part of the "executive team" which would be in charge of sales and distribution of RKO product. In order of their introduction, they are:

Jay Bonafield, executive vice-president and general manager of RKO Pathe; Garrett Van Wagner, comptroller; William Zimmerman, head of the legal department; Robert K. Hawkinson, foreign administration manager; Alfred Crown, foreign sales manager; Richard Condon, advertising-publicity director; William Clark, treasurer; Charles Boasberg, general sales manager; Walter Branson, assistant general sales manager, and Harry Pimstein, assistant to Grant.

## Ruffin President

(Continued from page 1)

the starter for the Motion Picture Theatre Owners of Arkansas, Mississippi and Tennessee which opened a three day convention here tonight at the Hotel Gayoso. Leon Roundtree, Holly Springs, Miss., is being boomed for president of the Tri-States, which will elect officers Wednesday.

# Television--Radio

## *with Pinky Herman*

"DEAR Mr. Anthony," is the way this gag has started for years, "my wife went out for a loaf of bread seven years ago and hasn't returned yet. My problem is, shall I still wait or shall I go out for the bread myself?" On his return from service in the Pacific, late in 1945, Sgt. Harry S. Miller and NBC staffer Leo Russotto composed a beautiful ballad, "Your Love," which they showed to Jan Pearce who promised to record the tune. For any number of reasons, busy schedule, out-of-town engagements, Metropolitan Opera commitments, etc., Jan has been unable to do the number. Yesterday, in front of the RKO Bldg., Miller asked ye scribbler, "Shall Leo and I still wait or shall we take our song to Tony Martin?" . . . . CBStarting Nov. 1, Jack Lescoulie will announce the "Jackie Gleason Show." . . . Atlas TV Corp. has completed five one-reel Football Hi-Lites narrated by Ford Bond. . . . Frank Bunetta, producer-director of DuMont's new dramatic series, "Dark of Night," acquires new laurels for his effective lights and shadows technique plus the imaginative location selections. . . . Peter Arnell sez, and we quote: "It won't do those flying saucers any good to come to earth because they won't find a space to park." Unquote. . . . The song, "Lights On—Votes Out," used extensively on WOR-Mutual's campaign to get people to vote this year, was composed by Nick and Charles Kenny. . . .

☆ ☆ ☆

*George Ansbro, ABC staff announcer, who was granted special permission to continue on "Young Widder Brown," at the time when the Red and Blue Networks were divorced, is NBCelebrating his 15th year on that program. . . . Rated, and deservedly so, as one of the best-liked performers in night clubs, Joe E. Lewis, Sunday night on Ed Sullivan's "Toast of the Town," might have chosen material better suited for the home viewers. . . . NBC's second telefilm of the series of conversations with elder wise men, will feature Robert Frost, four-time winner of the Pulitzer Prize for poetry. Produced by Richard deRochemont and filmed at Frost's home in Ripton, Vt., the subject will be seen Sunday, Nov. 23, at 5:30 P.M.*



George Ansbro

☆ ☆ ☆

General Foods (Jello) has signed Bob Hope to star in two new programs involving lots of moolah. Both shows will be aired via NBC, one series to be heard across the board mornings from 9:30-9:45 A.M., starting Nov. 10, and the second program a half-hour deal set for every Wednesday evening with the launching taking place next January 7. . . . Important advances and new methods in black and white and color film processing and printing will be discussed by Eastman Kodak engineers at the next SMPTE meeting, Thursday, at the Henry Hudson Hotel in New York City. . . . In an endeavor to clear up misunderstandings in the exchange of actors here and abroad, Actor's Equity prexy Ralph Bellamy will film the next 13 chapters of his "Man Against Crime," CBS-TV series so he can spend a month in Europe for direct meetings with European artist reps. . . . "Stage a Number," produced every Wednesday at 9 P.M. via DuMont by Roger Gerry, is an hour of diversified entertainment. It also serves as a "showcase" not only for new talent but likewise tosses a spotlight directly on new directors, producers and purveyors of talent. . . . Beauteous Rebel Randall, the Hollywood Deejay, whose phone calls every CBSunday at 4:00 P.M. on the Regent cigarette-sponsored program, "America Calling," permits GI's stationed all over the globe to speak to their families, is a former model and film actress. (Rebel? her first name should be Patriot.)

☆ ☆ ☆

Jack Kirkwood, whose MBScintillating wit is beamed daily from Hollywood, has been named "Mr. Entertainment." During his long and varied career, Jack appeared in dramatic stock, vaudeville, musical comedy, sang in light and comic opera, was an orchestra manager, plays the trumpet, cello and drums and write the scripts, gags, blackouts for his programs. . . . Dr. Gino Hamilton's "Jazz Arts Concerts," heard every Saturday at 10:30 P.M. via NBC, sounds to us like a newer and better version of the original "Basin St. Chamber Music Society" doings. In fact, the series stacks up like fine TV material. . . . Alice J. Heinecke's words about music, published in Sesac's Monthly Journal, are highly interesting and informative accounts of people and their adventures with the musical muse.

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in November seventeen

"THE LUSTY MEN"

starring
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ROBERT MITCHUM
ARTHUR KENNEDY
ARTHUR HUNNICUTT

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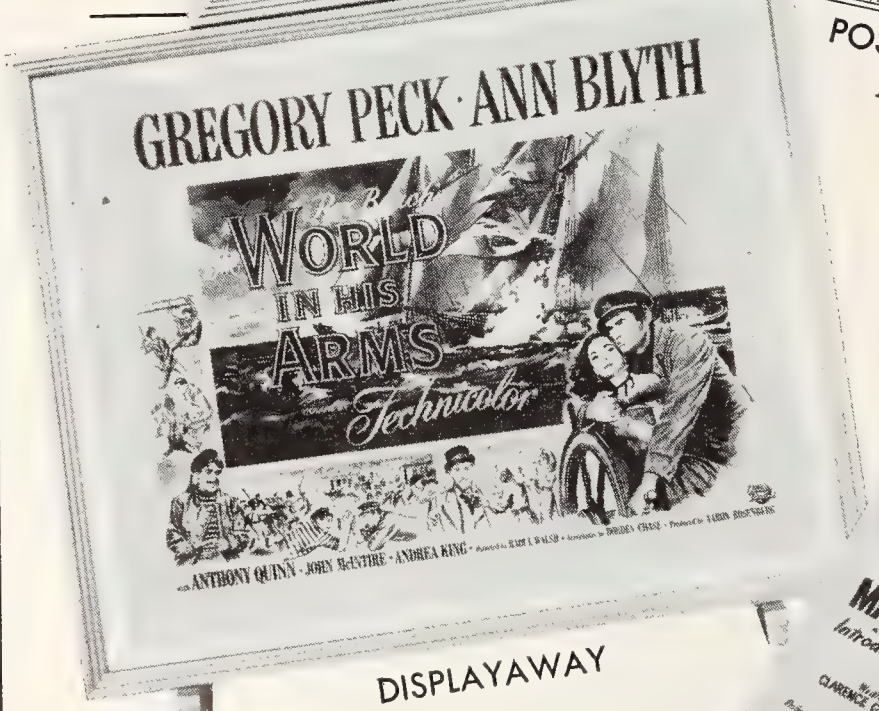
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VOL. 72. NO. 83 NEW YORK, U. S. A., TUESDAY, OCTOBER 28, 1952 TEN CENTS

# RKO Pictures Will Recover, Grant Avers

## *Says New Directors Will Be Named in 48 Hours*

Confidence that RKO Radio will recover from its current ills was expressed here yesterday by Arnold Grant, chairman of the board, at a second press luncheon, held at the Warwick Hotel to introduce the "executive team" of the company.

**It is his judgment, Grant said, that while RKO Radio Pictures is a "sick company," it should "not die from the ailment." On the contrary, Grant predicted that "the patient will live for many, many years and recover."**

Grant, who has been functioning as chief executive of the company since Howard Hughes sold his controlling stock interest, said the board is meeting daily in an attempt to fill the

(Continued on page 6)

# Wald-Krasna, RKO Terminate Contract

The RKO Radio distribution contract with Wald-Krasna Productions, covering the period from Aug. 14, 1950 to Dec. 31, 1952, yesterday was terminated by mutual agreement, it was reported here by sources close to Wald-Krasna. The contract cancellation resulted from negotiations during the past week in Hollywood between Sherrill Corwin, RKO Radio board

(Continued on page 6)

## *Confabs on Hughes Loan Underway*

**Talks to effect the $8,000,000 Howard Hughes' loan, negotiated by the Stolkin syndicate when it acquired Hughes' controlling stock interest in RKO Pictures, are proceeding in New York, Arnold Grant, board chairman, revealed here yesterday.**

**He said those participating in the talks are Thomas Slack, Hughes' attorney, William Zimmerman, head of RKO Pictures' legal department, and William Clark, the company's treasurer.**

## *Goldenson Has A Public Relations Plan*

**Hollywood, Oct. 27.—The Motion Picture Industry Council has set up machinery for cooperating in a plan conceived by Leonard Goldenson, president of United Paramount Theatres, through which exhibitors nationally will be provided with material for local public relations use. Lou Greenspan, former publicist and trade paper editor, has been appointed to coordinate material for exhibitors' use, including news stories, special features, speeches and radio-TV data.**



Leonard Goldenson

# Name Solomon 20th Assistant Ad Head

Edward Solomon has been named to the newly-created post of assistant advertising director of 20th Century-Fox, it was announced by Abe Goodman, advertising manager.



Edward Solomon

With experience in theatre operation, management, advertising, publicity and exploitation, Solomon has been a member of 20th-Fox since 1940. Prior to joining the company he was on the advertising staff of Balaban and Katz in Chicago. When he joined 20th he was assigned to the Chicago

(Continued on page 6)

## *20th-Fox Product Meeting Nov. 12*

A schedule of releases for the first nine months of 1953 will be announced by 20th Century-Fox at a special division managers meeting here Nov. 12-13, Al Lichtman, director of distribution, who will preside, announced yesterday.

The managers also will hear an outline of sales and advertising plans for pictures set through the remainder of

(Continued on page 6)

# THEATRE TV COST IN EAST $60-MILLION

## Ruffin President of Tennessee Unit

MEMPHIS, Oct. 27. — Tennessee Theatre Owners today elected W. F. Ruffin, Jr., Covington, as president to succeed Jay Solomon.

J. A. West, Memphis; Earl Hendrew, Erwin; and Cowan Oldham, McMinnville, were elected vice-presidents. Emil Bernstecker, Atlanta, was named secretary and Charles A. Simpson, Chattanooga, treasurer. Solomon was elected national Theatre Owners of America director.

The Tennessee convention adopted resolutions favoring arbitration "in principal," and directing the TOA executive committee to use its own discretion in the 16 mm. suit.

Tennessee's one-day meeting was

(Continued on page 6)

## Johnston to N. Y., Weighs Paris Trip

Eric A. Johnston, Motion Picture Association of America president, who is scheduled to be in New York today from Washington, yesterday still had not made up his mind on when to fly to Paris for talks looking to negotiation of a Franco-American film agreement.

MPAA officials in France have been observing closely economic and political developments there with the intention of signaling Johnston when the time for talks appears propitious, it was indicated here.

Johnston had scheduled a plane trip

(Continued on page 6)

## Name FP-C's Stein Canadian Unit Head

OTTAWA, Oct. 27. — Morris Stein, division manager of Famous Players Canadian Corp., Toronto, was re-elected president of the National Committee of Motion Picture Exhibitors Association of Canada at its fourth annual convention today in the Chateau Laurier Hotel here, with upwards of 25 delegates present from provincial groups across Canada.

The discussions by the theatre officials were preliminary to the two-day convention tomorrow and Wednesday

(Continued on page 6)

## *Figure Covers Building Costs Only, Film Industry Sources Reveal*

WASHINGTON, Oct. 27.—It would cost about $60,000,000 to build a system that would supply virtually all the indoor theatres in nine large Eastern cities with competing theatre television programs, industry sources said today.

**The figure applies only to building costs. It covers the expense of setting up a New York City-Washington intercity relay system which would carry three simultaneously competing circuits in the nine cities. However, for the $60,000,000 figure, theatres would be able to choose from six competing circuits, each with a different program.**

It was expected that this information would be part of testimony to be given to the Federal Communications Commission's theatre television hear-

(Continued on page 6)

## Ontario Moves to Revise Censorship

TORONTO, Oct. 27.—A move by the Ontario government for complete revision of censorship and theatre inspection regulations has brought a call to all exhibitors in the Province by the Motion Picture Theatres Association of Ontario for the submission of suggestions to be incorporated in a brief for presentation to director O. J. Silverthorne of the government's theatre branch.

## *More Support for U.S. Tax Repeal*

**Columbus, O., Oct. 27. — Seven additional Congressional candidates in Ohio have given replies to questions by Robert Wile, secretary of the Independent Theatre Owners of Ohio, about their attitudes on repeal of the Federal admission tax. Four declared in favor of repeal and three said they are favorably disposed to tax reduction.**

# Personal Mention

NATE J. BLUMBERG, Universal board chairman, has arrived in New York from the Coast.

•

JAMES R. GRAINGER, Republic executive vice-president in charge of sales, returned to New York yesterday following a three-week's trip to New Orleans, Dallas, Los Angeles, San Francisco and Chicago.

•

LEON BAMBERGER, RKO Radio sales promotion chief, is in Memphis to address the annual convention of the MPTO of Tennessee, Arkansas and Mississippi. He will return on Friday.

•

HUGH OWEN, Paramount's Eastern-Southern division manager, is in Buffalo today, and tomorrow he will be in Albany.

•

ROBERT DOWLING, head of City Investing Corp., will return here from London today.

•

PHILIP GERARD, Universal Eastern publicity manager, was in Philadelphia yesterday from New York.

•

SAM SHAIN is in Buffalo today on a COMPO assignment.

## United Paramount Meets Tomorrow

The third annual meeting of United Paramount Theatres, Inc., will be held tomorrow and Thursday at the Greenbriar Hotel, White Sulpher Springs, West Virginia.

Attending will be the following from the home office: Leonard H. Goldenson, Robert M. Weitman, Edward L. Hyman, Robert O'Brien, Walter Gross, Sidney M. Markley, Simon B. Siegel, Herbert Lazarus and Harry Levine.

The following will attend from the field: Karl Hoblitzelle, Robert O'Donnell, Robert Wilby, H. F. Kincey, John Balaban, Dave Wallerstein, A. H. Blank, Kermitt Carr, Martin J. Mullin, Earl J. Hudson, Harry B. French, Leon Netter and Louis Finske.

Also, Gaston Dureau, Henry Plitt, John Adams, Raymond Willie, James Harrison, Emil Bernstecker, Roy Smart, Ray Hendry, George Aurelius, Arthur Krolick, Eugene Street, Ben Rosenberg, Selig Seligman, Jerry Zigmond, William O'Donnell, Jack Katz and James Redd.

## *Rackmil to Leave Today*

Milton R. Rackmil, president of Universal Pictures and of Decca, returned here yesterday from the Coast, where he conferred with "U" studio executives. He will leave today for England mainly on Decca business, according to a spokesman for Decca.

Rackmil is due back in about two weeks.

# *UK Wage Dispute Threatens Shutdown of Production*

LONDON, Oct. 27.—A meeting of producers with studio union heads today, called to attempt to prevent a shutdown of production because of inability to make progress in negotiations for wage increases, was adjourned until Wednesday by mutual consent.

The meeting had been requested by Tom O'Brien, head of the National Association of Theatrical and Kine Employes, one of the unions involved in the negotiations, after an unauthorized work stoppage had been staged at J. Arthur Rank's Pinewood studio last week. Similar tactics were adopted at other motion picture studios subsequently.

O'Brien, George Elvin of the Association of Cine and Allied Technicians, and Frank Haxell of the Electrical Trades Union attended today's meeting with leading producers. The British Film Producers Association considered closing down all studios on the theory that it would be impossible to arrange shooting schedules in the event the impromptu work stoppages continue.

Among productions held up are Walt Disney's "Sword and the Rose" at Pinewood, and "The Red Beret," in which Alan Ladd is starring at Shepperton.

Negotiations between the producers and studio unions have been in progress for more than a year. Producers are demanding relaxation in what they call restrictive practices as the price of pay-rises.

## *Royal Performance Aids UK Trade Fund*

LONDON, Oct. 27.—Total proceeds of the annual Royal Film Performance, held at M-G-M's Leicester Square Empire Theatre here tonight with "Because You're Mine" as the feature attraction, will amount to approximately £30,000 ($84,000), including Wednesday receipts from a replica performance at Leeds, Thursday at Liverpool, and revenue from program advertising. Proceeds are contributed to the Cinematograph Trade Benevolent Fund.

Present at the performance were the Queen, her husband, the Duke of Edinburgh, and Princess Margaret. A 60-minute stage presentation followed the film, with Charles Chaplin, Sir Laurence Olivier, Vivien Leigh, Yvonne de Carlo, Gene Kelly, Douglas Fairbanks, Kirk Douglas, Evelyn Keyes, Rock Hudson and others participating.

## *Rogers to Make More Films for Theatres*

COLUMBUS, O., Oct. 27.—Roy Rogers, performing with Dale Evans and a large company in the Hobart Arena at Troy, O., disclosed that he plans to make another series of films for theatre distribution. Rogers' manager, Arthur Rush, stated that an announcement would be made shortly from Rogers' Hollywood office on the distributor and production schedule.

## Name Chairmen for Pioneers Dinner

Committee chairmen for the Motion Picture Pioneers "Jubilee Dinner" at the Hotel Astor here on Tuesday, Nov. 25, were announced yesterday by Jack Cohn, president of the Pioneers, and Ned E. Depinet, chairman of the dinner, which will honor N. J. Blumberg, chairman of the board of Universal Pictures, as the Motion Picture Pioneer of 1952.

Harry J. Takiff, secretary-treasurer of the Pioneers, and Marvin Kirsch, vice-president, have been appointed administrators for the dinner. John J. O'Connor, vice-president of Universal, will be in charge of honored guests. Gilbert Josephson, exhibitor, will be in charge of physical arrangements for the dinner and reception. Charles Alicoate of *Film Daily,* and Ray Gallagher of *Motion Picture Herald,* will be in charge of admissions and new member inductions. David A. Bader will be in charge of new members, and George Jessel will serve as toastmaster.

## Technicolor 9-Month Net Is $1,499,507

Consolidated net profit after taxes on Technicolor's income for the nine months ending Sept. 30, is estimated to be $1,499,507, equivalent to $1.60 per share.

This compares to a net of $1,561,525, equivalent to $1.68 per share for the corresponding nine months of 1951, with taxes for that period adjusted to the effective rate paid for the entire year.

The estimated consolidated net profit after taxes on income for the quarter ending Sept. 30, 1952 is $474,087, which is equivalent to 50 cents per share. This compares to a net of $500,131 which is equivalent to 54 cents a share, for the corresponding quarter in 1951.

## *First TV Saturation Set by 'U' for 'Trees'*

Universal will use a saturation television spot campaign for the first time in connection with the world premiere of "It Grows on Trees" at the Paramount Theatre in New Haven on Wednesday, Nov. 5, the company discloses.

The spots, which will be used during station breaks on the New Haven television station, will range from 20 seconds to one minute.

## *J. H. Moskowitz Returns*

Joseph H. Moskowitz, vice-president and special studio representative of 20th Century-Fox, returned to his New York office yesterday after a five-month visit to the Coast.

## *TV of Coronation To Be Restricted*

**London, Oct. 27.—The Coronation Commission has ruled against television being permitted to cover the actual ceremony. Newsreels, however, including color films, are authorized to provide complete coverage.**

**The J. Arthur Rank Organization has completed arrangements for a full length picture in Technicolor and Associated British-Pathe will have a full-length picture.**

**Protests against the TV ceremonial ban have caused Prime Minister Churchill to call a special Cabinet meeting to help him draft a statement on the issue to be read to the House of Commons tomorrow.**

## Seadler Heads MPA Ad-Publicity Group

Silas F. Seadler, director of advertising of M-G-M, has been named chairman of the Advertising and Publicity Directors Committee of the Motion Picture Association of America. He succeeds Charles Simonelli, Eastern ad-publicity manager and national exploitation chief of Universal.

The committee chairmanship is a rotating post involving a minimum tenure of six months.

Simonelli, who served as chairman for nine months, won a unanimous vote of thanks from the committee for his "able guidance" of the group's activities since the first of the year.


## NEW YORK THEATRES

**RADIO CITY MUSIC HALL**
Rockefeller Center
MARIO LANZA in
"BECAUSE YOU'RE MINE"
introducing DORETTA MORROW
Color by TECHNICOLOR - An M-G-M Picture
plus
SPECTACULAR STAGE PRESENTATION

GARY COOPER in SPRINGFIELD RIFLE
WARNERCOLOR
PARAMOUNT TIMES SQUARE
in Person
DUKE ELLINGTON
And His Orchestra
HOWELL and BOWSER
BUNNY BRIGGS
EXTRA
THE RAVENS
Midnight Feature Nightly

Susan HAYWARD—Robert MITCHUM
Arthur KENNEDY—Arthur HUNNICUTT
"The LUSTY MEN"
CRITERION BROADWAY and 45th St.
Distributed by RKO RADIO PICTURES


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# Thank You.....

*Happy* JOHN BALABAN

☆

*Happy* SI FABIAN

☆

*Happy* SAM GOLDFINGER

☆

*Happy* JOHN HARRIS

☆

*Happy* I. J. HOFFMAN

☆

*Happy* EDWARD HYMAN

☆

*Happy* WILLIAM JENKINS

☆

*Happy* HARRY KALMINE

☆

*Happy* GEORGE KERASOTES

☆

*Happy* ELMER LUX

*Happy* GUS METZGER

☆

*Happy* FRANK NEWMAN

☆

*Happy* BOB O'DONNELL

☆

*Happy* EDWARD PRINSEN

☆

*Happy* FRANK RICKETSON

☆

*Happy* SOL SCHWARTZ

☆

*Happy* WILLIAM SKIRBALL

☆

*Happy* EDWIN SILVERMAN

☆

*Happy* RALPH SNIDER

☆

*Happy* JOE VOGEL

Happy... Happy... Happy... Happy... Happy... Happy... Ha

# "THE GREATEST THEATER AU
# IS VERDICT AFTE

FOR THE FIRST TIME in memory a motion picture has been sneak previewed in 51 DIFFERENT CITIES. The picture? STANLEY KRAMER'S "THE HAPPY TIME." The reactions? BREATHTAKING! Who said so? They are listed on the previous page.

Our reasons for this HISTORY-MAKING PROCEDURE were simple: we wanted to prove unequivocally to exhibitors what we already knew about this picture; we wanted them to have the full appreciation of the picture's potentialities which could only come from a theater screening; we knew that its ROLLICKING, INFECTIOUS, DELIGHTFUL GAIETY would be enjoyed tenfold when seen with an audience; we knew that every person in each of the 51 audiences would become a press agent for "THE HAPPY TIME."

All of that happened.

# ENCE REACTION EVER SEEN"

# 51 SNEAK PREVIEWS!

This, then, is our grateful acknowledgment to our exhibitor friends for their cooperation in arranging the previews — and for their expressions of tremendous enthusiasm afterwards.

Columbia



COLUMBIA PICTURES presents
STANLEY KRAMER'S Production of

# THE HAPPY TIME

From Rodgers & Hammerstein's Frank & Funny Broadway Hit!

starring CHARLES BOYER · LOUIS JOURDAN with Marsha HUNT · Kurt KASZNAR · Linda CHRISTIAN · Marcel DALIO · Richard ERDMAN
and BOBBY DRISCOLL · Screen Play by EARL FELTON · Based on the Play by SAMUEL A. TAYLOR and the Book by ROBERT FONTAINE
Produced on the stage by RICHARD RODGERS and OSCAR HAMMERSTEIN · Music Composed and Directed by DIMITRI TIOMKIN
Associate Producer EARL FELTON · Directed by RICHARD FLEISCHER

# 20th Meet

(Continued from page 1)

this year and the beginning of 1953.

Lichtman as chairman will be aided by W. C. Gehring, executive assistant general sales manager; Edwin W. Aaron, Western sales manager, and Arthur Silverstone, Eastern and Canadian sales manager.

Charles Einfeld, ad-publicity vice-president, will outline advertising, publicity and exploitation plans and discuss the line-up of pictures being offered during the branch managers' testimonial which will end Dec. 27.

Also to be discussed are plans for the company's "Anniversary Week" which is to be celebrated over Thanksgiving.

Pictures for the remainder of 1952 which will be included in the discussions are Darryl F. Zanuck's "The Snows of Kilimanjaro," "The Stars and Stripes Forever," "Bloodhounds of Broadway," "The Steel Trap," "The Thief of Venice," "Pony Soldier" and "My Pal Gus."

Division managers scheduled to attend the meeting are: Herman Wobber, Western; Harry Ballance, Southern; Martin Moskowitz, Empire State; M. A. Levy, Midwest; Glenn Norris, Atlantic; Tom McCleaster, Central and Peter Myers, Canadian. Also on hand will be Buck Stoner and Paul Wilson, assistant division managers in the Western and Southern territories, respectively.

Branch managers Jim Connolly, Boston; Ben Simon, New Haven, and Tom Gilliam, Chicago will also be in attendance since their exchanges are now supervised by the home office.

## Wald-Krasna, RKO

(Continued from page 1)

member, and David Tannenbaum, Wald-Krasna president.

A principal consideration of the termination was Jerry Wald's agreement to continue, on a non-exclusive basis, as production advisor in connection with RKO's planned production of "High Heels" and "Size 12," both of which Harriet Parsons will produce. Miss Parsons' contract with Wald-Krasna has been taken over by RKO. Milton Pickman will continue as Wald-Krasna vice-president and general manager.

Tannenbaum said negotiations which Wald-Krasna has been conducting with another studio "will be concluded at once."

Under the RKO deal, Wald-Krasna produced four pictures which the distributing company will continue to handle: "The Blue Veil," "Clash by Night," "Behave Yourself" and "The Lusty Men."

## Solomon

(Continued from page 1)

office where he was in charge of advertising, publicity and field exploitation forces in the Midwest.




# Eastern Theatre TV Cost

(Continued from page 1)

ing today by Manfred Toeppen, but due to an accounting error in the exhibits which were part of Toeppen's presentation, and which was just discovered over the week-end, his appearance was postponed until the Jan. 12 portion of the hearing.

Due to the fact that Toeppen's appearance was canceled, the engineering and cost phase of the hearing ended early today, after testimony by John W. Clark. Following the close of the hearing, a reliable industry informant gave reporters the figures on construction and operating costs of the New York City-Washington theatre television system, which Toeppen will present in January. Toeppen is the cost analyst for the Motion Picture Association of America and the National Exhibitors Theatre Television Committee.

**In the $60,000,000 figure there are three definite construction figures, the spokesman said, including $1,500,000 as the cost of constructing an intra-city relay system for Washington, which would service 93 theatres in the metropolitan area; and $650,000 for building the necessary program source links, both mobile and fixed, to pick up programs. The third definite figure, $3,300,000, covers the cost of constructing the New York-Washington inter-city relay system, which will supply the nine cities.**

According to the industry source, the specific Washington figures, taking into account differing engineering and cost problems presented by each city, and including the $3,300,000 figure, can be extended to total the $60,000,000 for over-all capital costs. Eighty per cent of the total $60,000,000 figure will go into the costs of intra-city distribution for theatres within the nine cities.

Besides New York and Washington, the cities that would be covered by the projected system are Trenton, Philadelphia, Atlantic City, Reading, Allentown, Wilmington and Baltimore.

**Operating costs for the system as revealed by qualified industry experts, are based on a three-year amortization period for the capital costs. They stress the fact that a high rate of amortization was chosen because some of the equipment will probably wear out rapidly —and that the operating costs will therefore be comparatively high during the three-year amortization period.**

The cost of operating the inter-city transmission will run at about $1,600,000 a year; the cost of the Washington intra-city system at $580,000 yearly; and the cost of the program source link operation at $250,000 a year.

The operating cost figures cover six hours of operation daily, but the spokesman said that the costs would not vary too much for three, nine or 12 operating hours.

### Industry Attorneys Satisfied With Progress of Theatre TV Hearing

WASHINGTON, Oct. 27. — Industry attorneys expressed themselves as completely satisfied with the progress of the industry's theatre television case today, as the hearing before the Federal Communications Commission on the engineering and cost phases of theatre television recessed until Jan. 12.

They cited Commissioners, Commission staffers and attorneys for parties in the case, who told them that the presentation of the industry's case had been "impressive" and "bullet-proof." One non-industry attorney said the industry's case had been "the best presentation" in any allocations proceeding before the FCC.

Vincent Welch, attorney for the Motion Picture Association of America, and Marcus Cohn, attorney for the National Exhibitors Theatre television Committee, declared that although progress would be slow all along the way in the presentation of the theatre television case, mainly due to the great bulk of testimony, they thought that the first week of hearing had come off very well.

**They also noted that the attitude of the commission and the FCC staff, sparked by chairman Paul Walker's opening day blast at exclusive theatre telecasts of fights, had "improved as the case went along."**

Final witness today was John W. Clark, who told the Commission that the Klystron tube was high-powered enough to provide 900D UHF microwave transmission as well as to provide transmission over the broad band which the industry thinks is necessary for theatre television transmission. Answering some doubts expressed by Commissioners and the staff as to whether there was equipment available today to do the job the industry wants done, Clark said the Klystron tube was actually in effective use today. It was expensive, he pointed out, but he added that Varian Associates were continuing with research which would eventually cut the price.

## Johnston to N.Y.

(Continued from page 1)

to Paris last weekend but called it off because he had developed a cold.

Since Franco-American negotiations broke off several weeks ago no American pictures have been sent to France. The talks between the two governments ended abruptly when the French withdrew a previous offer to permit the bulk of some $6,000,000 in blocked earnings to be remitted forthwith at the capital account rate. Meanwhile, France, in what was interpreted here as a goodwill gesture, remitted at the official rate $1,200,000, a sum which had been tagged for remittance for quite some time.

## Name Stein

(Continued from page 1)

of the Motion Picture Industry Council of Canada.

Sitting *in camera,* the delegates drew up resolutions on television in relations to theatres, admission of 16mm. exhibitors to membership, protective musical copyright measures, and the proposed overhaul of the theatre regulations by the Ontario Government.

Other officers are F. Gordon Spencer of Saint John, N. B. and K. H. Leach of Calgary, vice-presidents; Dick Main of Sutton, Ont. secretary-treasurer, and Arch H. Jolley, of Toronto, executive secretary.

# RKO Pictures

(Continued from page 1)

vacancies caused by the resignation of Ralph E. Stolkin, A. L. Koolish and William Gorman from the board of the operating company, RKO Radio Pictures. Grant said that he expects to be able to announce the board's selections within 24 or 48 hours.

Grant said it would take some time before a new president is selected by the board, replacing Stolkin. The chief executive explained that, barring the appointment of an interim president, he thought it advisable for the company to first fill board vacancies. The new directors, he added, would then be able to choose a president after obtaining experience in operating the company.

**The major problem of selecting a studio head and getting the studio back in full scale production will be attacked by Grant on his trip to the West Coast, which he plans in another week or so, it was revealed.**

The second in a series of weekly press conferences highlighted the introduction of the "executive team" in the East, composed of 16 department heads. Grant said the eventual department executives, including those at the studio, will number 25.

### Picker Absent

Absent from the luncheon was Arnold Picker, newly-appointed executive vice-president of the company, who is due here today from Europe. Grant said that Picker while abroad suggested a number of minor changes in RKO's foreign operations.

Grant said he did not know the intentions of the Stolkin syndicate, whether members of the group would sell their 26 per cent stock interest purchased from Hughes. Grant added that he acted as an attorney for the purchasing group, but was not familiar with the background of each member.

The board chairman held that the Stolkin group's voice in management would be no different from the influence of any group of minority stockholders. Grant denied that R. J. O'Donnell, head of Interstate circuit, had been approached for the presidency of RKO.

The following were introduced by Grant as part of the "executive team" which would be in charge of sales and distribution of RKO product. In order of their introduction, they are:

Jay Bonafield, executive vice-president and general manager of RKO Pathe; Garrett Van Wagner, comptroller; William Zimmerman, head of the legal department; Robert K. Hawkinson, foreign administration manager; Alfred Crown, foreign sales manager; Richard Condon, advertising-publicity director; William Clark, treasurer; Charles Boasberg, general sales manager; Walter Branson, assistant general sales manager, and Harry Pimstein, assistant to Grant.

## Ruffin President

(Continued from page 1)

the starter for the Motion Picture Theatre Owners of Arkansas, Mississippi and Tennessee which opened a three day convention here tonight at the Hotel Gayoso. Leon Roundtree, Holly Springs, Miss., is being boomed for president of the Tri-States, which will elect officers Wednesday.

# Television--Radio

## *with Pinky Herman*

"DEAR Mr. Anthony," is the way this gag has started for years, "my wife went out for a loaf of bread seven years ago and hasn't returned yet. My problem is, shall I still wait or shall I go out for the bread myself?" On his return from service in the Pacific, late in 1945, Sgt. Harry S. Miller and NBC staffer Leo Russotto composed a beautiful ballad, "Your Love," which they showed to Jan Pearce who promised to record the tune. For any number of reasons, busy schedule, out-of-town engagements, Metropolitan Opera commitments, etc., Jan has been unable to do the number. Yesterday, in front of the RKO Bldg., Miller asked ye scribbler, "Shall Leo and I still wait or shall we take our song to Tony Martin?" . . . . CBStarting Nov. 1, Jack Lescoulie will announce the "Jackie Gleason Show." . . . Atlas TV Corp. has completed five one-reel Football Hi-Lites narrated by Ford Bond. . . . Frank Bunetta, producer-director of DuMont's new dramatic series, "Dark of Night," acquires new laurels for his effective lights and shadows technique plus the imaginative location selections. . . . Peter Arnell sez, and we quote: "It won't do those flying saucers any good to come to earth because they won't find a space to park." Unquote. . . . The song, "Lights On—Votes Out," used extensively on WOR-Mutual's campaign to get people to vote this year, was composed by Nick and Charles Kenny. . . .

☆ ☆ ☆

*George Ansbro, ABC staff announcer, who was granted special permission to continue on "Young Widder Brown," at the time when the Red and Blue Networks were divorced, is NBCelebrating his 15th year on that program. . . . Rated, and deservedly so, as one of the best-liked performers in night clubs, Joe E. Lewis, Sunday night on Ed Sullivan's "Toast of the Town," might have chosen materia! better suited for the home viewers. . . . NBC's second telefilm of the series of conversations with elder wise men, will feature Robert Frost, four-time winner of the Pulitzer Prize for poetry. Produced by Richard deRochemont and filmed at Frost's home in Ripton, Vt., the subject will be seen Sunday, Nov. 23, at 5:30 P.M.*



George Ansbro

☆ ☆ ☆

General Foods (Jello) has signed Bob Hope to star in two new programs involving lots of moolah. Both shows will be aired via NBC, one series to be heard across the board mornings from 9:30-9:45 A.M., starting Nov. 10, and the second program a half-hour deal set for every Wednesday evening with the launching taking place next January 7. . . . Important advances and new methods in black and white and color film processing and printing will be discussed by Eastman Kodak engineers at the next SMPTE meeting, Thursday, at the Henry Hudson Hotel in New York City. . . . In an endeavor to clear up misunderstandings in the exchange of actors here and abroad, Actor's Equity prexy Ralph Bellamy will film the next 13 chapters of his "Man Against Crime," CBS-TV series so he can spend a month in Europe for direct meetings with European artist reps. . . . "Stage a Number," produced every Wednesday at 9 P.M. via DuMont by Roger Gerry, is an hour of diversified entertainment. It also serves as a "showcase" not only for new talent but likewise tosses a spotlight directly on new directors, producers and purveyors of talent. . . . Beauteous Rebel Randall, the Hollywood Deejay, whose phone calls every CBSunday at 4:00 P.M. on the Regent cigarette-sponsored program, "America Calling," permits GI's stationed all over the globe to speak to their families, is a former model and film actress. (Rebel? her first name should be Patriot.)

☆ ☆ ☆

Jack Kirkwood, whose MBScintillating wit is beamed daily from Hollywood, has been named "Mr. Entertainment." During his long and varied career, Jack appeared in dramatic stock, vaudeville, musical comedy, sang in light and comic opera, was an orchestra manager, plays the trumpet, cello and drums and write the scripts, gags, blackouts for his programs. . . . Dr. Gino Hamilton's "Jazz Arts Concerts," heard every Saturday at 10:30 P.M. via NBC, sounds to us like a newer and better version of the original "Basin St. Chamber Music Society" doings. In fact, the series stacks up like fine TV material. . . . Alice J. Heinecke's words about music, published in Sesac's Monthly Journal, are highly interesting and informative accounts of people and their adventures with the musical muse.

coming attraction

for millions of teen-age fans

because it's PICTURE OF THE MONTH

in November seventeen

"THE LUSTY MEN"

starring
SUSAN HAYWARD
ROBERT MITCHUM
ARTHUR KENNEDY
ARTHUR HUNNICUTT

WALD-KRASNA Production:

distributed by RKO-RADIO PICTURES

# BUILD BIGGER BOXOFFICE

## with the TOOLS of SHOWMANSHIP!




NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

NEWS WHILE IT IS NEWS

# MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 72. NO. 84 NEW YORK, U. S. A., WEDNESDAY, OCTOBER 29, 1952 TEN CENTS

## Davis Cites Rank Films' Advances Here

### *Says 'U' Board Changes Are Up to Directors*

J. Arthur Rank British productions have made good progress in the American market in the past year and prospects for continued advances are bright, John Davis, Rank Organization managing director, declared here yesterday as he prepared to leave for London today by plane following business conferences in New York, Chicago and Toronto.

Davis could offer no information concerning possible changes in the make-up of the Universal-International board in consequence of Rank's having sold his stock in the company to Decca Records, whose president, Milton R. Rackmil, now is president of U-I also. "That would be entirely up to the Universal board," Davis said.

Rank organization representatives on the U-I board include J. Arthur Rank, G. I. Woodham-Smith and Robert S. Benjamin, president of the Rank Organization of the U. S. U-I

(Continued on page 3)

## Roundtree Elected Head of Tri-states

MEMPHIS, Oct. 28.—Leon Roundtree, of Holly Springs, Miss., today was elected president of the Tri-States Theatre Owners of Mississippi, Arkansas and Tennessee to succeed M. A. Lightman, Jr. of Memphis.

Elections were held at the Gayoso Hotel where a three-day annual convention ends tomorrow. Roundtree was formerly secretary-treasurer.

(Continued on page 2)

## Shea Presiding at Circuit Meeting

PITTSBURGH, Oct. 28.—House policies and film advertising were the topics discussed at the Shea Circuit managers' opening session of a two-day convention at the Roosevelt Hotel here today. Gerald Shea, president of the organization, is presiding, as ways and means are discussed to boost grosses and to offer the type of pictures the public desires. At tomorrow's session, exploitation, concessions

(Continued on page 3)

### *UA Has a Record Backlog, Krim Says*

**Hollywood, Oct. 28.—United Artists has a record backlog of product sufficient to carry the company through most of next year, and now is lining up pictures for 1954 release, Arthur B. Krim, UA president, announced here today.**

**Krim will leave tomorrow for New York following two weeks of conferences with producers.**

## Name Jerry Wald a 'V-P' of Columbia

Producer Jerry Wald yesterday was named vice-president and executive producer of Columbia Pictures, Harry Cohn, president, announced in a statement released by the home office.



Jerry Wald

Wald-Krasna Productions two days ago terminated by mutual agreement its production-distribution pact with RKO Radio. The cancelled contract had two months to run. Wald, under the cancellation agreement, will serve RKO Radio in an advisory capacity on certain productions for an indefinite period.

Wald will fill at once his new position with Columbia.

Although only 40 years old, Wald

(Continued on page 3)

## Pillot Promoted to Exploitation Post

Leo Pillot has been promoted to the post of assistant exploitation manager at 20th Century-Fox, it was announced by Rodney Bush, exploitation manager. Pillot succeeds Edward Solomon who on Monday was named assistant advertising manager. Pillot has been with 20th for the past year and one-half.

He first joined Paramount Pictures and was sent to the Paramount Publix Managers Training School, graduating in 1933. He resigned to become Gaumont British Pictures exploitation manager in America. When the organization was dissolved a few years later, he did free-lance exploitation for RKO Radio, Columbia and United

(Continued on page 3)

## Appoint Grimm Ad Manager of RKO Radio Pictures

Ben H. Grimm has been promoted to advertising manager of RKO Radio Pictures, it was announced here yesterday by Richard Condon, national advertising, publicity and exploitation director. He succeeds S. Barret McCormick, who recently resigned from that post.



Ben Grimm

Grimm had been assistant to McCormick for several years, handling many of the top showmanship campaigns conducted by RKO. He entered the motion picture industry as a unit publicist for M-G-M, after several years with the *New York Journal*. Grimm

(Continued on page 3)

## Little Fear of TV At Canadian Meet

OTTAWA, Ont., Oct. 28.—Little fear over competition of television was evident at the annual convention of the Motion Picture Industry Council of Canada, which opened its two-day session at Chateau Laurier Hotel today with doors closed to the press.

J. J. Fitzgibbons, chairman of the Council, expressed the view that television was not a direct competitor to the film industry in Canada but would serve to encourage the exhibitors to greater effort in the matter of public service.

Television has its place in the community, he said, but it was recognized

(Continued on page 2)

## Para. Sets 6 More For LA 1st-run Plan

Paramount's expanded first-run releasing plan for the Los Angeles area, which was put into operation three months ago with the "The Greatest Show on Earth," will be continued for an additional six pictures, according to A. W. Schwalberg, president of Paramount Film Distributing Corp.

Availabilities for the six productions which are being offered in competitive negotiation for day-and-date engagements in the seven L. A. areas

(Continued on page 3)

## RKO Radio Sets Release Dates of Nine

### *'Androcles' Kicks Off 5—Month Product Line-up*

Release dates for nine productions from RKO Radio Pictures, described by the company as top attractions, were disclosed here yesterday by Charles Boasberg, general sales manager.

Boasberg cited "Androcles and the Lion," "Blackbeard the Pirate," "Hans Christian Andersen," "Never Wave at a Wac," "The Bystander," "Beautiful but Dangerous," "Peter Pan," "Montana Belle," and "Face to Face." These are the nine pictures set for release or pre-release engagements from now through February.

"Androcles and the Lion," Gabriel Pascal's interpretation of the George Bernard Shaw comedy, went into national release yesterday. The stars in the picture include Jean Simmons, Victor Mature, Alan Young, Robert Newton, and Maurice Evans.

"Montana Belle," in Trucolor, star-

(Continued on page 3)

## NEWS FLASHES

Hope that Mexico may yet forego adoption of a screening quota which would cut by half the number of U.S. pictures sent to that country each year was expressed here yesterday by American distribution officials, who point out that President Aleman has not signed the quota bill which recently passed both houses of the Mexican legislature.

•

MEMPHIS, Oct. 28. -- TOA president Alfred Starr told the convention of the Theatre Owners of Mississippi, Arkansas and Tennessee here today that "we are the target of every taxing agency in the nation" and consequently need a "super-organization to protect us."

# Personal Mention

PANDRO BERMAN, M-G-M producer, left here for the Coast yesterady following his recent return from England.

•

IRVING MAAS, Motion Picture Export Association representative who has been in Tokyo during the past several weeks, yesterday was due to fly from there to Indonesia and Pakistan.

•

WILLIAM B. ZOELLNER, head of M-G-M's short subject and newsreel sales, will arrive in Washington today from Charlotte and will return to New York on Friday.

•

CHARLES P. SKOURAS, JOHN BERTERO and JOHN LAVERY, Wesco Theatres executives, left Hollywood for New York by plane yesterday for a two-week stay.

•

ARNOLD PICKER, executive vice-president of RKO Radio, arrived here yesterday from Europe aboard the *S. S. United States.*

## Roundtree Elected

(*Continued from page* 1)

Lightman was named chairman of the board.

Other officers elected include: Roy Cochran of North Little Rock, vice-president for Arkansas; R. B. Cox of Batesville, vice-president for Mississippi; Nathan Flexer of Waverly, vice-president for Tennessee; Jim Carbery of Little Rock, secretary-treasurer; national representatives to the Theatre Owners of America, Jack Bomar of Little Rock, Max Connett of Newton, Miss. and M. A. Lightman, Sr. of Memphis.

Elected to the board of directors, besides Lightman, were K. K. King, Bill Sockwell, Mrs. Jesse Howe, Louis Haven, Jr., Gordon Hutchins, Miss Nona White, Orris Collins, Bert Bays, E. W. Clinton, Charles Eudy, Ben Jackson, Earl Elkins, R. X. Williams, T. M. Jourdan, Norman B. Fair, Mrs. H. A. Fitch, W. E. Ruffin, Jr., Mrs. Louise Mask, Lipe Hensley, Jack Marshall and E. P. Sapinsley.

"Movie advertisements have three or four times the readership of any other ads of comparable size in newspaper," Leon Bamberger of RKO Radio, New York, told the convention. "We must all work to eradicate 'premium' rates which newspapers charge us for our advertising. There is no intelligent reason why we should be required to spend one cent more than any other business," he said.

Exhibitor leaders here for the convention condemned in interviews the 20 per cent Federal admission tax. Col. H. A. Cole, Dallas; Pat McGee, Denver, and Duke Clark, Dallas, all said that the tax was "discriminatory" and was ruining the business.

Alfred Starr, Nashville, TOA president, called the fears that television will put theatres out of business "nonsense."

"Television's principal function," he said, "is to sell soap."

## 'Limelight' Strong As N. Y. 1st-Runs Feature Holdovers

"Limelight" opened strong at the Astor and the two-a-day 60th Street Trans-Lux in a seven-day period marked by hold-overs in most first-run situations in New York.

An excellent $37,000 was seen for the initial week of the Charles Chaplin film at the Astor, which is maintaining its continuous run policy, while at the 60th Street Trans-Lux, a near capacity $14,000 is expected for the two-a-day performance. Tickets for weekend nights at the Trans-Lux house were reported sold out through November.

A good $67,000 was forecast for the opening week of "Springfield Rifle" at the Paramount, which also features Duke Ellington and his orchestra on stage.

"The Thief" will be held over another week at the Roxy, which sees a fine $68,000 for the second inning. "Snows of Kilimanjaro" is still holding up strong at the Rivoli, where $36,000 is expected for the film's sixth week.

The fifth and final week of "Because You're Mine" at Radio City Music Hall is expected to do a nice $115,000. "The Happy Time" will have its premiere there tomorrow.

"Everything I Have Is Yours" moves into Loew's State today, replacing "The Merry Widow," which is expected to do a very good $20,000 for its fifth and final week.

"Prisoner of Zenda" bows in at the Capitol on Tuesday. The third and final week of "Just for You," the Capitol current attraction, is forecast to hit a satisfactory $21,000. "The Lusty Men" at the Criterion is due to rack up a fairly good $22,000 for its opening stanza.

The fourth and final week of "Lure of the Wilderness" at the Globe is predicted to do a moderate $8,500. It will be replaced on Friday by "Cairo Road." Indications are that "World in His Arms" at the Mayfair will do a satisfactory $15,500 for its third week. At the Victoria, a moderately fair $14,000 is seen for the second week of "Fourposter."

Among off-Broadway houses, a nice $3,400 is forecast for the seventh and final week of "The Amazing Monsieur Fabre" at the Park Avenue. "The Promoter" will move into the Fine Arts tomorrow, replacing "Stranger in Between," which is expected to do a fair $2,900 in its final six days of its 11th week.

### Reno's Crest Says 'Snows' Breaks 'David's' Record

RENO, Oct. 28.—The Crest Theatre here reports its all-time opening day record was smashed by Darryl F. Zanuck's "The Snows of Kilimanjaro." The film grossed $1,800 during its first day's showing, eclipsing "David and Bathsheba's" $1,550 gross.

### Report Record Grosses for 'Snows' in Los Angeles

LOS ANGELES, Oct. 28.—Darryl F. Zanuck's "The Snows of Kilimanjaro," which had a premiere here, is drawing record grosses at the Chinese and Los Angeles theatres, it was stated. Saturday figures at the Chinese were said to show a total of $3,650, with the Los Angeles reporting $4,500, following $2,100 for Thursday's premiere performance.

## Sen. Lodge Favors 20% Tax Repeal

**Boston, Oct. 28.—Sen. Henry Cabot Lodge, Jr. (R. Mass.) stated that he will support legislation for the repeal of the 20 per cent Federal admission tax to motion picture theatres. He declared that the tax is discriminatory and is the primary cause for the closing of many theatres. Lodge is up for reelection.**

## Canadian Meet

(*Continued from page* 1)

as a challenge to the film industry to do a better job. He also felt that TV would lead to new personalities in pictures.

Taking up this cue, the meeting discussed a proposal for a "National Moving Picture Week" in Canada, which would feature the personal appearance of screen stars from both Hollywood and England. The Council also sought friendly support from the daily press. In this connection a press relations committee was appointed, including James Nairn, publicity director, Famous Players, Toronto; H. C. D. Main, Sutton, Ontario; Hye Bossin, Toronto, and Ray Lewis. Toronto. More than 30 delegates from all industry branches were welcomed to Ottawa by Mayor Charlotte Whitton, who noted that women's organizations had been receiving more cooperation from distributors and exhibitors.

The day's program concluded with a banquet following which a planning committee dealt with important measures for consideration tomorrow.

Delegates to the annual meeting included Maritime Motion Exhibitors Association's F. G. Spencer and A. J. Mason; Alberta Theatres Association's Ken M. Leach and Roy Chown; Quebec Allied Theatrical Industries' William Lester and Charles Bourassa; Manitoba Motion Picture Exhibitors' David Rothstein and Robert Hurwitz; Saskatchewan Motion Picture Exhibitors' Wilbur Winterton and George R. Miller; Motion Picture Association of Ontario's Morris Stein and Main, and British Columbia Exhibitors Association's Len B. Johnson.

Guests included Ben Norrish, president of Associated Screen News, Montreal; N. A. Taylor, president of 20th Century Theatres, Toronto; Leonard Brockington, president, Odeon Theatres, and J. J. Chisholm, Toronto.

## Blumenthal Memorial

The unveiling of a memorial for the late Harold Blumenthal, former division manager for Fabian New Jersey theatres, will take place on Sunday at 2:00 P.M. at the Riverside Cemetery, Zion Walk, Rochelle Park, N. J.

## Newsreel Parade

*THE test flight of the world's largest helicopter is highlighted in current newsreels. Also featured are the wedding of an American heiress and an English nobleman, Marshal Tito's visit to a United States carrier, college football games, and more Presidential campaign oratory.*

**MOVIETONE NEWS, No. 88**—Eisenhower says he will go to Korea. Stevenson says Moscow can end Korean War. Battle on Korean front. Tito is visitor to U. S. carrier. U. S. heiress weds British nobleman. U.S.C.-Califonia and Michigan-Minnesota football games.

**NEWS OF THE DAY, No. 218**—Acheson tells UN Reds block UN peace. World's biggest helicopter. U. S. Navy carrier and Tito. U. S. heiress bride of a Lord. Fashion parade at historic Versailles. U.S.C.-California and Michigan-Minnesota football games.

**PARAMOUNT NEWS, No. 21** — Test flight of world's largest helicopter. U. S. heiress weds nobleman. American wins Nobel Prize in Medicine. Tito aboard U. S. carrier. Harness champion attends luncheon. U.S.C.-California and Virginia-Duke football games.

**TELENEWS DIGEST, No. 44A**—Eleventh Airborne drops heavy equipment by chute. Biologist wins Nobel Prize. Royalty attends London wedding. Korea makes first motion picture since war began. Election day draws near. Duke-Virginia football game.

**UNIVERSAL NEWSREEL, No. 408**—United Nations assembly. Hurricane in Cuba. Hughes helicopter. Universal board chairman Nate Blumberg accepts award for film "Bright Victory." Flower fantasia. U.S.C.-California, U.C.L.A.-Wisconsin football games.

**WARNER PATHE, No. 23** — Campaign climax. Lewis orders miners back to work. Tito sees airshow aboard U. S. carrier. World's biggest helicopter in first flight. N. Y. Navy firefighters do job in 15 seconds. Michigan State-Penn State, Duke-Virginia, U.S.C.-California football games.

## Rena Theatre Files Suit in Chicago

CHICAGO, Oct. 28.—Rena Theatre, formerly operated by Leonard Grossman and his wife from 1949 to January, 1951, filed a triple damage suit against the majors, except 20th Century Fox and RKO Pictures, Balaban and Katz, and 20th Century Theatre, operated by Jack Kirsch.

The suit, filed in Judge Sam Perry's Federal District Court here, claimed the plaintiffs were forced out after two years because B and K Theatres and Kirsch got prior product and they have been unable to operate at a profit.

## 'Fatima' in 88 NYC Spots Thanksgiving

"The Miracle of Our Lady of Fatima" has been booked as the Thanksgiving period picture in 88 theatres in the Metropolitan area, it was announced by Warner Brothers. It will be shown at the first-run RKO, Skouras, Century, Randforce and Brandt theatres in Manhattan, Bronx, Brooklyn, Queens, Westchester and Long Island.

## Vidor Here from Coast

Charles Vidor, director of Samuel Goldwyn's "Hans Christian Andersen," color in Technicolor production, is in New York from Hollywood to participate in promotions on the film.

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# RKO Radio

(*Continued from page* 1)

ring Jane Russell, is set for national release on Nov. 11. The cast also includes George Brent, Scott Brady, and Forrest Tucker.

"Face to Face," Huntington Hartford's omnibus picture containing two short stories, Joseph Conrad's "The Secret Sharer" and Stephen Crane's "The Bride Comes to Yellow Sky," will be released on Nov. 14. The stars include James Mason, Robert Preston, Gene Lockhart, Marjorie Steele, and Minor Watson.

"Blackbeard the Pirate," color in Technicolor, is set for release Dec. 25. Linda Darnell, Robert Newton, and William Bendix are starred.

Samuel Goldwyn's Technicolor production of "Hans Christian Andersen," starring Danny Kaye, Jeanmaire, and Farley Granger, will have several pre-release engagements during Christmas. The world premiere of the film will take place on Nov. 24 at the Criterion Theatre in New York, and will play a joint engagement at the Paris Theatre, New York, starting Nov. 25.

"Never Wave at a Wac," Independent Artist's production, starring Rosalind Russell, Paul Douglas, and Marie Wilson, will be released nationally on Jan. 16.

"The Bystander," starring Robert Mitchum and Jean Simmons, is announced for release on Jan. 23.

Walt Disney's "Peter Pan," Technicolor all-cartoon feature, will be pre-released in several key situations on Feb. 13.

Stars Robert Mitchum and Jean Simmons, will be offered again in "Beautiful but Dangerous," set for release on Feb. 27.

# Industry Leaders to Honor RKO Heads

Industry executives have been invited to sit on the dais at the testimonial luncheon honoring RKO Radio executives Arnold Picker, Charles Boasberg and Walter Branson, to be given by the Independent Theatre Owners Association of New York, tomorrow at the Hotel Astor. The ITOA reports the following were invited:

Theodore Black, Harry Brandt, Leo Brecher, William H. Clark, Max A. Cohen, Richard Condon, S. H. Fabian, Charles J. Feldman, Emanuel Frisch, William J. German, Morey Goldstein, Arnold Grant, Harry M. Kalmine.

Also Maury Miller, Walter Reade, Jr., Sam Rinzler, Herman Robbins, Fred J. Schwartz, Sol A. Schwartz, Al Schwalberg, Spyros S. Skouras, Wilbur Snaper, Solomon Strausberg, Joseph Vogel, Richard F. Walsh, David Weinstock, Milton C. Weisman.

# Davis Cites

(*Continued from page* 1)

will continue to release Rank product in the U. S.

"I'm not one to use superlatives," Davis said when he described the progress of Rank pictures here as "good."

Among the Rank pictures he said were making good records here are "The Lavender Hill Mob," "The Man in the White Suit" and "Ivory Hunter."

# Review

## *"Androcles and the Lion"*

*(RKO Radio Pictures)*

GEORGE BERNARD SHAW's drama about early Christianity has been faithfully translated to the screen by Gabriel Pascal. There is much in the film to commend it as good entertainment, an excellent cast, spectacular scenes, beautiful women and Shavian wit.

Sophisticated audiences should revel in the many twists and turns in the clash of personalities and ideas presented in the picture, which despite its spectacular overtones, remains a pictorial and dramatic articulation of ideas. But less sophisticated audiences may feel the picture's interest ebbing somewhat by overlong debate. A rich vein of humor is presented, however, for all levels—for those who enjoy a belly laugh and for those who prefer intellectual shafts of wit for humor.

In Shaw's work, as in Shakespeare's, every Roman is an Englishman and it will take a few moments before an audience accepts the events portrayed as credible. Those that jump the hurdle sooner will enjoy the picture more fully.

Such salable names as Jean Simmons, Victor Mature and Maurice Evans play feature roles. Alan Young, Robert Newton, Elsa Lanchester and Reginald Gardiner are among those who fill out the competent cast.

The story line concerns a group of persecuted Christians who are about to be thrown to the lions, to feed the passions of the Roman mob, to die so that Caesar and his decadent courtesans can be entertained. In the group is Alan Young, who portrays Androcles, the meek, warm-hearted man whose Christianity extends to animals. There is beautiful Jean Simmons who falls in love with the heathen Roman captain, Victor Mature. Also in the band is Robert Newton as Ferrovius, a giant whose Christian soul struggles to keep his strength in check.

Adversaries who are won over, if not out of conviction then out of expediency, include Maurice Evans as Caesar, who ordains Christianity for all the Empire, overwhelmed by the strength of Newton and fear of the lion, and overwhelmed by a religion which makes men stronger than his soldiers.

Lewis J. Rachmil was associate producer to Pascal, while Chester Erskine directed, from a screen adaptation by Erskine and Ken Englund. Harry Horner designed the production. Others in the cast include Reginald Gardiner, Gene Lockhart, Alan Mowbray, Noel William, John Hoyt, Jim Backus and Lowell Gilmore.

Running time 98 minutes. General audience classification. For October release.

MURRAY HOROWITZ

# Shea Presiding

(*Continued from page* 1)

and theater television are on the agenda.

Also attending the meeting are Richard Harper, assistant to Shea; Ray Smith, film buyer; Carroll Lawler, booker, and Frank King, field manager.

Among managers on hand are John D. Walsh and Edward Mason, Pittsburgh; Ed Fahey, Manchester, N. H.; Fenton Scribner, Moshan, N. H.; Armand Papin, Westfield, Mass.; William Kibridge, Amherst, Mass.; Joe Scanlon, Zanesville, O.; Dale McCoy, Cambridge, O.; Bill Gillame, Newark, O.; Durward Duty, Marietta, O.; Bernie Hickey, Greenfield, Mass.; Dale Tysinger, Ashtabula, O.; Bob Limbaugh, Conneaut, O.; Ray McNealy, Geneva, O.; Harold Snyder, New Philadelphia, O.; Clayton Gillam, Dover, O.; Dan Gilhula, Jamestown, N. Y.; Jack Baumgardt, Lancaster, O.; Vance Minton, Erie, Pa.

# Appoint Grimm

(*Continued from page* 1)

also held various posts with Columbia, Associated Exhibitors, David Selznick and Universal Pictures. He was at one time associate editor and advertising manager of the old *Moving Picture World.*

The appointment is effective immediately.

# *McDaniel Services Sat.*

HOLLYWOOD, Oct. 28.—Funeral services for Hattie McDaniel, Academy Award-winning Negro actress who died here on Sunday of cancer, will be held on Saturday at the Angelus Funeral home. She is survived by a brother, Sam McDaniel, also an actor.

# Pillot Promoted

(*Continued from page* 1)

Artists, and was personal representative for Armand Denis and Leila Roosevelt.

In 1942 Pillot enlisted in the Air Force and remained for three years. Upon his discharge he became special events director for Columbia. In 1948 he became personal manager for comedian Sid Caesar. In 1951, Pillot returned to the industry with 20th Century-Fox, handling the exploitation tour of Walter Talun for "David and Bathsheba." He was then assigned to the publicity department helping to arrange "The Snows of Kilmanjaro" premiere in New York.

# L.A. 1st-Runs

(*Continued from page* 1)

range from late in November through early February. The deadline for bids is today. The films and the scheduled opening dates are: "The Savage," Nov. 26; Pine-Thomas' "The Blazing Forest," Nov. 26; re-release of Cecil B. DeMille's "Cleopatra," Dec. 3; "The Turning Point," Dec. 10; "Road to Bali," Dec. 25; Hal Wallis' "The Stooge," Feb. 4. Preceding general release, "The Stooge" will be available for special New Year's eve engagements. Bids for two January releases, "Thunder in the East" and Pine-Thomas' "Tropic Zone," will be invited later.

# Name Jerry Wald

(*Continued from page* 1)

is a veteran of 20 years in the industry. He started as a writer at Warner Brothers and was a winner of the Irving Thalberg Memorial Award of the Academy of Motion Picture Arts and Sciences.

# *National Pre-Selling*

CORONET'S November issue has a 15-page picture and text layout on Samuel Goldwyn's "Hans Christian Andersen." The entire story of "The Ugly Duckling" is in print and pictures of Danny Kaye telling the story to youngsters are attractively displayed.

•

**Rutgers Neilson of RKO Pictures has arranged for an imposing list of speakers to cover the full field of printed publicity and advertising for the AMPA showmanship course here tomorrow evening, according to an announcement by Harry K. McWilliams, AMPA president. Ralph Martin, of *Seventeen* magazine, will talk on "How One Magazine Helps Exhibitors Promote Pictures." Audrey Soracco, handling film promotions for *Look* and *Quick* magazines, will talk on "The Power and Effectiveness of Magazines in Pre-Selling Pictures." John Crockett, advertising manager of *Coronet* magazine, will tell the class what magazines are doing to pre-sell films.**

•

Life *will have a picture and text story on Samuel Goldwyn's "Hans Christian Andersen" in its issue on newsstands Friday. The pictures are in full color and were photographed by Jon Mili.*

•

*American Weekly's* issue of Nov. 2 has a biographic sketch of Hildegarde Neff, who is featured in "The Snows of Kilimanjaro." Miss Neff was born in Germany. She tells of her experiences during the blitz of Berlin, where she lived and worked.

•

**The current issue of *Look* has a three-page layout on the Wald-Krasna RKO Radio production, "The Lusty Men." Action and comedy shots are shown of the picture's stars, Susan Hayward and Robert Mitchum.**

•

Good Housekeeping *has a full-page tie-up ad in the November issue featuring Loretta Young, the star of Universal-International's "Because of You." The ad was placed by Avon cosmetics but more than half of the page is given over to a color picture of Miss Young.*

•

*Pictorial Review's* cover for Nov. 16 will be given over to M-G-M's "Plymouth Adventure." It will be a full color caricature showing the *Mayflower* and picturing the stars of the film, Gene Tierney, Van Johnson and Leo Genn, seated on the promenade deck of the *Mayflower.*

•

***Seventeen* in its November issue has a page tie-up ad featuring Marge and Gower Champion, stars of M-G-M's "Everything I Have Is Yours." The ad was placed for Cameo Stockings. However, the two M-G-M stars, along with Monica Lewis, take up most of the page.**

•

McCall's *in its current issue has a detailed story on Imogene Coca. Pictures are used of Sid Caesar and Imogene Coca to illustrate the text. A motion picture with these two artists is planned for production during the summer months.*

—WALTER HAAS

# 20th DELIVERS A DOUBLE-BARR
# TO HELP YOU SELL A GREA

## NATIONAL MAGAZINE ADS!

**20th lists *your* theatre and *your* town in powerful two-page spreads in**

**Look**

***and***

***Collier's***

**on "THE THIEF OF VENICE" to pre-sell every reader of these multi-million circulation magazines in your entire territory — *at no cost to you!***

***ALL YOU HAVE TO DO:***

Set your booking of "**THIEF OF VENICE**" to play before Mar. 1, 1953. (Deadline for listing your engagement in our national ads is Dec. 20, 1952).

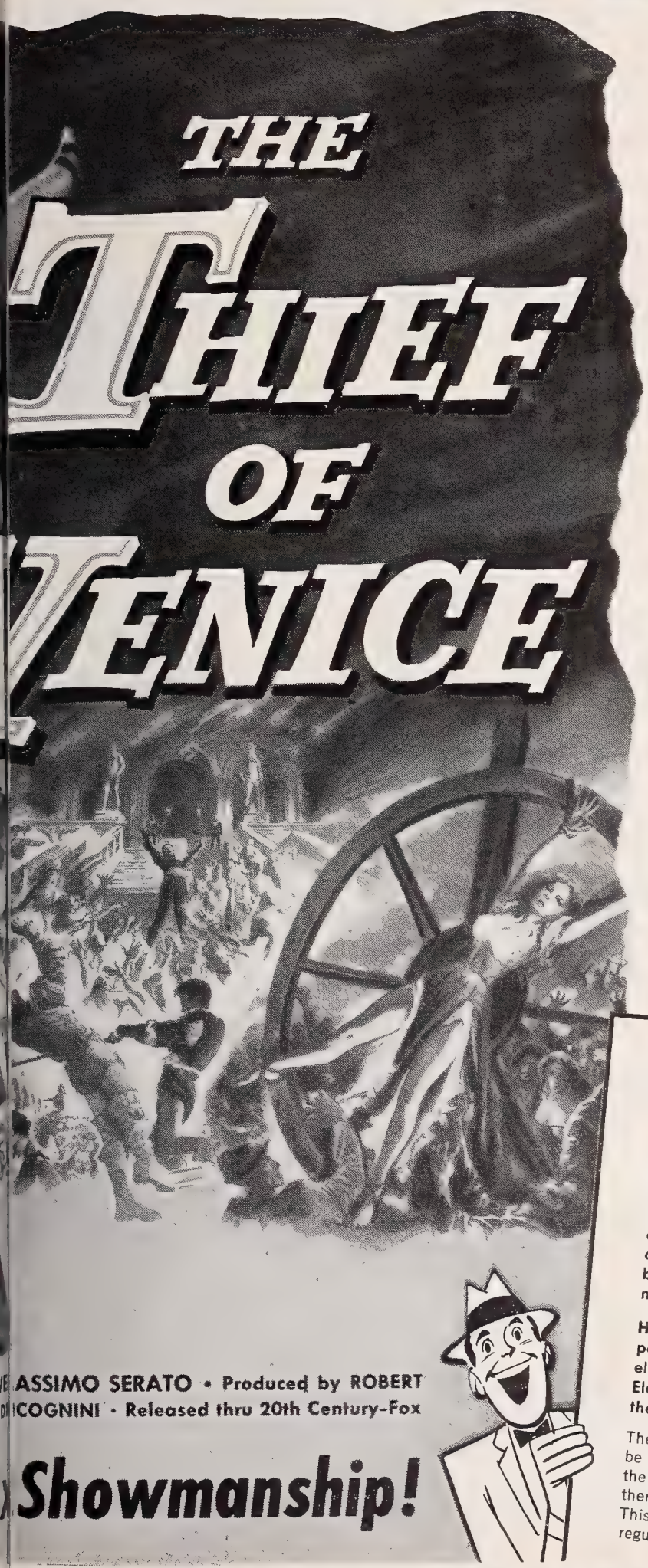
Any First Run Theatre in the United States is Eligible to Participate in these Pre-Selling Ads



**ROBERT HAGGIAG presents "THE THIEF OF VENICE" starring MARIA MONTEZ • PAUL CHRISTIAN • FAYE MARLOWI**
**HAGGIAG • Directed by JOHN BRAHM • Screenplay by JESSE L. LASKY, JR. • From original story by MICHAEL PERTWEE • Music by ALESSANDO**

***There's No Showmanship Like 20th Century-Fox***

# RELED SHOWMANSHIP PUNCH
# T SHOWMANSHIP PICTURE!




ASSIMO SERATO • Produced by ROBERT
COGNINI • Released thru 20th Century-Fox

## Showmanship!

## FREE 10-DAY, ALL-EXPENSE TRIP FOR TWO - TO ITALY!

**for the best and most productive advertising, publicity and exploitation campaign on "THE THIEF OF VENICE."**



You'll be flown to Venice via Italian Airlines! Live like a king! See the celebrated Bridge of Sighs . . . relax on a gondola on the famous canals of this romantic city!



*This contest is open to all theatres playing "THIEF OF VENICE" before June 1, 1953.*

***START PLANNING YOUR PRIZE-WINNING SHOWMANSHIP CAMPAIGN IMMEDIATELY!***

In the event of ties, duplicate prizes will be awarded.

**SEND YOUR COMPLETE CAMPAIGN TO "THIEF OF VENICE" SHOWMANSHIP CONTEST COMMITTEE, 444 W. 56 ST., NEW YORK 19, N. Y.**

### *RULES:*

**ENTRY DATE:** All entries must be postmarked on or before midnight of July 5, 1953.

**THE JUDGING:** Judging will be based upon the best and most productive advertising, exploitation and publicity campaigns for "THE THIEF OF VENICE". In judging winners, consideration will be given to the nature of the run, the class of house, its location and business produced, in order to permit equal competition between small town theatres, neighborhood houses and downtown de luxe theatres.

**HOW TO ENTER:** 1. Submit a written summary of the campaign documented with newspaper tear sheets, photos and other specimens. This summary may be in any form you elect. Judging will be done solely on the basis of the factors outlined in these Rules. Elaborateness of campaign books or of presentations will have no bearing whatever on the decision of the judges.

The committee of judges will select the best entries. Their decision will be final and the winners will be notified by telephone or telegraph. Entrants agree that all summaries submitted in the contest are the property of Twentieth Century-Fox Film Corporation and that the same material and or ideas therein contained may be freely copied or otherwise used by or through said corporation. This contest is subject to federal, state and local regulations.

THE OLDEST THEATRE OWNERS ORGANIZATION IN THE WORLD

# THEATRE OWNERS *of* NORTH AND SOUTH CAROLINA

ORGANIZED MAY, 1912

# 40th Anniversary Convention

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***It's Lovely in The Carolinas in November***

## HEAR THE LATEST ON OUR INDUSTRY PROBLEMS

***HERE ARE A FEW***

CINERAMA? — ASCAP? — U.S. vs. US?
SALES POLICIES? — HOW'S TELEVISION?
ARBITRATION-CONCILIATION? — MOVIETIME?

**Unusual Social Events with Specials for Our Ladies. We are Promised a World's Premiere, with Real Stars. (But We Have Had Promises Before.)**

**There are More than 1,000 Theatre Operations in the Carolinas (and More on the Make) of this Number, 80% are Members of the T. O. of N. and S. Carolina.**

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**CHARLOTTE, N. C.**

FIRST IN FILM NEWS

# MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 84 NEW YORK, U. S. A., WEDNESDAY, OCTOBER 29, 1952 TEN CENTS

## Davis Cites Rank Films' Advances Here

### *Says 'U' Board Changes Are Up to Directors*

J. Arthur Rank British productions have made good progress in the American market in the past year and prospects for continued advances are bright, John Davis, Rank Organization managing director, declared here yesterday as he prepared to leave for London today by plane following business conferences in New York, Chicago and Toronto.

Davis could offer no information concerning possible changes in the make-up of the Universal-International board in consequence of Rank's having sold his stock in the company to Decca Records, whose president, Milton R. Rackmil, now is president of U-I also. "That would be entirely up to the Universal board," Davis said.

Rank organization representatives on the U-I board include J. Arthur Rank, G. I. Woodham-Smith and Robert S. Benjamin, president of the Rank Organization of the U. S. U-I

(*Continued on page 3*)

## Roundtree Elected Head of Tri-states

MEMPHIS, Oct. 28.—Leon Roundtree, of Holly Springs, Miss., today was elected president of the Tri-States Theatre Owners of Mississippi, Arkansas and Tennessee to succeed M. A. Lightman, Jr. of Memphis.

Elections were held at the Gayoso Hotel where a three-day annual convention ends tomorrow. Roundtree was formerly secretary-treasurer.

(*Continued on page 2*)

## Shea Presiding at Circuit Meeting

PITTSBURGH, Oct. 28.—House policies and film advertising were the topics discussed at the Shea Circuit managers' opening session of a two-day convention at the Roosevelt Hotel here today. Gerald Shea, president of the organization, is presiding, as ways and means are discussed to boost grosses and to offer the type of pictures the public desires. At tomorrow's session, exploitation, concessions

(*Continued on page 3*)

## *UA Has a Record Backlog, Krim Says*

**Hollywood, Oct. 28.—United Artists has a record backlog of product sufficient to carry the company through most of next year, and now is lining up pictures for 1954 release, Arthur B. Krim, UA president, announced here today.**

**Krim will leave tomorrow for New York following two weeks of conferences with producers.**

## Name Jerry Wald a 'V-P' of Columbia

Producer Jerry Wald yesterday was named vice-president and executive producer of Columbia Pictures, Harry Cohn, president, announced in a statement released by the home office.



Jerry Wald

Wald-Krasna Productions two days ago terminated by mutual agreement its production-distribution pact with RKO Radio. The cancelled contract had two months to run. Wald, under the cancellation agreement, will serve RKO Radio in an advisory capacity on certain productions for an indefinite period.

Wald will fill at once his new position with Columbia.

Although only 40 years old, Wald

(*Continued on page 3*)

## Pillot Promoted to Exploitation Post

Leo Pillot has been promoted to the post of assistant exploitation manager at 20th Century-Fox, it was announced by Rodney Bush, exploitation manager. Pillot succeeds Edward Solomon who on Monday was named assistant advertising manager. Pillot has been with 20th for the past year and one-half.

He first joined Paramount Pictures and was sent to the Paramount Publix Managers Training School, graduating in 1933. He resigned to become Gaumont British Pictures exploitation manager in America. When the organization was dissolved a few years later, he did free-lance exploitation for RKO Radio, Columbia and United

(*Continued on page 3*)

## Appoint Grimm Ad Manager of RKO Radio Pictures

Ben H. Grimm has been promoted to advertising manager of RKO Radio Pictures, it was announced here yesterday by Richard Condon, national advertising, publicity and exploitation director. He succeeds S. Barret McCormick, who recently resigned from that post.



Ben Grimm

Grimm had been assistant to McCormick for several years, handling many of the top showmanship campaigns conducted by RKO. He entered the motion picture industry as a unit publicist for M-G-M, after several years with the *New York Journal*. Grimm

(*Continued on page 3*)

## Little Fear of TV At Canadian Meet

OTTAWA, Ont., Oct. 28.—Little fear over competition of television was evident at the annual convention of the Motion Picture Industry Council of Canada, which opened its two-day session at Chateau Laurier Hotel today with doors closed to the press.

J. J. Fitzgibbons, chairman of the Council, expressed the view that television was not a direct competitor to the film industry in Canada but would serve to encourage the exhibitors to greater effort in the matter of public service.

Television has its place in the community, he said, but it was recognized

(*Continued on page 2*)

## Para. Sets 6 More For LA 1st-run Plan

Paramount's expanded first-run releasing plan for the Los Angeles area, which was put into operation three months ago with the "The Greatest Show on Earth," will be continued for an additional six pictures, according to A. W. Schwalberg, president of Paramount Film Distributing Corp.

Availabilities for the six productions which are being offered in competitive negotiation for day-and-date engagements in the seven L. A. areas

(*Continued on page 3*)

## RKO Radio Sets Release Dates of Nine

### *'Androcles' Kicks Off 5—Month Product Line-up*

Release dates for nine productions from RKO Radio Pictures, described by the company as top attractions, were disclosed here yesterday by Charles Boasberg, general sales manager.

Boasberg cited "Androcles and the Lion," "Blackbeard the Pirate," "Hans Christian Andersen," "Never Wave at a Wac," "The Bystander," "Beautiful but Dangerous," "Peter Pan," "Montana Belle," and "Face to Face." These are the nine pictures set for release or pre-release engagements from now through February.

"Androcles and the Lion," Gabriel Pascal's interpretation of the George Bernard Shaw comedy, went into national release yesterday. The stars in the picture include Jean Simmons, Victor Mature, Alan Young, Robert Newton, and Maurice Evans.

"Montana Belle," in Trucolor, star-

(*Continued on page 3*)

## Hope Rising That Mexican Quota Dies

American distribution officials here are hopeful that Mexico may yet forego adoption of a screening quota which would cut by half the number of U.S. pictures sent to that country each year.

It was pointed out here yesterday that President Aleman has not signed the quota bill which recently passed both houses of the Mexican Congress.

## *'Super-organization' Is Needed: Starr*

**Memphis, Oct. 28.—"It takes a super-organization to protect us from crackpots and people who attack us to serve selfish interests," Theatre Owners of America president Alfred Starr of Nashville, today told delegates to the convention of the Theatre Owners of Mississippi, Arkansas and Tennessee. "We are the target of every taxing agency in the nation," he added.**

# Personal Mention

PANDRO BERMAN, M-G-M producer, left here for the Coast yesterady following his recent return from England.

•

IRVING MAAS, Motion Picture Export Association representative who has been in Tokyo during the past several weeks, yesterday was due to fly from there to Indonesia and Pakistan.

•

WILLIAM B. ZOELLNER, head of M-G-M's short subject and newsreel sales, will arrive in Washington today from Charlotte and will return to New York on Friday.

•

CHARLES P. SKOURAS, JOHN BERTERO and JOHN LAVERY, Wesco Theatres executives, left Hollywood for New York by plane yesterday for a two-week stay.

•

ARNOLD PICKER, executive vice-president of RKO Radio, arrived here yesterday from Europe aboard the *S. S. United States.*

## Roundtree Elected

(*Continued from page* 1)

Lightman was named chairman of the board.

Other officers elected include: Roy Cochran of North Little Rock, vice-president for Arkansas; R. B. Cox of Batesville, vice-president for Mississippi; Nathan Flexer of Waverly, vice-president for Tennessee; Jim Carbery of Little Rock, secretary-treasurer; national representatives to the Theatre Owners of America, Jack Bomar of Little Rock, Max Connett of Newton, Miss. and M. A. Lightman, Sr. of Memphis.

Elected to the board of directors, besides Lightman, were K. K. King, Bill Sockwell, Mrs. Jesse Howe, Louis Haven, Jr., Gordon Hutchins, Miss Nona White, Orris Collins, Bert Bays, E. W. Clinton, Charles Eudy, Ben Jackson, Earl Elkins, R. X. Williams, T. M. Jourdan, Norman B. Fair, Mrs. H. A. Fitch, W. E. Ruffin, Jr., Mrs. Louise Mask, Lipe Hensley, Jack Marshall and E. P. Sapinsley.

"Movie advertisements have three or four times the readership of any other ads of comparable size in newspaper," Leon Bamberger of RKO Radio, New York, told the convention. "We must all work to eradicate 'premium' rates which newspapers charge us for our advertising. There is no intelligent reason why we should be required to spend one cent more than any other business," he said.

Exhibitor leaders here for the convention condemned in interviews the 20 per cent Federal admission tax. Col. H. A. Cole, Dallas; Pat McGee, Denver, and Duke Clark, Dallas, all said that the tax was "discriminatory" and was ruining the business.

Alfred Starr, Nashville, TOA president, called the fears that television will put theatres out of business "nonsense."

"Television's principal function," he said, "is to sell soap."

## 'Limelight' Strong As N. Y. 1st-Runs Feature Holdovers

"Limelight" opened strong at the Astor and the two-a-day 60th Street Trans-Lux in a seven-day period marked by hold-overs in most first-run situations in New York.

An excellent $37,000 was seen for the initial week of the Charles Chaplin film at the Astor, which is maintaining its continuous run policy, while at the 60th Street Trans-Lux, a near capacity $14,000 is expected for the two-a-day performance. Tickets for weekend nights at the Trans-Lux house were reported sold out through November.

A good $67,000 was forecast for the opening week of "Springfield Rifle" at the Paramount, which also features Duke Ellington and his orchestra on stage.

"The Thief" will be held over another week at the Roxy, which sees a fine $68,000 for the second inning. "Snows of Kilimanjaro" is still holding up strong at the Rivoli, where $36,000 is expected for the film's sixth week.

The fifth and final week of "Because You're Mine" at Radio City Music Hall is expected to do a nice $115,000. "The Happy Time" will have its premiere there tomorrow.

"Everything I Have Is Yours" moves into Loew's State today, replacing "The Merry Widow," which is expected to do a very good $20,000 for its fifth and final week.

"Prisoner of Zenda" bows in at the Capitol on Tuesday. The third and final week of "Just for You," the Capitol current attraction, is forecast to hit a satisfactory $21,000. "The Lusty Men" at the Criterion is due to rack up a fairly good $22,000 for its opening stanza.

The fourth and final week of "Lure of the Wilderness" at the Globe is predicted to do a moderate $8,500. It will be replaced on Friday by "Cairo Road." Indications are that "World in His Arms" at the Mayfair will do a satisfactory $15,500 for its third week. At the Victoria, a moderately fair $14,000 is seen for the second week of "Fourposter."

Among off-Broadway houses, a nice $3,400 is forecast for the seventh and final week of "The Amazing Monsieur Fabre" at the Park Avenue. "The Promoter" will move into the Fine Arts tomorrow, replacing "Stranger in Between," which is expected to do a fair $2,900 in its final six days of its 11th week.

### Reno's Crest Says 'Snows' Breaks 'David's' Record

RENO, Oct. 28.—The Crest Theatre here reports its all-time opening day record was smashed by Darryl F. Zanuck's "The Snows of Kilimanjaro." The film grossed $1,800 during its first day's showing, eclipsing "David and Bathsheba's" $1,550 gross.

### Report Record Grosses for 'Snows' in Los Angeles

LOS ANGELES, Oct. 28.—Darryl F. Zanuck's "The Snows of Kilimanjaro," which had a premiere here, is drawing record grosses at the Chinese and Los Angeles theatres, it was stated. Saturday figures at the Chinese were said to show a total of $3,650, with the Los Angeles reporting $4,500, following $2,100 for Thursday's premiere performance.

## Sen. Lodge Favors 20% Tax Repeal

**Boston, Oct. 28.—Sen. Henry Cabot Lodge, Jr. (R. Mass.) stated that he will support legislation for the repeal of the 20 per cent Federal admission tax to motion picture theatres. He declared that the tax is discriminatory and is the primary cause for the closing of many theatres. Lodge is up for reelection.**

## Canadian Meet

(*Continued from page* 1)

as a challenge to the film industry to do a better job. He also felt that TV would lead to new personalities in pictures.

Taking up this cue, the meeting discussed a proposal for a "National Moving Picture Week" in Canada, which would feature the personal appearance of screen stars from both Hollywood and England. The Council also sought friendly support from the daily press. In this connection a press relations committee was appointed, including James Nairn, publicity director, Famous Players, Toronto; H. C. D. Main, Sutton, Ontario; Hye Bossin, Toronto, and Ray Lewis. Toronto. More than 30 delegates from all industry branches were welcomed to Ottawa by Mayor Charlotte Whitton, who noted that women's organizations had been receiving more cooperation from distributors and exhibitors.

The day's program concluded with a banquet following which a planning committee dealt with important measures for consideration tomorrow.

Delegates to the annual meeting included Maritime Motion Exhibitors Association's F. G. Spencer and A. J. Mason; Alberta Theatres Association's Ken M. Leach and Roy Chown; Quebec Allied Theatrical Industries' William Lester and Charles Bourassa; Manitoba Motion Picture Exhibitors' David Rothstein and Robert Hurwitz; Saskatchewan Motion Picture Exhibitors' Wilbur Winterton and George R. Miller; Motion Picture Association of Ontario's Morris Stein and Main, and British Columbia Exhibitors Association's Len B. Johnson.

Guests included Ben Norrish, president of Associated Screen News, Montreal; N. A. Taylor, president of 20th Century Theatres, Toronto; Leonard Brockington, president, Odeon Theatres, and J. J. Chisholm, Toronto.

## Blumenthal Memorial

The unveiling of a memorial for the late Harold Blumenthal, former division manager for Fabian New Jersey theatres, will take place on Sunday at 2:00 P.M. at the Riverside Cemetery, Zion Walk, Rochelle Park, N. J.

## Newsreel Parade

*THE test flight of the world's largest helicopter is highlighted in current newsreels. Also featured are the wedding of an American heiress and an English nobleman, Marshal Tito's visit to a United States carrier, college football games, and more Presidential campaign oratory.*

**MOVIETONE NEWS, No. 88**—Eisenhower says he will go to Korea. Stevenson says Moscow can end Korean War. Battle on Korean front. Tito is visitor to U. S. carrier. U. S. heiress weds British nobleman. U.S.C.-Califonia and Michigan-Minnesota football games.

**NEWS OF THE DAY, No. 218**—Acheson tells UN Reds block UN peace. World's biggest helicopter. U. S. Navy carrier and Tito. U. S. heiress bride of a Lord. Fashion parade at historic Versailles. U.S.C.-California and Michigan-Minnesota football games.

**PARAMOUNT NEWS, No. 21** — Test flight of world's largest helicopter. U. S. heiress weds nobleman. American wins Nobel Prize in Medicine. Tito aboard U. S. carrier. Harness champion attends luncheon. U.S.C.-California and Virginia-Duke football games.

**TELENEWS DIGEST, No. 44A**—Eleventh Airborne drops heavy equipment by chute. Biologist wins Nobel Prize. Royalty attends London wedding. Korea makes first motion picture since war began. Election day draws near. Duke-Virginia football game.

**UNIVERSAL NEWSREEL, No. 408**—United Nations assembly. Hurricane in Cuba. Hughes helicopter. Universal board chairman Nate Blumberg accepts award for film "Bright Victory." Flower fantasia. U.S.C.-California, U.C.L.A.-Wisconsin football games.

**WARNER PATHE, No. 23** — Campaign climax. Lewis orders miners back to work. Tito sees airshow aboard U. S. carrier. World's biggest helicopter in first flight. N. Y. Navy firefighters do job in 15 seconds. Michigan State-Penn State, Duke-Virginia, U.S.C.-California football games.

## Rena Theatre Files Suit in Chicago

CHICAGO, Oct. 28.—Rena Theatre, formerly operated by Leonard Grossman and his wife from 1949 to January, 1951, filed a triple damage suit against the majors, except 20th Century Fox and RKO Pictures, Balaban and Katz, and 20th Century Theatre, operated by Jack Kirsch.

The suit, filed in Judge Sam Perry's Federal District Court here, claimed the plaintiffs were forced out after two years because B and K Theatres and Kirsch got prior product and they have been unable to operate at a profit.

## 'Fatima' in 88 NYC Spots Thanksgiving

"The Miracle of Our Lady of Fatima" has been booked as the Thanksgiving period picture in 88 theatres in the Metropolitan area, it was announced by Warner Brothers. It will be shown at the first-run RKO, Skouras, Century, Randforce and Brandt theatres in Manhattan, Bronx, Brooklyn, Queens, Westchester and Long Island.

## Vidor Here from Coast

Charles Vidor, director of Samuel Goldwyn's "Hans Christian Andersen," color in Technicolor production, is in New York from Hollywood to participate in promotions on the film.

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# RKO Radio

(*Continued from page* 1)

ring Jane Russell, is set for national release on Nov. 11. The cast also includes George Brent, Scott Brady, and Forrest Tucker.

"Face to Face," Huntington Hartford's omnibus picture containing two short stories, Joseph Conrad's "The Secret Sharer" and Stephen Crane's "The Bride Comes to Yellow Sky," will be released on Nov. 14. The stars include James Mason, Robert Preston, Gene Lockhart, Marjorie Steele, and Minor Watson.

"Blackbeard the Pirate," color in Technicolor, is set for release Dec. 25. Linda Darnell, Robert Newton, and William Bendix are starred.

Samuel Goldwyn's Technicolor production of "Hans Christian Andersen," starring Danny Kaye, Jeanmaire, and Farley Granger, will have several pre-release engagements during Christmas. The world premiere of the film will take place on Nov. 24 at the Criterion Theatre in New York, and will play a joint engagement at the Paris Theatre, New York, starting Nov. 25.

"Never Wave at a Wac," Independent Artist's production, starring Rosalind Russell, Paul Douglas, and Marie Wilson, will be released nationally on Jan. 16.

"The Bystander," starring Robert Mitchum and Jean Simmons, is announced for release on Jan. 23.

Walt Disney's "Peter Pan," Technicolor all-cartoon feature, will be pre-released in several key situations on Feb. 13.

Stars Robert Mitchum and Jean Simmons, will be offered again in "Beautiful but Dangerous," set for release on Feb. 27.

# Industry Leaders to Honor RKO Heads

Industry executives have been invited to sit on the dais at the testimonial luncheon honoring RKO Radio executives Arnold Picker, Charles Boasberg and Walter Branson, to be given by the Independent Theatre Owners Association of New York, tomorrow at the Hotel Astor. The ITOA reports the following were invited:

Theodore Black, Harry Brandt, Leo Brecher, William H. Clark, Max A. Cohen, Richard Condon, S. H. Fabian, Charles J. Feldman, Emanuel Frisch, William J. German, Morey Goldstein, Arnold Grant, Harry M. Kalmine.

Also Maury Miller, Walter Reade, Jr., Sam Rinzler, Herman Robbins, Fred J. Schwartz, Sol A. Schwartz, Al Schwalberg, Spyros S. Skouras, Wilbur Snaper, Solomon Strausberg, Joseph Vogel, Richard F. Walsh, David Weinstock, Milton C. Weisman.

# Davis Cites

(*Continued from page* 1)

will continue to release Rank product in the U. S.

"I'm not one to use superlatives," Davis said when he described the progress of Rank pictures here as "good."

Among the Rank pictures he said were making good records here are "The Lavender Hill Mob," "The Man in the White Suit" and "Ivory Hunter."

# *Review*

## *"Androcles and the Lion"*

*(RKO Radio Pictures)*

GEORGE BERNARD SHAW's drama about early Christianity has been faithfully translated to the screen by Gabriel Pascal. There is much in the film to commend it as good entertainment, an excellent cast, spectacular scenes, beautiful women and Shavian wit.

Sophisticated audiences should revel in the many twists and turns in the clash of personalities and ideas presented in the picture, which despite its spectacular overtones, remains a pictorial and dramatic articulation of ideas. But less sophisticated audiences may feel the picture's interest ebbing somewhat by overlong debate. A rich vein of humor is presented, however, for all levels—for those who enjoy a belly laugh and for those who prefer intellectual shafts of wit for humor.

In Shaw's work, as in Shakespeare's, every Roman is an Englishman and it will take a few moments before an audience accepts the events portrayed as credible. Those that jump the hurdle sooner will enjoy the picture more fully.

Such salable names as Jean Simmons, Victor Mature and Maurice Evans play feature roles. Alan Young, Robert Newton, Elsa Lanchester and Reginald Gardiner are among those who fill out the competent cast.

The story line concerns a group of persecuted Christians who are about to be thrown to the lions, to feed the passions of the Roman mob, to die, so that Caesar and his decadent courtesans can be entertained. In the group is Alan Young, who portrays Androcles, the meek, warm-hearted man whose Christianity extends to animals. There is beautiful Jean Simmons who falls in love with the heathen Roman captain, Victor Mature. Also in the band is Robert Newton as Ferrovius, a giant whose Christian soul struggles to keep his strength in check.

Adversaries who are won over, if not out of conviction then out of expediency, include Maurice Evans as Caesar, who ordains Christianity for all the Empire, overwhelmed by the strength of Newton and fear of the lion, and overwhelmed by a religion which makes men stronger than his soldiers.

Lewis J. Rachmil was associate producer to Pascal, while Chester Erskine directed, from a screen adaptation by Erskine and Ken Englund. Harry Horner designed the production. Others in the cast include Reginald Gardiner, Gene Lockhart, Alan Mowbray, Noel William, John Hoyt, Jim Backus and Lowell Gilmore.

Running time 98 minutes. General audience classification. For October release.

MURRAY HOROWITZ

# Shea Presiding

(*Continued from page* 1)

and theater television are on the agenda.

Also attending the meeting are Richard Harper, assistant to Shea; Ray Smith, film buyer; Carroll Lawler, booker, and Frank King, field manager.

Among managers on hand are John D. Walsh and Edward Mason, Pittsburgh; Ed Fahey, Manchester, N. H.; Fenton Scribner, Moshan, N. H.; Armand Papin, Westfield, Mass.; William Kibridge, Amherst, Mass.; Joe Scanlon, Zanesville, O.; Dale McCoy, Cambridge, O.; Bill Gillame, Newark, O.; Durward Duty, Marietta, O.; Bernie Hickey, Greenfield, Mass.; Dale Tysinger, Ashtabula, O.; Bob Limbaugh, Conneaut, O.; Ray McNealy, Geneva, O.; Harold Snyder, New Philadelphia, O.; Clayton Gillam, Dover, O.; Dan Gilhula, Jamestown, N. Y.; Jack Baumgardt, Lancaster, O.; Vance Minton, Erie, Pa.

# Appoint Grimm

(*Continued from page* 1)

also held various posts with Columbia, Associated Exhibitors, David Selznick and Universal Pictures. He was at one time associate editor and advertising manager of the old *Moving Picture World.*

The appointment is effective immediately.

# *McDaniel Services Sat.*

HOLLYWOOD, Oct. 28.—Funeral services for Hattie McDaniel, Academy Award-winning Negro actress who died here on Sunday of cancer, will be held on Saturday at the Angelus Funeral home. She is survived by a brother, Sam McDaniel, also an actor.

# Pillot Promoted

(*Continued from page* 1)

Artists, and was personal representative for Armand Denis and Leila Roosevelt.

In 1942 Pillot enlisted in the Air Force and remained for three years. Upon his discharge he became special events director for Columbia. In 1948 he became personal manager for comedian Sid Caesar. In 1951, Pillot returned to the industry with 20th Century-Fox, handling the exploitation tour of Walter Talun for "David and Bathsheba." He was then assigned to the publicity department helping to arrange "The Snows of Kilmanjaro" premiere in New York.

# L.A. 1st-Runs

(*Continued from page* 1)

range from late in November through early February. The deadline for bids is today. The films and the scheduled opening dates are: "The Savage," Nov. 26; Pine-Thomas' "The Blazing Forest," Nov. 26; re-release of Cecil B. DeMille's "Cleopatra," Dec. 3; "The Turning Point," Dec. 10; "Road to Bali," Dec. 25; Hal Wallis' "The Stooge," Feb. 4. Preceding general release, "The Stooge" will be available for special New Year's eve engagements. Bids for two January releases, "Thunder in the East" and Pine-Thomas' "Tropic Zone," will be invited later.

# Name Jerry Wald

(*Continued from page* 1)

is a veteran of 20 years in the industry. He started as a writer at Warner Brothers and was a winner of the Irving Thalberg Memorial Award of the Academy of Motion Picture Arts and Sciences.

# *National Pre-Selling*

CORONET'S November issue has a 15-page picture and text layout on Samuel Goldwyn's "Hans Christian Andersen." The entire story of "The Ugly Duckling" is in print and pictures of Danny Kaye telling the story to youngsters are attractively displayed.

•

**Rutgers Neilson of RKO Pictures has arranged for an imposing list of speakers to cover the full field of printed publicity and advertising for the AMPA showmanship course here tomorrow evening, according to an announcement by Harry K. McWilliams, AMPA president. Ralph Martin, of *Seventeen* magazine, will talk on "How One Magazine Helps Exhibitors Promote Pictures." Audrey Soracco, handling film promotions for *Look* and *Quick* magazines, will talk on "The Power and Effectiveness of Magazines in Pre-Selling Pictures." John Crockett, advertising manager of *Coronet* magazine, will tell the class what magazines are doing to pre-sell films.**

•

Life *will have a picture and text story on Samuel Goldwyn's "Hans Christian Andersen" in its issue on newsstands Friday. The pictures are in full color and were photographed by Jon Mili.*

•

*American Weekly's* issue of Nov. 2 has a biographic sketch of Hildegarde Neff, who is featured in "The Snows of Kilimanjaro." Miss Neff was born in Germany. She tells of her experiences during the blitz of Berlin, where she lived and worked.

•

**The current issue of *Look* has a three-page layout on the Wald-Krasna RKO Radio production, "The Lusty Men." Action and comedy shots are shown of the picture's stars, Susan Hayward and Robert Mitchum.**

•

Good Housekeeping *has a full-page tie-up ad in the November issue featuring Loretta Young, the star of Universal-International's "Because of You." The ad was placed by Avon cosmetics but more than half of the page is given over to a color picture of Miss Young.*

•

*Pictorial Review's* cover for Nov. 16 will be given over to M-G-M's "Plymouth Adventure." It will be a full color caricature showing the *Mayflower* and picturing the stars of the film, Gene Tierney, Van Johnson and Leo Genn, seated on the promenade deck of the *Mayflower.*

•

***Seventeen* in its November issue has a page tie-up ad featuring Marge and Gower Champion, stars of M-G-M's "Everything I Have Is Yours." The ad was placed for Cameo Stockings. However, the two M-G-M stars, along with Monica Lewis, take up most of the page.**

•

McCall's *in its current issue has a detailed story on Imogene Coca. Pictures are used of Sid Caesar and Imogene Coca to illustrate the text. A motion picture with these two artists is planned for production during the summer months.*

—WALTER HAAS

# 20th DELIVERS A DOUBLE-BARR
# TO HELP YOU SELL A GREA

## NATIONAL MAGAZINE ADS!

**20th lists *your* theatre and *your* town in powerful two-page spreads in**

**Look**

**and**

***Collier's***

**on "THE THIEF OF VENICE" to pre-sell every reader of these multi-million circulation magazines in your entire territory — *at no cost to you!***

***ALL YOU HAVE TO DO:***

Set your booking of "**THIEF OF VENICE**" to play before Mar. 1, 1953. (Deadline for listing your engagement in our national ads is Dec. 20, 1952).

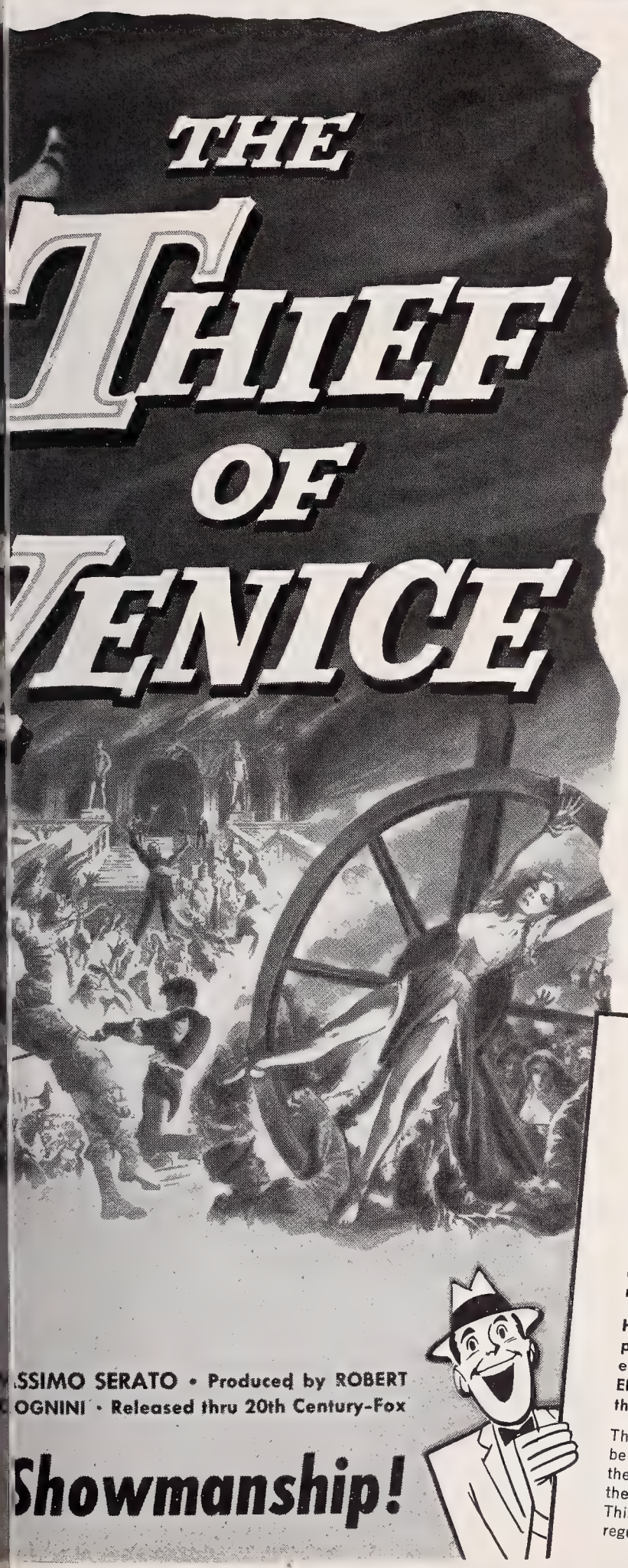
Any First Run Theatre in the United States is Eligible to Participate in these Pre-Selling Ads



**ROBERT HAGGIAG presents "THE THIEF OF VENICE" starring MARIA MONTEZ • PAUL CHRISTIAN • FAYE MARLOWE**
**HAGGIAG • Directed by JOHN BRAHM • Screenplay by JESSE L. LASKY, JR. • From original story by MICHAEL PERTWEE • Music by ALESSAND**

***There's No Showmanship Like 20th Century-Fo***

# RELED SHOWMANSHIP PUNCH
# SHOWMANSHIP PICTURE!




## FREE 10-DAY, ALL-EXPENSE TRIP FOR TWO - TO ITALY!

**for the best and most productive advertising, publicity and exploitation campaign on "THE THIEF OF VENICE."**



You'll be flown to Venice via Italian Airlines! Live like a king! See the celebrated Bridge of Sighs . . . relax on a gondola on the famous canals of this romantic city!



*This contest is open to all theatres playing "THIEF OF VENICE" before June 1, 1953.*

***START PLANNING YOUR PRIZE-WINNING SHOWMANSHIP CAMPAIGN IMMEDIATELY!***

In the event of ties, duplicate prizes will be awarded.

**SEND YOUR COMPLETE CAMPAIGN TO "THIEF OF VENICE" SHOWMANSHIP CONTEST COMMITTEE, 444 W. 56 ST., NEW YORK 19, N. Y.**

## *RULES:*

**ENTRY DATE:** All entries must be postmarked on or before midnight of July 5, 1953.

**THE JUDGING:** Judging will be based upon the best and most productive advertising, exploitation and publicity campaigns for "THE THIEF OF VENICE". In judging winners, consideration will be given to the nature of the run, the class of house, its location and business produced, in order to permit equal competition between small town theatres, neighborhood houses and downtown de luxe theatres.

**HOW TO ENTER:** 1. Submit a written summary of the campaign documented with newspaper tear sheets, photos and other specimens. This summary may be in any form you elect. Judging will be done solely on the basis of the factors outlined in these Rules. Elaborateness of campaign books or of presentations will have no bearing whatever on the decision of the judges.

The committee of judges will select the best entries. Their decision will be final and the winners will be notified by telephone or telegraph. Entrants agree that all summaries submitted in the contest are the property of Twentieth Century-Fox Film Corporation and that the same material and or ideas therein contained may be freely copied or otherwise used by or through said corporation. This contest is subject to federal, state and local regulations.



.SSIMO SERATO • Produced by ROBERT
OGNINI • Released thru 20th Century-Fox

**Showmanship!**

THE OLDEST THEATRE OWNERS ORGANIZATION IN THE WORLD

# THEATRE OWNERS *of* NORTH AND SOUTH CAROLINA

ORGANIZED MAY, 1912

# 40th Anniversary Convention

## NOVEMBER 9-11-52 HOTEL CHARLOTTE CHARLOTTE, N. C.

***It's Lovely in The Carolinas in November***

## HEAR THE LATEST ON OUR INDUSTRY PROBLEMS

***HERE ARE A FEW***

CINERAMA? — ASCAP? — U.S. vs. US?
SALES POLICIES? — HOW'S TELEVISION?
ARBITRATION-CONCILIATION? — MOVIETIME?

**Unusual Social Events with Specials for Our Ladies. We are Promised a World's Premiere, with Real Stars. (But We Have Had Promises Before.)**

**There are More than 1,000 Theatre Operations in the Carolinas (and More on the Make) of this Number, 80% are Members of the T. O. of N. and S. Carolina.**

**You are Always Welcome in the "Land of the Long Leaf Pines."**

***For Reservations or Other Information Address***

**CONVENTION COM. P. O. BOX 1606**
**CHARLOTTE, N. C.**

NEWS WHILE IT IS NEWS

# MOTION PICTURE DAILY

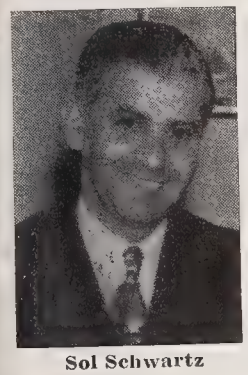
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VOL. 72. NO. 85 NEW YORK, U. S. A., THURSDAY, OCTOBER 30, 1952 TEN CENTS

## NCCJ's 25th Anniversary To Be Feted

### *Sol Schwartz Named '53 Industry Drive Chairman*

Sol Schwartz, president of the RKO Theatres, will be the motion picture chairman for the 1953 National Conference of Christians and Jews campaign, it was announced at a luncheon meeting yesterday at the Waldorf-Astoria, at which industry representatives agreed to hold an annual dinner commemorating the NCCJ 25th anniversary. The campaign extends from Lincoln's Birthday to about Washington's Birthday annually.



Sol Schwartz

Charles Reagan, M-G-M distribu-

(*Continued on page 5*)

## Tri-States Okays Arbitration Draft

MEMPHIS, Oct. 29.—Theatre Owners of Arkansas, Mississippi and Tennessee closed its three-day convention here today with approval of Theatre Owners of America's position on the government's 16mm. suit and the plan of industry arbitration. This is the

(*Continued on page 5*)

### *Shea Forecasts Business Upswing*

**Pittsburgh, Oct. 29.—A good business period was forecast here today by Gerald Shea, president of the Shea Circuit, as the two-day convention of Shea Circuit managers ended in the Hotel Roosevelt.**

**Shea told the managers that grosses soon would be on the upswing, especially since many excellent pictures have been booked by the circuit. He also said that economy must be the watch-word of successful theatre operation.**

### *Exhibitor Meetings With Congressmen Said to Be Best Bet in Tax Fight*

**The only one safe rule to follow in seeking commitments from Congressmen to vote for repeal of the Federal 20 per cent admission tax is for several exhibitors, properly armed with facts and figures, to sit down with the Congressman from their district and present their case. This was emphasized here yesterday by Col. H. A. Cole and Pat McGee, co-chairmen of the National Tax Repeal Committee, in a statement released through the Council of Motion Picture Organizations.**

**The co-chairmen stated that experience in the campaign has shown such procedure to be invariably productive of results. They said it also prevents future misunderstanding, either by the Congressman or the exhibitors. They urge all Congressional district campaign committees to follow this procedure in the future.**

## *Production Methods Scored As Antiquated by Schary*

DETROIT, Oct. 29.—"The greatest need of the industry is for new methods of film production," according to Dore Schary, executive vice-president in charge of production at M-G-M.

"Hollywood," Schary told a luncheon group of Chrysler Corp. executives, "is using the same methods it used 20 years ago," and much saving in time and money and a resultant improvement in picture quality could be had if new engineering technics were applied to the making of pictures.

The guest of L. L. Colbert, president of Chrysler, and K. T. Keller, chairman of the board, Schary said also "that it wouldn't make economic sense for Hollywood to sell its large backlog of films to television."

"We would be removing ourselves from our greatest source of revenue, theatre exhibition to a mass audience," he declared.

It was Schary's belief, based on single-bill experiments, that "the double feature is here to stay." The mass audience wants it and feels it would not be getting it's money's worth" from a single bill program. His studio, he said, does not, however, prefer to exhibit its product that way.

Schary said motion picture reve-

(*Continued on page 5*)

## Name Mochrie 'V-P' Of Goldwyn Prod.

HOLLYWOOD, Oct. 29.—Robert Mochrie, until recently distribution vice-president of RKO Radio, today was named vice-president of Samuel Goldwyn Productions, by Samuel Goldwyn.



Robert Mochrie

Mochrie, well known in distribution and exhibition circles for the greater part of his 27 years as sales executive, will assume his new duties imme-

(*Continued on page 5*)

## A. J. Mason Heads MPIC of Canada

OTTAWA, Oct. 29.—J. J. Fitzgibbons at the final session today of the Motion Picture Industry Council of Canada convention was succeeded as president by Mayor A. J. Mason of Springhill, Nova Scotia.

The 35 delegates gave an ovation to the Famous Players president as he retired from office in the Association

(*Continued on page 5*)

## F. Schwartz to Aid Hospital Campaign

Fred Schwartz, president of Century Theatres, has been named chairman of the ticket committee for the "Hans Christian Andersen" premiere for the benefit of the Variety Clubs Will Rogers Memorial Hospital, by G. S. Eyssell, premiere committee chairman and president of Rockefeller Center.

Other members of the committee in-

(*Continued on page 5*)

## Don't 'Shrug Off' Cole's Stand: Myers

### *Says Distributors Should Heed Cole's Warning*

WASHINGTON, Oct. 29.—Abram F. Myers, Allied States Association general counsel, today warned distributors not to "shrug off" the proposal of Col. H. A. Cole that Allied leaders withdraw from all-industry efforts in order to devote their time to Allied exhibitors' problems in obtaining films.

**In a bulletin to Allied members, Myers advised "our friends in New York" not to underestimate the feeling among exhibitors on the issue of increased prices for pictures. In addition, Myers said, "Don't shrug off Col. Cole's sincere warning and don't attempt to deride him or others who are trying to impress you with the gravity of the situation."**

Myers told Allied members that Cole's suggestion was on the agenda

(*Continued on page 5*)

## NEWS FLASHES

WASHINGTON, Oct. 29.--Pointing out that the small amounts of materials concerned in recreational construction are normally warehouse supplies, which are now reported to be "in good supply," a building industry committee today recommended to the NPA that the May 1 date for relaxation of controls be advanced to Jan. 1.

•

SALT LAKE CITY, Oct. 29.--Ray M. Hendry, vice-president and general manager of Intermountain Theatres, which operates the Utah Theatre here, reports that the house will have theatre TV within 30 days. It will be the first house in the state to have theatre TV.

# Personal Mention

NATE SPINGOLD, Columbia vice-president, and PAUL LAZARUS, JR., New York representative for the studio, are due to return here on Monday from the Coast.

•

MRS. HENRY DAWSON, associate director of community relations of the Motion Picture Association of America, who was scheduled to speak this week on "The Movies and Their Public," will speak instead on Monday night at the New School for Social Research here.

•

SOL GORDON, Monogram salesman in Cleveland, announces the birth of twins, a boy and a girl, to MRS. GORDON in Mt. Sinai Hospital in that city.

•

RAY MOON, assistant general sales manager for Universal Pictures, and P. T. Dana, Eastern division manager, are in Philadelphia and will return to New York tomorrow.

•

JESSE L. LASKY, accompanied by his recently appointed executive assistant, JOHN WILSON GREGORY, is in New York from the Coast.

•

MAX MELINCOFF, formerly with Warner Brothers in Massachusetts, has joined the publicity staff of Allied Artists in Hollywood.

•

MORTON DOWNEY will entertain at the national Allied States convention banquet at the Morrison Hotel in Chicago on Nov. 19.

•

SEYMOUR MOSES, M-G-M's manager for the Netherlands, is the father of a son, born to MRS. MOSES in Amsterdam.

•

F. J. A. MCCARTHY, Universal Southern and Canadian sales manager, is in New Orleans from New York.

•

ARTHUR EHRLICH, Warner Brothers booker in Cleveland, is back at his desk after a three-month sick leave.

•

CHARLES SCHNEE, M-G-M studio executive, and his wife will leave for a Honolulu vacation on Nov. 7.

•

MUNIO PODHORZER, president of Casino Film Exchange, has left here for Cincinnati and St. Louis.

•

BEN THAU, M-G-M studio executive, is due here from the Coast Nov. 5 for a 10-day visit.

•

BEN LOBER, head of Universal's insurance department, has returned here from California.

•

BERNARD SMITH, Paramount producer, has arrived in New York from Hollywood.

•

JOSEPH MANKIEWICZ, M-G-M director, has returned here from the Coast.

•

WALTER THOMAS, M-G-M booker in Charlotte, is here on vacation.

## *Editorials Hit U.S. 16mm. Suit*

**Editorials condemning the government suit to force the sale of 16mm. films to television and other non-theatrical users have appeared in 33 newspapers in all parts of the country, according to an incomplete check-up by the Motion Picture Association of America. A number of national magazines, not included in the survey, also have criticized the government action.**

**The survey failed to uncover any editorials supporting the government suit.**

## Companies to Close On Election Day

Most film company home offices will remain closed all day Tuesday, Election Day, and will close half a day on Armistice Day, Nov. 11. Companies closing Election Day are: Columbia, M-G-M, RKO Pictures, RKO Theatres, 20th Century-Fox, United Artists, United Paramount Theatres, Universal-International and Warner. Paramount Pictures and Republic will close at 1:00 P.M. Allied Artists and the Motion Picture Association are undecided.

Companies closing at 1:00 P.M. on Armistice Day are: M-G-M, RKO Pictures, RKO Theatres, 20th Century-Fox, Universal-International and Warner's. Other companies have not yet decided on their closing hour for that day.

## *P. White to Europe On Distribution Deal*

Paul White, president of PSI-TV, Inc., has left here for Paris, Berlin and London and in the latter city will arrange for theatrical distribution of six features produced by his firm, in addition to the theatrical, non-theatrical, and television distribution of half-hour television films either produced or financed by PSI-TV.

White divulged that the company currently is negotiating for studios in New York and Hollywood, the acquisition of which would complete PSI-TV's physical organization. He further revealed, "We have set up sizeable revolving production funds from private groups for TV film financing and we have separate banking arrangements for two new series."

## *Award to Chaplin*

HOLLYWOOD, Oct. 29.—The Hollywood Foreign Correspondents, organization of reporters covering the film capital for foreign newspapers and press services, will present a special award to Charles Chaplin for his "Limelight," at a luncheon tomorrow at Ciro's. The award will be accepted for Chaplin by his son, Charles Chaplin, Jr. The presentation will be made by Bert Reisfeld, president of the correspondents' group.

## $197,600 Salary for Columbia Pictures' Harry Cohn in '51-52

WASHINGTON, Oct. 29. — Harry Cohn earned $197,600 as president of Columbia Pictures for the fiscal year ending June 30, 1952, the Securities and Exchange Commission was informed today.

The company's annual report cited the following salaries of executives; Jack Cohn, executive vice-president, $145,000; A. Schneider, vice-president and treasurer, $130,000; N. B. Spingold, vice-president in charge of advertising and publicity, $94,600; A. Montague, vice-president in charge of domestic sales, $130,000.

The figures, it was explained, include expense allowances which are not required to be accounted for, of $15,600 for Harry Cohn, $15,600 for Jack Cohn and $8,600 for Spingold. Directors and officers as a group during the year earned $1,148,000, the report stated.

A comparison of salaries between the fiscal years 1951 and 1952 discloses that of the five executives listed the remuneration of only Harry Cohn and Spingold differed in the two years, with Spingold taking the heavier cut. In 1951, Cohn's salary was listed at $201,400 compared to $197,600 in 1952, while Spingold in 1951 earned $108,000 compared to $94,600 in 1952.

## *Elect Pries Head of Philadelphia Tent*

PHILADELPHIA, Oct. 29. — Ralph Pries of the Berlo Vending Co., was elected chief barker of Variety Club, Tent No. 13. Norman Silverman of Republic was named first assistant chief barker, and Maxwell Gillis of Monogram second assistant. Other officers elected were Ben Biben of RCA, dough guy, and Mickey Lewis, National Theatre Supply, property master.

Pries stated that the current heart fund drive would be accelerated in order to meet the goal of $60,000 by Jan. 1.

## *Anthony J. Xydias Dies on the Coast*

LOS ANGELES, Oct. 29.—Anthony J. Xydias, pioneer film exhibitor, distributor and producer, died here Monday at the age of 72.

Xydias, who began his career in 1906 with the purchase of a theatre in Dallas, sold his theatre circuit after the first world war to enter distribution in New York. He went to Hollywood in 1921, where he independently produced films until 1931. He is survived by his widow, Rose, and two children.

## *'Newsweek' Cites Loesser*

In the current *Newsweek* magazine there is a two-page article on Frank Loesser, who composed the score for Samuel Goldwyn's "Hans Christian Andersen." And in the latest issue of *Life* there are six full pages in color on the color in Technicolor production.

## *Five Features, Ten Shorts, Free Eats!*

**Norwalk, O., Oct. 29.—The ultimate in entertainment value for this area, if not the state, is being offered by the nearby Starview Drive-in on Saturday nights in a dusk-to-dawn program which consists of five full-length features, five comedies, five cartoons, free coffee, doughnuts and cider, with "side-dishes" of candy and chewing gum at the conclusion of the program. The regular admission scale prevails.**

## Name Tulipan 20th Newspaper Contact

Ira Tulipan, trade press contact at 20th Century-Fox's home office, has been promoted to newspaper publicity contact, it was announced here yesterday by Edward E. Sullivan, publicity manager. Tulipan succeeds Meyer Hutner, who was recently named associate publicity manager.

A member of the publicity and advertising staffs of the company since 1942, Tulipan was previously with Warner Brothers, following entry into the industry through exhibition. He initially managed the Majestic Theatre in Boston when it was a showcase for foreign films.

Joining Warner Brothers, he served on the trade paper and short subjects publicity staffs until he left to become promotion manager of Dome Chemicals Co. Returning to the industry in 1942, he joined 20th Century-Fox's press book staff where he remained until 1943 when he entered the Army. Returning to 20th Century-Fox in a writing capacity, he subsequently became press book editor before assuming his post as trade press contact.

In 1950 he was responsible for intra-industry publicity arising from the national showmanship campaign sponsored by 20th Century-Fox launched in Chicago under the slogan of "Movies Are Better Than Ever." He has at various times done graduate work in films at Columbia University, New York University and the New School for Social Research.

## *Milton Pickman to Assist Wald at Col.*

HOLLYWOOD, Oct. 29.—Milton Pickman, vice-president of Wald-Krasna Productions, will move over to Columbia as Jerry Wald's assistant, it is reported. Wald yesterday was named vice-president and executive producer of the company. Pickman will also administrate the wind-up of the affairs of W-K Productions.

## *Gets Maugham Story*

HOLLYWOOD, Oct. 29.—Hugo Fregonese disclosed here that while in England directing Mike Frankovich's "Decameron Nights" he personally acquired rights to the Somerest Maugham story, "Catalina."

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# "Operation Secret"

The assassin-hunt that zigzagged across the globe! There's a bullet with his name on it in every language of the world!

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WITH

PAUL PICERNI · LESTER MATTHEWS · DAN O'HERLIHY · JAY NOVELLO · SCREEN PLAY BY JAMES R. WEBB AND HAROLD MEDFORD · PRODUCED BY HENRY BLANKE · DIRECTED BY LEWIS SEILER

*On Armistice Day from Warners...*

AND FOLLOWS 'SPRINGFIELD RIFLE' AT THE N.Y. PARAMOUNT!

# Liberalized Rental Pact Seen in Italy

Conferences in Rome between Italian production and exhibition leaders on that country's rental ceiling law appear to have taken a turn favorable to the American position that the ceiling should be raised, it was indicated yesterday in film export circles here.

The talks are centering around Article X of the Italian film law. They are preliminary discussions which in due course will give way to Italo-American meetings on the subject.

The direction of the preliminary talks, it was reported here, seems to be toward favoring the substitution of a voluntary production-exhibition agreement for the present ceiling law.

The Motion Picture Association of America, which will be represented in the final talks on the subject of Italian rental ceilings, always has taken a strong position against the imposition of such ceilings by any country.

### Italo-American Co-Production Envisioned by Italian Film Men

Negotiation of co-production agreements between the U.S. and Italian motion picture industries is definitely possible, it was revealed by Nicola De Pirro, director of the Italian Government's Entertainment Industry, on the eve of the Italian Film Delegation's department for Rome yesterday on the *Queen Elizabeth*.

The party included Eitel Monaco, president of the National Association of Motion Picture and Allied Industries of Italy; Italo Gemini, president of the Italian General Association of Show Business; Guiseppe La Guardia, prominant Italian banker; and Renzo Rufini, secretary-general of Italian Films Export.

De Pirro and Monaco agreed "co-Production agreements would be of mutual economic usefulness" and would also "be helpful to the further development of cultural relations between the two countries."

## *UN Names 3rd Lap Sales Drive Winners*

United Artists' Los Angeles, Cleveland and New Haven exchanges have taken first-prize money in the third six-week lap of the company's "Bill Heineman Sales Drive," it was announced by vice-president Max E. Youngstein, who is serving as drive captain.

The drive now is in the first week of its home stretch, at the conclusion of which, on Dec. 6, grand prizes will be awarded for best showings over the entire drive period, which began on June 15.

## *British Films Screened*

The first private showing of new British documentary films will take place at an invitational showing here this evening at the Museum of Modern Art, under the auspices of British Information Services. The event will also serve to introduce Charles Dand, newly appointed films director of the BIS.

## *$1,994 for 'Promoter'*

"The Promoter," being released by Universal, reportedly set a new opening—day house record at the Fine Arts Theatre here on Tuesday, the $1,994 figure surpassing by more than $100, the previous high of "The Lavender Hill Mob."

# *2 Suits Ask $2,730,000*

Two operating companies of the Elmwood Theatre, Queens, yesterday filed a triple-damage anti-trust suit for damages totaling $2,730,000 in Federal District Court here against eight majors and some circuits.

Sogmore Realty Inc., current operator of the Elmwood, sued for $1,080,000, while Copark Inc., which operated the theatre from 1946 to 1949, sued for $1,650,000.

Besides the majors, defendants in the suit also include the United Artists Theatre Circuit, Randforce Amusement Corp., Skouras Theatres Corp. and Metropolitan Playhouses, Inc. The action charges discriminatory trade practices in violation of the U. S. anti-trust laws.

William Gold represents the plaintiffs.

## *S. Arthur Glixon Honored Dec. 7*

S. Arthur Glixon, motion picture industry attorney and a B'nai B'rith leader, will be honored for "his outstanding services to community welfare and human rights," at a testimonial breakfast on Sunday, Dec. 7, at the Hotel Delmonico here.

Announcement of the event, which will be held in conjunction with the Joint Defense Appeal campaign of Cardozo Lodge of B'nai B'rith, was made by Karl Tausig, who is serving as chairman of the Lodge's JDA activities.

Glixon has produced several motion pictures for B'nai B'rith, including "There Is So Much to Do," "When Freedom Calls," "This Is B'nai B'rith," "Door to Hope" and "Dealing in Futures."

## *Minneapolis Loge Reelects Murphy*

MINNNEAPOLIS, Oct. 29.—Reel-Fellows—social organization which also is the local loge of the Colosseum—has reelected Joe Murphy president. Harold Lundquist was named vice-president and George Fosdick, secretary-treasurer. The group also named the following as delegates to the national Colosseum annual convention to be held at Atlanta on Nov. 21-23: Murphy, Lundquist, and Paul Weiss, with Bill Winter as alternate.

## *3 Pre-release Dates Set for 'Androcles'*

Three simultaneous pre-release engagements were announced by RKO Radio for Gabriel Pascal's "Androcles and the Lion," based on the George Bernard Shaw comedy.

The premiere opening will be held at the Four Star Theatre in Los Angeles today. The picture will also open at the Paramount, Denver, and the Utah, Salt Lake City. It will open at the Ambassador, St. Louis, tomorrow.

## *SMPTE Meets Today*

Eastman Kodak engineers will address a meeting of the Atlantic Coast section of the Society of Motion Picture and Television Engineers today, E. M. Stifle, chairman, announced here. The meeting will be held at New York's Henry Hudson Hotel.

# F. J. Herrington of Pa. Allied Resigns

WASHINGTON, Oct. 29.—Fred J. Herrington, secretary of Allied Motion Picture Theatre Owners of Western Pennsylvania, has resigned after more than 40 years of service to Pennsylvania exhibitors, Abram F. Myers, Allied general counsel, disclosed here today.

The veteran theatreman was a national director of Allied from 1928 to 1938, after retiring as an exhibitor in 1919. In 1909, he organized and was elected president of the Motion Picture Exhibitors League of Pennsylvania and in 1915 was elected national president of the MPELA, with headquarters in San Francisco.

## *AMPA Students Will Tour N.Y. Paramount*

Following the Associated Motion Picture Advertisers showmanship class this evening at the Woodstock Hotel here, a group of the students will be taken on a tour of the New York Paramount Theatre by its managing director, Robert K. Shapiro, it was announced by Harry K. McWilliams, AMPA president.

## *SAG Strike vs. TV Producers Advances*

HOLLYWOOD, Oct. 29.—Screen Actors Guild board today recommended to the membership authorization of strike against producers of television film commercials, including the American Association of Advertising Agencies. A Guild membership meeting will be held here on Nov. 9 and a New York membership session is set for the Hotel Astor on Nov. 16.

## *Schwalb to Produce AA 'Bowery' Films*

HOLLYWOOD, Oct. 29.—Ben Schwalb has been assigned to produce future pictures in the "Bowery Boys" comedy series by Walter Mirisch, Allied Artists production chief.

Schwalb, who joined Allied Artists as a producer three years ago, was associated with Frank Capra immediately prior to joining Allied Artists. He has been producing films starring Stanley Clements, and will cntinue to do so.

## *SDG Awards to Four*

HOLLYWOOD, Oct. 29.—The Screen Directors Guild quarterly awards, announced by George Sidney, president, go to "The Big Sky," directed by Howard Hawks; "The Greatest Show on Earth," Cecil B. DeMille; "High Noon," Fred Zinnemann; and "Scaramouche," George Sidney.

## *Sign Robinson*

HOLLYWOOD, Oct. 29.—Edward G. Robinson was signed today by Sol Lesser to star in "Harness Bull" for Sequoia Productions. Jules Levy and Arthur Gardner will produce, while Arnold Laven will direct.

## *Ask Drive-in Law*

OKLAHOMA CITY, Oct. 29.—Enactment of legislation prohibiting the construction of drive-in theatres where screens are visible from highways has been recommended to the Oklahoma legislative council by its public safety committee.

# *Short Subjects*

## *"The Young Immortal"*

(*Art Films-20th Century-Fox*)

Four hundred years ago there lived in Rome a young painter named Raphael whose masterpieces include the "Sistine Madonna" and murals such as "The Escape of Saint Peter" and "Fire in the Borgo," both painted in the Vatican. In this short subject, producers Marilyn Silverstone and Boris Vermont have used a modern-day youth forum on great names of the past as the starting point for a thrilling examination of Raphael's great works. The famous subjects executed by the artist rise upon the screen in vivid color by Technicolor to provide art-oriented audiences, and even those whose interest in great paintings is only casual, with a wealth of eye-stimulating enjoyment. An inspiring music score, written by Jacques Belasco, is included. Running time, 10 minutes.

## *"Light in the Window"*

(*Art Films-20th Century-Fox*)

The art of Jan Vermeer, famous Dutch painter, is presented in radiant color by Technicolor in this 10-minute production of Marilyn Silverstone and Boris Vermont. No series of films on art, such as these two have produced, would be complete without according treatment to the works of this Dutchman who put on canvas with genuine warmth the plainer aspects of life in his native land. "Light in the Window" stands as a superior short subject that will lend just the right amount of cultural tone to any theatre's program, and certainly will command the plaudits of audiences who look for a dash of the educational when they go to the theatre.

The famous paintings of the artist are introduced in conjunction with a "story" about a man of Dutch origin and his son who spend an afternoon in a museum. Also brought to life on the screen is the city of Delft in Holland, where Vermeer was born and where he produced his masterpieces. The soundtrack carries a fine music score by Jacques Belasco. Running time, 10 minutes.

## *'Hollywood in Dallas' Selections Are Made*

DALLAS, Oct. 29.—Robert J. O'Donnell, co-chairman of the Texas Council of Motion Picture Organizations, has completed the selection of eight pictures from which scenes will be prepared by Virgil Miers for the "Hollywood in Dallas" ice extravaganza, for a pre-selling campaign of individual pictures on which the Adolphus Hotel here will spend approximately $50,000. Scheduled to open at the hotel about Dec. 1, the show will be produced by Dorothy Franey and feature the theme of "Movietime" which was successfully staged by Texas COMPO last year.

O'Donnell selected scenes from the following: "Salome," "Million Dollar Mermaid," "Road to Bali," "Hans Christian Andersen, "Call Me Madam," "Moulin Rouge," "Mississippi Gambler" and "April in Paris."

On another Texas COMPO front, Kyle Rorex, executive director, disclosed that 3,123 "Get Out the Vote" trailer packages made by the organization were ordered by exhibitors from every state in the country.

# Tri-States

(*Continued from page* 1)

fifth TOA unit to signify approval of the arbitration plan.

M. A. Lightman, Jr., chairman of the unit's board, said the action amounted to a vote of confidence in TOA and left the two matters to the discretion of TOA. Tennessee's exhibitors had taken this action Monday and Arkansas' exhibitors Tuesday.

Second, Tri-States set in motion a plan to take its fight against the 20 per cent Federal admission tax direct to Congress.

Congressman Clifford Davis of Memphis, in a speech to the convention, said the tax was discriminatory and he had always been against it and would continue to fight it.

Congressman Wilbur Mills of Arkansas, whose House committee passes on all tax bills, said he would arrange for a committee from Tri-States to have a hearing before his committee, if they wanted to come to Washington and present their case. They agreed they would do this.

Congressman Mills told how his committee once had the 20 per cent tax cut to 10 per cent in a bill that passed the House only to have the 20 per cent tax restored in the Senate.

Mills said he was convinced that the tax was too high and kept down attendance at theatres. He told how attendance had fallen off in his district in Arkansas where there was no television. He said he had been convinced that admission prices could not be cut and theatres kept open so the tax had to be reduced to keep many theatres in operation.

Lightman, Jr., of Memphis, and Kermit Stengel of Nashville, were named as a committee to get Tennessee Congressmen and exhibitors together to "open the theatres' books and show the tax must be repealed or reduced."

M. B. Smith, theatre advertising expert, and Jack Braunagel, circuit executive, spoke at today's closing sessions suggesting methods of improving theatre advertising and drive-in operations.

## Mochrie Is Named

(*Continued from page* 1)

diately upon his return to New York. Following meetings with Goldwyn and James A. Mulvey, company president, he will leave here tonight by plane for the East. He succeeds Alfred W. Crown, who resigned as Goldwyn vice-president in charge of worldwide sales to join RKO Radio as foreign sales manager.

The new Goldwyn vice-president started his sales career with Producers Distributors Corp. in 1925. He then became associated successively with Warner Brothers and United Artists, joining RKO Radio in 1939. In quick succession he was appointed RKO Eastern sales manager, general sales manager and in 1946, vice-president and board member.

## *Award to Fitzgibbons*

TORONTO, Oct. 29. — J. J. Fitzgibbons, president of Famous Players Canadian, received a citation for meritorious efforts for world brotherhood from the Canadian Council of Christians and Jews at a banquet attended by 600 persons here. Fitzgibbons was one of six outstanding Canadians to be so honored.

# *NCCJ's 25th Anniversary*

(*Continued from page* 1)

tion vice-president, was awarded a plaque for his chairmanship of the 1951 campaign when collections totalled $104,100. This amount exceeded the 1952 total which was $81,198. The presentation was made by Ned E. Depinet who urged that the brotherhood spirit be gotten "into our hearts" and recalled his onetime NCCJ chairmanship and the outstanding collection of a small local suburban theatre which was greater than some large theatres.

In accepting the award Reagan spoke of the help he received from "the boys in the field" and such executives as Schwartz and Henderson Richey.

### Medal to Salmon

Montague Salmon, Rivoli Theatre manager, received a Silver Brotherhood Medal for his efforts which for the past seven years have resulted in average annual collections of $1,000. In explaining his success Salmon cited the encouragement given him by George Skouras and urged circuit representatives to give similar encouragement to their theatre managers.

J. Robert Rubin of Loew's, NCCJ general counsel, presided over the meeting, at which it was decided to have a dinner celebration rather than a luncheon. Suggestions were offered to make the dinner an unusual event with possible participation by other industries and famed personalites, such as the presidential candidates.

### Youngstein Reports

Max Youngstein, United Artists vice-president and NCCJ public relations chairman, read a report on the 1952 campaign in the absence of chairman George Skouras. The report revealed the collections had not come up to expectations or to the preceding year's total but reviewed the difficulties of the campaign. These included the unavoidable absence of George Skouras at the campaign's beginning, the illness of Maurice Bergman which kept him out for almost the entire campaign, and the short-notice fill-in job "well performed" by Hank Linnet.

According to the report the collections decline was also due to the "failure to organize the exhibition field" for with the exception of several circuits most quotas were not met. He noted that only 400 out of 16,000 theatres had contributed and emphasized that only $10 or $15 per theatre in the U. S. is needed to surpass the collection record. However, the motion picture industry publicity job for the NCCJ was termed the greatest of any field, as it has been for the last five years.

### Lauds Industry

Dr. Everett R. Clinchy, NCCJ president, lauded the industry's past work, including trade press coverage, towards achieving brotherhood and enumerated some of the organization's achievements with the monies collected. He observed that most of the work is preventive and explained that cultural interchange had been increased with such groups as the Japanese-American Cultural Society. Towards that end he praised the current tour of Spyros Skouras, 20th Century-Fox president, over Europe and the Far East during which Skouras is working for brotherhood by meeting and talking with many peoples.

### New Chapters Set

Several new chapters have been set up, including one in Manila. Followers of Buddhism, Hinduism and Shintoism have been welcomed to participate in working with Catholics, Jews, and Protestants towards brotherhood. Dr. Clinchy revealed progress had been made towards better human relations by interchange of teachers of different faiths and deleting bigotries from certain religious textbooks. Efforts are now being made by the NCCJ to work with the various unions and having them initiate Brotherhood movements.

On the dais at the luncheon were: Rubin, Depinet, Reagan, Youngstein, Dr. Clinchy, William F. Rodgers and Ed Churchill. Others present included: Russell Downing, William German, Richard Walsh, Austin Keough, Herman Robbins, Taylor Mills, Edmund Reek, Mike Clofine, Walton Ament, Tom Mead, A. J. Richard, William Gehring, William White, Sam Rinzler, Ed Lachman, Si Seadler, Harry Goldberg, Jerry Pickman, Arthur Israel, Monroe Goodman, Sid Blumenstock, Emanuel Frisch, Fred Schwartz, Gil Golden, Walter Reade, Jr., and trade press representatives.

## F. Schwartz to Aid

(*Continued from page* 1)

clude Si Fabian, president of Fabian Theatres; Manny Frisch, treasurer of Randforce Theatres; Harry Brandt, president of Brandt Theatres; Charles Moss, managing director of the Criterion Theatre; A. W. Schwalberg, president of Paramount Film Distributing Corp., and Al Clary, boxoffice treasurer of the Radio City Music Hall.

### Davis Appointed

Martin Davis of the Goldwyn office has been appointed coordinator for the premiere.

Tickets for the premiere, which will take place on the evening of Nov. 24 at the Criterion Theatre, will be scaled at $5, $10, $15 and $25.

In establishing the premiere, the trustees of the hospital will make this an annual event aimed not only at raising money for the institution but to create a traditional hallmark for the motion picture industry.

## A. J. Mason Heads

(*Continued from page* 1)

which he founded and promptly created the new office of honorary President for him.

Other officers are: vice-president, Dave G. Griesdorf of Canadian Odeon; secretary-treasurer, R. W. Bolstad of Famous Players, and executive-secretary, Arch H. Jolley, all of Toronto.

As an outcome of discussions on television and other developments the Council moved to form a Canadian film institute for the good of public relations, and J. Arthur Hirsch of Montreal was named chairman of the special planning committee.

Minister Robert Winters told the conference films are next in usefulness only to church and school. Mayor Charlotte Whitton said theatres are cooperating much better now with authorities to give suitable children programs.

The Council will meet next year at Toronto.

# Myers Says

(*Continued from page* 1)

for the November Allied board meeting, along with the distributors' draft of an arbitration system, which had just been received.

Myers said Cole was "accused of engaging in a hollow gesture as ballyhoo for Allied's 1952 convention" when he made his proposal after "viewing the present desperate condition of independent exhibitors and the treatment accorded them by the film companies."

Myers said that it was "a very serious matter when exhibitors report that that they are not benefiting and cannot benefit from the current crop of good pictures" because they can't afford to exhibit them "on the terms demanded."

### 'All-around Gouging'

One might expect to find all elements in the industry united in an attempt to "pull the movie business out of the current depression, intact," Myers declared, yet there was never so much "all-around gouging."

The prevalent belief among Allied exhibitors, he said, is that while their leaders were engaged in a sincere effort to aid the whole industry," the film companies, like weasels, have been getting into the exhibitors' chicken coops and have now grown so bold that it will require a strenuous concerted effort to save the remaining chickens—that is, unless the companies heed the Colonel's warning and voluntarily mend their ways."

## Schary Scores

(*Continued from page* 1)

nue was only 15 per cent off from its peak year, but that rising costs of film production has cut into film earnings. The total yearly revenue of the industry is $3,000,000,000, Schary said, adding that half the total this year would come from overseas.

### 50% Financial Failures

Of the 400 films Hollywood produces each year, Schary numbered 60 as of recognized quality and about 50 per cent as financial failures. "Of the 200 plays produced on Broadway last year only five per cent were successful and 75 to 78 per cent were financial failures," Schary said.

Schary was optimistic in regard to television competition. He said the newcomer reaches into the theatre medium for the mediocre and that people who had the film-going habit before television are going back to film houses, but will be more selective in their choice of films.

"Hollywood pictures," he declared, "will have to be bigger and better. Eventually, Schary believes, Hollywood will make only top pictures."

"Cinerama," the producer said, "is mechanically years away from practical theatre use. It is wonderfully effective for big scenes but violates the truth of intimacy on which movie story-telling relies," he added.

## *To Reopen Smalley*

ALBANY, N. Y., Oct. 29.—With community financial support, Carl Bovee, one time Warner manager in Albany and former Schine circuit assistant manager, has leased the closed Smalley Theatre in St. Johnsville, Montgomery County. He will reopen it as the Community this week, after painting and refurbishing. Bovee lives in Gloversville.

# Motion Picture Daily Feature Reviews

## "Breaking Through the Sound Barrier"

*(London Films-United Artists)*

BREATHTAKING aerial photography of jet planes in the sky is included in this exploitable drama about pioneering in the building of planes that travel at supersonic speed, but the emphasis in this English import is on rather slow-paced drama. The Terence Rattigan story and screenplay is too concerned with the psychological difficulties undergone by the family of plane manufacturer Ralph Richardson, whose vision of jet planes drives him on despite the deaths of his son and son-in-law in plane crashes.

There is a stiff-upper-lip quality about the dramatic situations that may have been immensely popular with British audiences but may prove tedious and repititious to American patrons. Marquee-wise this stacks up well with Richardson, Ann Todd and Nigel Patrick of recent "Encore" fame. Exhibitors can exploit the outstanding action footage and the inherent drama.

Patrick is presented as an RAF flier who marries Miss Todd and is chosen by Richardson, his father-in-law, to be the test pilot of a new model jet plane. Richardson's son, Denholm Elliot, is not interested in flying but takes lessons in an attempt to satisfy Richardson. His solo test ends in a fatal crash before the eyes of his family. Patrick carries on his jet tests although a rival firm's ace flier is killed testing a jet. Eventually Patrick is killed but his recorded reactions aid in designing a new model. Before his death Patrick had induced friend John Justin to test jets for Richardson. Justin's theory about pushing the throttle forward while in a dive rather than pulling it back is the correct one, and the "sound barrier" is broken. Miss Todd then comes to better understand Richardson and his unceasing striving for airplane progress.

David Lean produced and directed. Also in the cast are Dinah Sheridan, Joseph Tomelty, Jack Allen, Ralph Michael, Vincent Holman, Douglas Muir and Leslie Phillips.

Running time, 109 minutes. General audience classification. Release date, not set.

WALTER PASHKIN

## "Montana Belle"

*(RKO Radio Pictures)*

JANE RUSSELL'S marquee lure is well known and this Western in Trucolor serves as little more than a vehicle to display her talents. The Dalton Gang has been highly serviceable story-wise and the screenplay by Norman S. Hall and Horace McCoy links Miss Russell as an outlaw's widow who joins the four Daltons, but what should have been an explosive combination just never is, although at one time Miss Russell even heads a rival gang. She is more at home in figure-emphasizing costumes in some brief scenes as a saloon entertainer, swaying, strutting and throatily singing "The Gilded Lily" and "My Sweetheart, the Man in the Moon." Forrest Tucker is the most convincing of the cast. Both story and performances are rarely credible.

The film opens with Miss Russell joining the gang after she has been saved from a hanging by Scott Brady. Miss Russell's affections are fought over by Brady and gang assistant Tucker, but an impending robbery of the saloon of George Brent causes the brothers to leave Tucker and Miss Russell in their cabin hideout. Unknown to them, Brent has agreed to trap the gang for a $100,000 fee to be paid by the Bankers' Protective Association, headed by John Litel.

During the absence of the Daltons some gun practice results in a posse raiding the hideout. Miss Russell and Tucker escape, assume they have been double crossed, and form their own gang. They arrive early at Brent's saloon and rob it while the Daltons are ambushed but get little money. Their further efforts are successful and Miss Russell gambles her way into a partnership with Brent, who realizes her identity, but hopes to trap the Daltons. Eventually he succeeds and the Daltons are eliminated. Miss Russell is forced into a bank job and is wounded. She promises to wait for Brent, to whom she had confessed all.

This was produced by Howard Welsch and directed by Robert Peters. Others in the cast are Andy Devine, Jack Lambert, Ray Teal, Rory Mallinson, Roy Barcroft, Holly Bane and Ned Davenport.

Running time, 81 minutes. General audience classification. For November release.

W. P.

## 'Barrier' to UA; Will Open in N.Y. Nov. 6

Producer-director David Lean's British-made "Breaking Through the Sound Barrier," starring Ann Todd, has been acquired from Lopert Films by United Artists and will open at the Victoria Theatre here Nov. 6, William J. Heineman, UA distribution vice-president, announced.

## Bloom in New Post

MINNEAPOLIS, Oct. 29.—Al Bloom, former manager of the 7-Hi Drive-in Theatre in suburban Minneapolis, has joined the staff of *Greater Amusements*. Bloom is a former film and drama critic for the old Minneapolis *Times*.

## Martin-Lewis, Ladd Cited by Magazine

HOLLYWOOD, Oct. 29.—The Hal Wallis-Paramount comedy team of Dean Martin and Jerry Lewis, and Alan Ladd have received top honors in *Modern Screen* magazine's 10th annual "Popularity Awards," Paramount reported.

Ladd, who stars in Paramount's "Thunder in the East," "Botany Bay" and George Stevens' "Shane," received the "All-Time Ten-Year Popularity Champion Award." Martin and Lewis, currently in Hal Wallis' "Jumping Jacks" and the soon-to-be-seen "The Stooge," were given a plaque as "Hollywood's All-Time Champion Comedy Team."

## "Bloodhounds of Broadway"

*(20th Century-Fox)*

DAMON RUNYON'S distinctive type of Broadway citizens are amusingly set forth in this musical adaptation in color by Technicolor which is an effective combination of music and story that features the sparkling talents of Mitzi Gaynor. A George Jessel production, this has several fresh and appealing production numbers that are attractively mounted and engagingly performed. In addition to Miss Gaynor, who is equally adept in rendering a sweet lullaby, "Bye Low," and slinking her way through a spicy finale titled "Jack Of Diamonds," there is a remarkable moppet, Sharon Baird, who does a fine tap-dance, and Mitzi Green, who ably handles a comedy role and some dance sequences.

Scott Brady is starred as a Broadway bookie with an unusual ability for numerical computations who flees a gambling investigation. He is saved by the false testimony of his girl friend, singer Marguerite Chapman, and returns from a Florida hide-out with Miss Gaynor, a simple hill-billy girl who offered him hospitality when his car broke down in the mountains and subsequently saved his life. Brady has Miss Gaynor tutored in song and dance but arouses the jealousy of Miss Chapman.

Michael O'Shea, a boyhood pal of Brady's who became a cop after reform school, is appointed to supply evidence at a new crime committee's hearing. After Miss Gaynor captivates Hollywood and record talent scouts, Miss Chapman has a showdown with her. Miss Chapman loses and runs off to inform the police. Brady departs for a hideout but is tracked down by Miss Gaynor and her two bloodhounds. She convinces him to give himself up, pay off back taxes, and serve a year's sentence. At the end of that time Brady is working at the club at which Miss Gaynor sings, as a cashier, and other members of the gang are employed honestly too.

The two bloodhounds and Wally Vernon, Edwin Max, and George E. Stone supply comedy relief. Others in the cast are Henry Slate, Richard Allan, Ralph Volkie, Charles Buchinski, and Timothy Carey. Other songs include "I Wish I Knew," "I've Got A Feeling You're Foolin'," and "80 Miles Outside of Atlanta." Harmon Jones directed, from a screen play by Sy Gomberg and an adaptation by Albert Mannheimer.

Running time, 90 minutes. General audience classification. For November release.

W. P.

## "Ride the Man Down"

*(Republic Pictures)*

A LAVISH PRODUCTION has been accorded this actionful Western in Trucolor. With the aid of star names for the marquee it should do well at the box-office. Rod Cameron, Brian Donlevy and Ella Raines are starred; also present are Forrest Tucker, Barbara Britton, Chill Wills, and J. Carrol Naish. It is set in the days when cattle empires were built by strong-muscled and strong-willed men and contains a good deal of fighting and shooting.

Assistant producer Joseph Kane directed and has balanced the action with a well-developed romance. Donlevy is an unscrupulous ranchman intent upon taking over much of the ranch left in the weak hands of Miss Raines' uncle after the death of her father. She is the spit-fire type, a chip-off-the-olld-block but sorely needs the aid which is given her by loyal ranch foreman Rod Cameron. Cameron is romantically inclined to homebody type Barbara Britton but her dislike of his efforts to block the dangerous Donlevy's manœuvers result in his attraction to Miss Raines. Despite murder and treachery, Cameron succeeds in foiling Donlevy's plans and establishes Miss Raines as the ranch owner. At the finale Cameron chooses Miss Raines.

This is based on a *Saturday Evening Post* story by Luke Short. The screen play was written by Mary McCall Jr. Others in a competent cast include Jim Davis, Taylor Holmes, James Bell, Paul Fix, Jack LaRue, Roy Barcroft, Claire Carleton, Al Caudebec and Roydon Clark.

Running time 90 minutes. General audience classification. Release date, Nov. 15.

## "Voodoo Tiger"

*(Columbia Pictures)*

JOHNNY WEISSMULLER stars as "Jungle Jim" in this mediocre series entry that offers the usual amount of fighting, dangerous animals and menacing natives in haphazard fashion that may please the adventure fans, especially among the younger set. In tracking down a former SS officer who alone knows the locale of lost art treasures and a trio of crooks also desiring the paintings, Weissmuller frequently battles numerous natives, exhibits his swimming prowess, and vanquishes a lion although armed only with a knife.

Spencer G. Bennet directed this economical Sam Katzman production and emphasized action. The story and screenplay were written by Samual Newman and are routine. The natives in Weissmuller's territory are depicted as voodoo worshipers of the tiger. It develops that the SS officer escaping a pursuing U. S. Army officer aided by Weissmuller, commandeers an airplane containing night club entertainer Jeanne Dean and her trained tiger. When the ex-Nazi, Michael Fox, orders the plane inland it crashes in the jungle where the natives capture all but venerate Miss Dean, who performs a torrid dance.

Weissmuller and his party containing the U. S. officer, among others, track down the three crooks chasing Fox but they are ambushed and captured by the natives. Weissmuller kills a lion in a test for his life and escapes with his party and Fox. The pursuing natives kill the crooks and are killed when Weissmuller dynamites a lone exit.

Running time, 67 minutes. General audience classification. For November release.

W. P.

FIRST IN FILM NEWS

# MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 85 NEW YORK, U. S. A., THURSDAY, OCTOBER 30, 1952 TEN CENTS

## NCCJ's 25th Anniversary To Be Feted

### *Sol Schwartz Named '53 Industry Drive Chairman*

Sol Schwartz, president of the RKO Theatres, will be the motion picture chairman for the 1953 National Conference of Christians and Jews campaign, it was announced at a luncheon meeting yesterday at the Waldorf-Astoria, at which industry representatives agreed to hold an annual dinner commemorating the NCCJ 25th anniversary. The campaign extends from Lincoln's Birthday to about Washington's Birthday annually.



Sol Schwartz

Charles Reagan, M-G-M distribu-

(*Continued on page 5*)

## Tri-States Okays Arbitration Draft

MEMPHIS, Oct. 29.—Theatre Owners of Arkansas, Mississippi and Tennessee closed its three-day convention here today with approval of Theatre Owners of America's position on the government's 16mm. suit and the plan of industry arbitration. This is the

(*Continued on page 5*)

### *Shea Forecasts Business Upswing*

**Pittsburgh, Oct. 29.—A good business period was forecast here today by Gerald Shea, president of the Shea Circuit, as the two-day convention of Shea Circuit managers ended in the Hotel Roosevelt.**

**Shea told the managers that grosses soon would be on the upswing, especially since many excellent pictures have been booked by the circuit. He also said that economy must be the watch-word of successful theatre operation.**

### *Exhibitor Meetings With Congressmen Said to Be Best Bet in Tax Fight*

**The only one safe rule to follow in seeking commitments from Congressmen to vote for repeal of the Federal 20 per cent admission tax is for several exhibitors, properly armed with facts and figures, to sit down with the Congressman from their district and present their case. This was emphasized here yesterday by Col. H. A. Cole and Pat McGee, co-chairmen of the National Tax Repeal Committee, in a statement released through the Council of Motion Picture Organizations.**

**The co-chairmen stated that experience in the campaign has shown such procedure to be invariably productive of results. They said it also prevents future misunderstanding, either by the Congressman or the exhibitors. They urge all Congressional district campaign committees to follow this procedure in the future.**

## *Production Methods Scored As Antiquated by Schary*

DETROIT, Oct. 29.—"The greatest need of the industry is for new methods of film production," according to Dore Schary, executive vice-president in charge of production at M-G-M.

"Hollywood," Schary told a luncheon group of Chrysler Corp. executives, "is using the same methods it used 20 years ago," and much saving in time and money and a resultant improvement in picture quality could be had if new engineering technics were applied to the making of pictures.

The guest of L. L. Colbert, president of Chrysler, and K. T. Keller, chairman of the board, Schary said also "that it wouldn't make economic sense for Hollywood to sell its large backlog of films to television."

"We would be removing ourselves from our greatest source of revenue, theatre exhibition to a mass audience," he declared.

It was Schary's belief, based on single-bill experiments, that "the double feature is here to stay." The mass audience wants it and feels it would not be getting it's money's worth" from a single bill program. His studio, he said, does not, however, prefer to exhibit its product that way.

Schary said motion picture reve-

(*Continued on page 5*)

## A. J. Mason Heads MPIC of Canada

OTTAWA, Oct. 29.—J. J. Fitzgibbons at the final session today of the Motion Picture Industry Council of Canada convention was succeeded as president by Mayor A. J. Mason of Springhill, Nova Scotia.

The 35 delegates gave an ovation to the Famous Players president as he retired from office in the Association

(*Continued on page 5*)

## Name Mochrie 'V-P' Of Goldwyn Prod.

HOLLYWOOD, Oct. 29.—Robert Mochrie, until recently distribution vice-president of RKO Radio, today was named vice-president of Samuel Goldwyn Productions, by Samuel Goldwyn.



Robert Mochrie

Mochrie, well known in distribution and exhibition circles for the greater part of his 27 years as sales executive, will assume his new duties imme-

(*Continued on page 5*)

## F. Schwartz to Aid Hospital Campaign

Fred Schwartz, president of Century Theatres, has been named chairman of the ticket committee for the "Hans Christian Andersen" premiere for the benefit of the Variety Clubs Will Rogers Memorial Hospital, by G. S. Eyssell, premiere committee chairman and president of Rockefeller Center.

Other members of the committee in-

(*Continued on page 5*)

## Don't 'Shrug Off' Cole's Stand: Myers

### *Says Distributors Should Heed Cole's Warning*

WASHINGTON, Oct. 29.—Abram F. Myers, Allied States Association general counsel, today warned distributors not to "shrug off" the proposal of Col. H. A. Cole that Allied leaders withdraw from all-industry efforts in order to devote their time to Allied exhibitors' problems in obtaining films.

**In a bulletin to Allied members, Myers advised "our friends in New York" not to underestimate the feeling among exhibitors on the issue of increased prices for pictures. In addition, Myers said, "Don't shrug off Col. Cole's sincere warning and don't attempt to deride him or others who are trying to impress you with the gravity of the situation."**

Myers told Allied members that Cole's suggestion was on the agenda

(*Continued on page 5*)

## Urges NPA to Ease Building Ban Soon

WASHINGTON, Oct. 29.—A construction industry advisory committee task force today recommended to the National Production Authority that the May 1 effective date for the relaxation of the ban on recreational construction be advanced to Jan. 1.

The task force pointed out that the effective date could "easily" be advanced to Jan. 1 because the small amounts of materials concerned are normally warehouse supplies, which are now reported to be "in good supply."

### *First Theatre TV Is Set for Utah*

SALT LAKE CITY, Oct. 29.—The Utah Theatre in this city is expected to have theatre TV within 30 days, reports Ray M. Hendry, vice-president and general manager of Intermountain Theatres, which operates the Utah. This will be the first theatre TV in the state.

Also, KSL-TV expects to have an antenna on a mountain top 30 miles west of here within operation by the weekend. This will increase the range by 50 miles, the station says.

# Personal Mention

NATE SPINGOLD, Columbia vice-president, and PAUL LAZARUS, JR., New York representative for the studio, are due to return here on Monday from the Coast.

•

MRS. HENRY DAWSON, associate director of community relations of the Motion Picture Association of America, who was scheduled to speak this week on "The Movies and Their Public," will speak instead on Monday night at the New School for Social Research here.

•

SOL GORDON, Monogram salesman in Cleveland, announces the birth of twins, a boy and a girl, to MRS. GORDON in Mt. Sinai Hospital in that city.

•

RAY MOON, assistant general sales manager for Universal Pictures, and P. T. Dana, Eastern division manager, are in Philadelphia and will return to New York tomorrow.

•

JESSE L. LASKY, accompanied by his recently appointed executive assistant, JOHN WILSON GREGORY, is in New York from the Coast.

•

MAX MELINCOFF, formerly with Warner Brothers in Massachusetts, has joined the publicity staff of Allied Artists in Hollywood.

•

MORTON DOWNEY will entertain at the national Allied States convention banquet at the Morrison Hotel in Chicago on Nov. 19.

•

SEYMOUR MOSES, M-G-M's manager for the Netherlands, is the father of a son, born to MRS. MOSES in Amsterdam.

•

F. J. A. MCCARTHY, Universal Southern and Canadian sales manager, is in New Orleans from New York.

•

ARTHUR EHRLICH, Warner Brothers booker in Cleveland, is back at his desk after a three-month sick leave.

•

CHARLES SCHNEE, M-G-M studio executive, and his wife will leave for a Honolulu vacation on Nov. 7.

•

MUNIO PODHORZER, president of Casino Film Exchange, has left here for Cincinnati and St. Louis.

•

BEN THAU, M-G-M studio executive, is due here from the Coast Nov. 5 for a 10-day visit.

•

BEN LOBER, head of Universal's insurance department, has returned here from California.

•

BERNARD SMITH, Paramount producer, has arrived in New York from Hollywood.

•

JOSEPH MANKIEWICZ, M-G-M director, has returned here from the Coast.

•

WALTER THOMAS, M-G-M booker in Charlotte, is here on vacation.

## *Editorials Hit U.S. 16mm. Suit*

**Editorials condemning the government suit to force the sale of 16mm. films to television and other non-theatrical users have appeared in 33 newspapers in all parts of the country, according to an incomplete check-up by the Motion Picture Association of America. A number of national magazines, not included in the survey, also have criticized the government action.**

**The survey failed to uncover any editorials supporting the government suit.**

## Companies to Close On Election Day

Most film company home offices will remain closed all day Tuesday, Election Day, and will close half a day on Armistice Day, Nov. 11. Companies closing Election Day are: Columbia, M-G-M, RKO Pictures, RKO Theatres, 20th Century-Fox, United Artists, United Paramount Theatres, Universal-International and Warner. Paramount Pictures and Republic will close at 1:00 P.M. Allied Artists and the Motion Picture Association are undecided.

Companies closing at 1:00 P.M. on Armistice Day are: M-G-M, RKO Pictures, RKO Theatres, 20th Century-Fox, Universal-International and Warner's. Other companies have not yet decided on their closing hour for that day.

## *P. White to Europe On Distribution Deal*

Paul White, president of PSI-TV, Inc., has left here for Paris, Berlin and London and in the latter city will arrange for theatrical distribution of six features produced by his firm, in addition to the theatrical, non-theatrical, and television distribution of half-hour television films either produced or financed by PSI-TV.

White divulged that the company currently is negotiating for studios in New York and Hollywood, the acquisition of which would complete PSI-TV's physical organization. He further revealed, "We have set up sizeable revolving production funds from private groups for TV film financing and we have separate banking arrangements for two new series."

## *Award to Chaplin*

HOLLYWOOD, Oct. 29.—The Hollywood Foreign Correspondents, organization of reporters covering the film capital for foreign newspapers and press services, will present a special award to Charles Chaplin for his "Limelight," at a luncheon tomorrow at Ciro's. The award will be accepted for Chaplin by his son, Charles Chaplin, Jr. The presentation will be made by Bert Reisfeld, president of the correspondents' group.

## $197,600 Salary for Columbia Pictures' Harry Cohn in '51-52

WASHINGTON, Oct. 29. — Harry Cohn earned $197,600 as president of Columbia Pictures for the fiscal year ending June 30, 1952, the Securities and Exchange Commission was informed today.

The company's annual report cited the following salaries of executives; Jack Cohn, executive vice-president, $145,000; A. Schneider, vice-president and treasurer, $130,000; N. B. Spingold, vice-president in charge of advertising and publicity, $94,600; A. Montague, vice-president in charge of domestic sales, $130,000.

The figures, it was explained, include expense allowances which are not required to be accounted for, of $15,600 for Harry Cohn, $15,600 for Jack Cohn and $8,600 for Spingold. Directors and officers as a group during the year earned $1,148,000, the report stated.

A comparison of salaries between the fiscal years 1951 and 1952 discloses that of the five executives listed the remuneration of only Harry Cohn and Spingold differed in the two years, with Spingold taking the heavier cut. In 1951, Cohn's salary was listed at $201,400 compared to $197,600 in 1952, while Spingold in 1951 earned $108,000 compared to $94,600 in 1952.

## *Elect Pries Head of Philadelphia Tent*

PHILADELPHIA, Oct. 29. — Ralph Pries of the Berlo Vending Co., was elected chief barker of Variety Club, Tent No. 13. Norman Silverman of Republic was named first assistant chief barker, and Maxwell Gillis of Monogram second assistant. Other officers elected were Ben Biben of RCA, dough guy, and Mickey Lewis, National Theatre Supply, property master.

Pries stated that the current heart fund drive would be accelerated in order to meet the goal of $60,000 by Jan. 1.

## *Anthony J. Xydias Dies on the Coast*

LOS ANGELES, Oct. 29.—Anthony J. Xydias, pioneer film exhibitor, distributor and producer, died here Monday at the age of 72.

Xydias, who began his career in 1906 with the purchase of a theatre in Dallas, sold his theatre circuit after the first world war to enter distribution in New York. He went to Hollywood in 1921, where he independently produced films until 1931. He is survived by his widow, Rose, and two children.

## *'Newsweek' Cites Loesser*

In the current *Newsweek* magazine there is a two-page article on Frank Loesser, who composed the score for Samuel Goldwyn's "Hans Christian Andersen." And in the latest issue of *Life* there are six full pages in color on the color in Technicolor production.

## *Five Features, Ten Shorts, Free Eats!*

**Norwalk, O., Oct. 29.—The ultimate in entertainment value for this area, if not the state, is being offered by the nearby Starview Drive-in on Saturday nights in a dusk-to-dawn program which consists of five full-length features, five comedies, five cartoons, free coffee, doughnuts and cider, with "side-dishes" of candy and chewing gum at the conclusion of the program. The regular admission scale prevails.**

## Name Tulipan 20th Newspaper Contact

Ira Tulipan, trade press contact at 20th Century-Fox's home office, has been promoted to newspaper publicity contact, it was announced here yesterday by Edward E. Sullivan, publicity manager. Tulipan succeeds Meyer Hutner, who was recently named associate publicity manager.

A member of the publicity and advertising staffs of the company since 1942, Tulipan was previously with Warner Brothers, following entry into the industry through exhibition. He initially managed the Majestic Theatre in Boston when it was a showcase for foreign films.

Joining Warner Brothers, he served on the trade paper and short subjects publicity staffs until he left to become promotion manager of Dome Chemicals Co. Returning to the industry in 1942, he joined 20th Century-Fox's press book staff where he remained until 1943 when he entered the Army. Returning to 20th Century-Fox in a writing capacity, he subsequently became press book editor before assuming his post as trade press contact.

In 1950 he was responsible for intra-industry publicity arising from the national showmanship campaign sponsored by 20th Century-Fox launched in Chicago under the slogan of "Movies Are Better Than Ever." He has at various times done graduate work in films at Columbia University, New York University and the New School for Social Research.

## *Milton Pickman to Assist Wald at Col.*

HOLLYWOOD, Oct. 29.—Milton Pickman, vice-president of Wald-Krasna Productions, will move over to Columbia as Jerry Wald's assistant, it is reported. Wald yesterday was named vice-president and executive producer of the company. Pickman will also administrate the wind-up of the affairs of W-K Productions.

## *Gets Maugham Story*

HOLLYWOOD, Oct. 29.—Hugo Fregonese disclosed here that while in England directing Mike Frankovich's "Decameron Nights" he personally acquired rights to the Somerest Maugham story, "Catalina."

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# "Operation Secret"

The assassin-hunt that zigzagged across the globe! There's a bullet with his name on it in every language of the world!

STARRING

**CORNEL WILDE · KARL MALDEN · STEVE COCHRAN · PHYLLIS THAXTER**

WITH

PAUL PICERNI · LESTER MATTHEWS · DAN O'HERLIHY · JAY NOVELLO · SCREEN PLAY BY JAMES R. WEBB AND HAROLD MEDFORD · PRODUCED BY HENRY BLANKE · DIRECTED BY LEWIS SEILER

*On Armistice Day from Warners...*

WB

AND FOLLOWS 'SPRINGFIELD RIFLE' AT THE N. Y. PARAMOUNT!

# Liberalized Rental Pact Seen in Italy

Conferences in Rome between Italian production and exhibition leaders on that country's rental ceiling law appear to have taken a turn favorable to the American position that the ceiling should be raised, it was indicated yesterday in film export circles here.

The talks are centering around Article X of the Italian film law. They are preliminary discussions which in due course will give way to Italo-American meetings on the subject.

The direction of the preliminary talks, it was reported here, seems to be toward favoring the substitution of a voluntary production-exhibition agreement for the present ceiling law.

The Motion Picture Association of America, which will be represented in the final talks on the subject of Italian rental ceilings, always has taken a strong position against the imposition of such ceilings by any country.

### Italo-American Co-Production Envisioned by Italian Film Men

Negotiation of co-production agreements between the U.S. and Italian motion picture industries is definitely possible, it was revealed by Nicola De Pirro, director of the Italian Government's Entertainment Industry, on the eve of the Italian Film Delegation's department for Rome yesterday on the *Queen Elizabeth*.

The party included Eitel Monaco, president of the National Association of Motion Picture and Allied Industries of Italy; Italo Gemini, president of the Italian General Association of Show Business; Guiseppe La Guardia, prominant Italian banker; and Renzo Rufini, secretary-general of Italian Films Export.

De Pirro and Monaco agreed "co-Production agreements would be of mutual economic usefulness" and would also "be helpful to the further development of cultural relations between the two countries."

## UN Names 3rd Lap Sales Drive Winners

United Artists' Los Angeles, Cleveland and New Haven exchanges have taken first-prize money in the third six-week lap of the company's "Bill Heineman Sales Drive," it was announced by vice-president Max E. Youngstein, who is serving as drive captain.

The drive now is in the first week of its home stretch, at the conclusion of which, on Dec. 6, grand prizes will be awarded for best showings over the entire drive period, which began on June 15.

## British Films Screened

The first private showing of new British documentary films will take place at an invitational showing here this evening at the Museum of Modern Art, under the auspices of British Information Services. The event will also serve to introduce Charles Dand, newly appointed films director of the BIS.

## $1,994 for 'Promoter'

"The Promoter," being released by Universal, reportedly set a new opening—day house record at the Fine Arts Theatre here on Tuesday, the $1,994 figure surpassing by more than $100, the previous high of "The Lavender Hill Mob."

# 2 Suits Ask $2,730,000

Two operating companies of the Elmwood Theatre, Queens, yesterday filed a triple-damage anti-trust suit for damages totaling $2,730,000 in Federal District Court here against eight majors and some circuits.

Sogmore Realty Inc., current operator of the Elmwood, sued for $1,080,000, while Copark Inc., which operated the theatre from 1946 to 1949, sued for $1,650,000.

Besides the majors, defendants in the suit also include the United Artists Theatre Circuit, Randforce Amusement Corp., Skouras Theatres Corp. and Metropolitan Playhouses, Inc. The action charges discriminatory trade practices in violation of the U. S. anti-trust laws.

William Gold represents the plaintiffs.

## S. Arthur Glixon Honored Dec. 7

S. Arthur Glixon, motion picture industry attorney and a B'nai B'rith leader, will be honored for "his outstanding services to community welfare and human rights," at a testimonial breakfast on Sunday, Dec. 7, at the Hotel Delmonico here.

Announcement of the event, which will be held in conjunction with the Joint Defense Appeal campaign of Cardozo Lodge of B'nai B'rith, was made by Karl Tausig, who is serving as chairman of the Lodge's JDA activities.

Glixon has produced several motion pictures for B'nai B'rith, including "There Is So Much to Do," "When Freedom Calls," "This Is B'nai B'rith," "Door to Hope" and "Dealing in Futures."

## Minneapolis Loge Reelects Murphy

MINNNEAPOLIS, Oct. 29.—Reel-Fellows—social organization which also is the local loge of the Colosseum—has reelected Joe Murphy president. Harold Lundquist was named vice-president and George Fosdick, secretary-treasurer. The group also named the following as delegates to the national Colosseum annual convention to be held at Atlanta on Nov. 21-23: Murphy, Lundquist, and Paul Weiss, with Bill Winter as alternate.

## 3 Pre-release Dates Set for 'Androcles'

Three simultaneous pre-release engagements were announced by RKO Radio for Gabriel Pascal's "Androcles and the Lion," based on the George Bernard Shaw comedy.

The premiere opening will be held at the Four Star Theatre in Los Angeles today. The picture will also open at the Paramount, Denver, and the Utah, Salt Lake City. It will open at the Ambassador, St. Louis, tomorrow.

## SMPTE Meets Today

Eastman Kodak engineers will address a meeting of the Atlantic Coast section of the Society of Motion Picture and Television Engineers today, E. M. Stifle, chairman, announced here. The meeting will be held at New York's Henry Hudson Hotel.

# F. J. Herrington of Pa. Allied Resigns

WASHINGTON, Oct. 29.—Fred J. Herrington, secretary of Allied Motion Picture Theatre Owners of Western Pennsylvania, has resigned after more than 40 years of service to Pennsylvania exhibitors, Abram F. Myers, Allied general counsel, disclosed here today.

The veteran theatreman was a national director of Allied from 1928 to 1938, after retiring as an exhibitor in 1919. In 1909, he organized and was elected president of the Motion Picture Exhibitors League of Pennsylvania and in 1915 was elected national president of the MPELA, with headquarters in San Francisco.

## AMPA Students Will Tour N.Y. Paramount

Following the Associated Motion Picture Advertisers showmanship class this evening at the Woodstock Hotel here, a group of the students will be taken on a tour of the New York Paramount Theatre by its managing director, Robert K. Shapiro, it was announced by Harry K. McWilliams, AMPA president.

## SAG Strike vs. TV Producers Advances

HOLLYWOOD, Oct. 29.—Screen Actors Guild board today recommended to the membership authorization of strike against producers of television film commercials, including the American Association of Advertising Agencies. A Guild membership meeting will be held here on Nov. 9 and a New York membership session is set for the Hotel Astor on Nov. 16.

## Schwalb to Produce AA 'Bowery' Films

HOLLYWOOD, Oct. 29.—Ben Schwalb has been assigned to produce future pictures in the "Bowery Boys" comedy series by Walter Mirisch, Allied Artists production chief.

Schwalb, who joined Allied Artists as a producer three years ago, was associated with Frank Capra immediately prior to joining Allied Artists. He has been producing films starring Stanley Clements, and will cntinue to do so.

## SDG Awards to Four

HOLLYWOOD, Oct. 29.—The Screen Directors Guild quarterly awards, announced by George Sidney, president, go to "The Big Sky," directed by Howard Hawks; "The Greatest Show on Earth," Cecil B. DeMille; "High Noon," Fred Zinnemann; and "Scaramouche," George Sidney.

## Sign Robinson

HOLLYWOOD, Oct. 29.—Edward G. Robinson was signed today by Sol Lesser to star in "Harness Bull" for Sequoia Productions. Jules Levy and Arthur Gardner will produce, while Arnold Laven will direct.

## Ask Drive-in Law

OKLAHOMA CITY, Oct. 29.—Enactment of legislation prohibiting the construction of drive-in theatres where screens are visible from highways has been recommended to the Oklahoma legislative council by its public safety committee.

# Short Subjects

## "The Young Immortal"

(*Art Films-20th Century-Fox*)

Four hundred years ago there lived in Rome a young painter named Raphael whose masterpieces include the "Sistine Madonna" and murals such as "The Escape of Saint Peter" and "Fire in the Borgo," both painted in the Vatican. In this short subject, producers Marilyn Silverstone and Boris Vermont have used a modern-day youth forum on great names of the past as the starting point for a thrilling examination of Raphael's great works. The famous subjects executed by the artist rise upon the screen in vivid color by Technicolor to provide art-oriented audiences, and even those whose interest in great paintings is only casual, with a wealth of eye-stimulating enjoyment. An inspiring music score, written by Jacques Belasco, is included. Running time, 10 minutes.

## "Light in the Window"

(*Art Films-20th Century-Fox*)

The art of Jan Vermeer, famous Dutch painter, is presented in radiant color by Technicolor in this 10-minute production of Marilyn Silverstone and Boris Vermont. No series of films on art, such as these two have produced, would be complete without according treatment to the works of this Dutchman who put on canvas with genuine warmth the plainer aspects of life in his native land. "Light in the Window" stands as a superior short subject that will lend just the right amount of cultural tone to any theatre's program, and certainly will command the plaudits of audiences who look for a dash of the educational when they go to the theatre.

The famous paintings of the artist are introduced in conjunction with a "story" about a man of Dutch origin and his son who spend an afternoon in a museum. Also brought to life on the screen is the city of Delft in Holland, where Vermeer was born and where he produced his masterpieces. The soundtrack carries a fine music score by Jacques Belasco. Running time, 10 minutes.

## 'Hollywood in Dallas' Selections Are Made

DALLAS, Oct. 29.—Robert J. O'Donnell, co-chairman of the Texas Council of Motion Picture Organizations, has completed the selection of eight pictures from which scenes will be prepared by Virgil Miers for the "Hollywood in Dallas" ice extravaganza, for a pre-selling campaign of individual pictures on which the Adolphus Hotel here will spend approximately $50,000. Scheduled to open at the hotel about Dec. 1, the show will be produced by Dorothy Franey and feature the theme of "Movietime" which was successfully staged by Texas COMPO last year.

O'Donnell selected scenes from the following: "Salome," "Million Dollar Mermaid," "Road to Bali," "Hans Christian Andersen, "Call Me Madam," "Moulin Rouge," "Mississippi Gambler" and "April in Paris."

On another Texas COMPO front, Kyle Rorex, executive director, disclosed that 3,123 "Get Out the Vote" trailer packages made by the organization were ordered by exhibitors from every state in the country.

# Tri-States

(*Continued from page* 1)

fifth TOA unit to signify approval of the arbitration plan.

M. A. Lightman, Jr., chairman of the unit's board, said the action amounted to a vote of confidence in TOA and left the two matters to the discretion of TOA. Tennessee's exhibitors had taken this action Monday and Arkansas' exhibitors Tuesday.

Second, Tri-States set in motion a plan to take its fight against the 20 per cent Federal admission tax direct to Congress.

Congressman Clifford Davis of Memphis, in a speech to the convention, said the tax was discriminatory and he had always been against it and would continue to fight it.

Congressman Wilbur Mills of Arkansas, whose House committee passes on all tax bills, said he would arrange for a committee from Tri-States to have a hearing before his committee, if they wanted to come to Washington and present their case. They agreed they would do this.

Congressman Mills told how his committee once had the 20 per cent tax cut to 10 per cent in a bill that passed the House only to have the 20 per cent tax restored in the Senate.

Mills said he was convinced that the tax was too high and kept down attendance at theatres. He told how attendance had fallen off in his district in Arkansas where there was no television. He said he had been convinced that admission prices could not be cut and theatres kept open so the tax had to be reduced to keep many theatres in operation.

Lightman, Jr., of Memphis, and Kermit Stengel of Nashville, were named as a committee to get Tennessee Congressmen and exhibitors together to "open the theatres' books and show the tax must be repealed or reduced."

M. B. Smith, theatre advertising expert, and Jack Braunagel, circuit executive, spoke at today's closing sessions suggesting methods of improving theatre advertising and drive-in operations.

## Mochrie Is Named

(*Continued from page* 1)

diately upon his return to New York. Following meetings with Goldwyn and James A. Mulvey, company president, he will leave here tonight by plane for the East. He succeeds Alfred W. Crown, who resigned as Goldwyn vice-president in charge of worldwide sales to join RKO Radio as foreign sales manager.

The new Goldwyn vice-president started his sales career with Producers Distributors Corp. in 1925. He then became associated successively with Warner Brothers and United Artists, joining RKO Radio in 1939. In quick succession he was appointed RKO Eastern sales manager, general sales manager and in 1946, vice-president and board member.

## *Award to Fitzgibbons*

TORONTO, Oct. 29. — J. J. Fitzgibbons, president of Famous Players Canadian, received a citation for meritorious efforts for world brotherhood from the Canadian Council of Christians and Jews at a banquet attended by 600 persons here. Fitzgibbons was one of six outstanding Canadians to be so honored.

# *NCCJ's 25th Anniversary*

(*Continued from page* 1)

tion vice-president, was awarded a plaque for his chairmanship of the 1951 campaign when collections totalled $104,100. This amount exceeded the 1952 total which was $81,198. The presentation was made by Ned E. Depinet who urged that the brotherhood spirit be gotten "into our hearts" and recalled his onetime NCCJ chairmanship and the outstanding collection of a small local suburban theatre which was greater than some large theatres.

In accepting the award Reagan spoke of the help he received from "the boys in the field" and such executives as Schwartz and Henderson Richey.

### Medal to Salmon

Montague Salmon, Rivoli Theatre manager, received a Silver Brotherhood Medal for his efforts which for the past seven years have resulted in average annual collections of $1,000. In explaining his success Salmon cited the encouragement given him by George Skouras and urged circuit representatives to give similar encouragement to their theatre managers.

J. Robert Rubin of Loew's, NCCJ general counsel, presided over the meeting, at which it was decided to have a dinner celebration rather than a luncheon. Suggestions were offered to make the dinner an unusual event with possible participation by other industries and famed personalites, such as the presidential candidates.

### Youngstein Reports

Max Youngstein, United Artists vice-president and NCCJ public relations chairman, read a report on the 1952 campaign in the absence of chairman George Skouras. The report revealed the collections had not come up to expectations or to the preceding year's total but reviewed the difficulties of the campaign. These included the unavoidable absence of George Skouras at the campaign's beginning, the illness of Maurice Bergman which kept him out for almost the entire campaign, and the short-notice fill-in job "well performed" by Hank Linnet.

According to the report the collections decline was also due to the "failure to organize the exhibition field" for with the exception of several circuits most quotas were not met. He noted that only 400 out of 16,000 theatres had contributed and emphasized that only $10 or $15 per theatre in the U. S. is needed to surpass the collection record. However, the motion picture industry publicity job for the NCCJ was termed the greatest of any field, as it has been for the last five years.

### Lauds Industry

Dr. Everett R. Clinchy, NCCJ president, lauded the industry's past work, including trade press coverage, towards achieving brotherhood and enumerated some of the organization's achievements with the monies collected. He observed that most of the work is preventive and explained that cultural interchange had been increased with such groups as the Japanese-American Cultural Society. Towards that end he praised the current tour of Spyros Skouras, 20th Century-Fox president, over Europe and the Far East during which Skouras is working for brotherhood by meeting and talking with many peoples.

### New Chapters Set

Several new chapters have been set up, including one in Manila. Followers of Buddhism, Hinduism and Shintoism have been welcomed to participate in working with Catholics, Jews, and Protestants towards brotherhood. Dr. Clinchy revealed progress had been made towards better human relations by interchange of teachers of different faiths and deleting bigotries from certain religious textbooks. Efforts are now being made by the NCCJ to work with the various unions and having them initiate Brotherhood movements.

On the dais at the luncheon were: Rubin, Depinet, Reagan, Youngstein, Dr. Clinchy, William F. Rodgers and Ed Churchill. Others present included: Russell Downing, William German, Richard Walsh, Austin Keough, Herman Robbins, Taylor Mills, Edmund Reek, Mike Clofine, Walton Ament, Tom Mead, A. J. Richard, William Gehring, William White, Sam Rinzler, Ed Lachman, Si Seadler, Harry Goldberg, Jerry Pickman, Arthur Israel, Monroe Goodman, Sid Blumenstock, Emanuel Frisch, Fred Schwartz, Gil Golden, Walter Reade, Jr., and trade press representatives.

## F. Schwartz to Aid

(*Continued from page* 1)

clude Si Fabian, president of Fabian Theatres; Manny Frisch, treasurer of Randforce Theatres; Harry Brandt, president of Brandt Theatres; Charles Moss, managing director of the Criterion Theatre; A. W. Schwalberg, president of Paramount Film Distributing Corp., and Al Clary, boxoffice treasurer of the Radio City Music Hall.

### Davis Appointed

Martin Davis of the Goldwyn office has been appointed coordinator for the premiere.

Tickets for the premiere, which will take place on the evening of Nov. 24 at the Criterion Theatre, will be scaled at $5, $10, $15 and $25.

In establishing the premiere, the trustees of the hospital will make this an annual event aimed not only at raising money for the institution but to create a traditional hallmark for the motion picture industry.

## A. J. Mason Heads

(*Continued from page* 1)

which he founded and promptly created the new office of honorary President for him.

Other officers are: vice-president, Dave G. Griesdorf of Canadian Odeon; secretary-treasurer, R. W. Bolstad of Famous Players, and executive-secretary, Arch H. Jolley, all of Toronto.

As an outcome of discussions on television and other developments the Council moved to form a Canadian film institute for the good of public relations, and J. Arthur Hirsch of Montreal was named chairman of the special planning committee.

Minister Robert Winters told the conference films are next in usefulness only to church and school. Mayor Charlotte Whitton said theatres are cooperating much better now with authorities to give suitable children programs.

The Council will meet next year at Toronto.

# Myers Says

(*Continued from page* 1)

for the November Allied board meeting, along with the distributors' draft of an arbitration system, which had just been received.

Myers said Cole was "accused of engaging in a hollow gesture as ballyhoo for Allied's 1952 convention" when he made his proposal after "viewing the present desperate condition of independent exhibitors and the treatment accorded them by the film companies."

Myers said that it was "a very serious matter when exhibitors report that that they are not benefiting and cannot benefit from the current crop of good pictures" because they can't afford to exhibit them "on the terms demanded."

### 'All-around Gouging'

One might expect to find all elements in the industry united in an attempt to "pull the movie business out of the current depression, intact," Myers declared, yet there was never so much "all-around gouging."

The prevalent belief among Allied exhibitors, he said, is that while their leaders were engaged in a sincere effort to aid the whole industry," the film companies, like weasels, have been getting into the exhibitors' chicken coops and have now grown so bold that it will require a strenuous concerted effort to save the remaining chickens—that is, unless the companies heed the Colonel's warning and voluntarily mend their ways."

## Schary Scores

(*Continued from page* 1)

nue was only 15 per cent off from its peak year, but that rising costs of film production has cut into film earnings. The total yearly revenue of the industry is $3,000,000,000, Schary said, adding that half the total this year would come from overseas.

### 50% Financial Failures

Of the 400 films Hollywood produces each year, Schary numbered 60 as of recognized quality and about 50 per cent as financial failures. "Of the 200 plays produced on Broadway last year only five per cent were successful and 75 to 78 per cent were financial failures," Schary said.

Schary was optimistic in regard to television competition. He said the newcomer reaches into the theatre medium for the mediocre and that people who had the film-going habit before television are going back to film houses, but will be more selective in their choice of films.

"Hollywood pictures," he declared, "will have to be bigger and better. Eventually, Schary believes, Hollywood will make only top pictures."

"Cinerama," the producer said, "is mechanically years away from practical theatre use. It is wonderfully effective for big scenes but violates the truth of intimacy on which movie story-telling relies," he added.

## *To Reopen Smalley*

ALBANY, N. Y., Oct. 29.—With community financial support, Carl Bovee, one time Warner manager in Albany and former Schine circuit assistant manager, has leased the closed Smalley Theatre in St. Johnsville, Montgomery County. He will reopen it as the Community this week, after painting and refurbishing. Bovee lives in Gloversville.

# Motion Picture Daily Feature Reviews

## "Breaking Through the Sound Barrier"

*(London Films-United Artists)*

BREATHTAKING aerial photography of jet planes in the sky is included in this exploitable drama about pioneering in the building of planes that travel at supersonic speed, but the emphasis in this English import is on rather slow-paced drama. The Terence Rattigan story and screenplay is too concerned with the psychological difficulties undergone by the family of plane manufacturer Ralph Richardson, whose vision of jet planes drives him on despite the deaths of his son and son-in-law in plane crashes.

There is a stiff-upper-lip quality about the dramatic situations that may have been immensely popular with British audiences but may prove tedious and repititious to American patrons. Marquee-wise this stacks up well with Richardson, Ann Todd and Nigel Patrick of recent "Encore" fame. Exhibitors can exploit the outstanding action footage and the inherent drama.

Patrick is presented as an RAF flier who marries Miss Todd and is chosen by Richardson, his father-in-law, to be the test pilot of a new model jet plane. Richardson's son, Denholm Elliot, is not interested in flying but takes lessons in an attempt to satisfy Richardson. His solo test ends in a fatal crash before the eyes of his family. Patrick carries on his jet tests although a rival firm's ace flier is killed testing a jet. Eventually Patrick is killed but his recorded reactions aid in designing a new model. Before his death Patrick had induced friend John Justin to test jets for Richardson. Justin's theory about pushing the throttle forward while in a dive rather than pulling it back is the correct one, and the "sound barrier" is broken. Miss Todd then comes to better understand Richardson and his unceasing striving for airplane progress.

David Lean produced and directed. Also in the cast are Dinah Sheridan, Joseph Tomelty, Jack Allen, Ralph Michael, Vincent Holman, Douglas Muir and Leslie Phillips.

Running time, 109 minutes. General audience classification. Release date, not set.

WALTER PASHKIN

## "Montana Belle"

*(RKO Radio Pictures)*

JANE RUSSELL's marquee lure is well known and this Western in Trucolor serves as little more than a vehicle to display her talents. The Dalton Gang has been highly serviceable story-wise and the screenplay by Norman S. Hall and Horace McCoy links Miss Russell as an outlaw's widow who joins the four Daltons, but what should have been an explosive combination just never is, although at one time Miss Russell even heads a rival gang. She is more at home in figure-emphasizing costumes in some brief scenes as a saloon entertainer, swaying, strutting and throatily singing "The Gilded Lily" and "My Sweetheart, the Man in the Moon." Forrest Tucker is the most convincing of the cast. Both story and performances are rarely credible.

The film opens with Miss Russell joining the gang after she has been saved from a hanging by Scott Brady. Miss Russell's affections are fought over by Brady and gang assistant Tucker, but an impending robbery of the saloon of George Brent causes the brothers to leave Tucker and Miss Russell in their cabin hideout. Unknown to them, Brent has agreed to trap the gang for a $100,000 fee to be paid by the Bankers' Protective Association, headed by John Litel.

During the absence of the Daltons some gun practice results in a posse raiding the hideout. Miss Russell and Tucker escape, assume they have been double crossed, and form their own gang. They arrive early at Brent's saloon and rob it while the Daltons are ambushed but get little money. Their further efforts are successful and Miss Russell gambles her way into a partnership with Brent, who realizes her identity, but hopes to trap the Daltons. Eventually he succeeds and the Daltons are eliminated. Miss Russell is forced into a bank job and is wounded. She promises to wait for Brent, to whom she had confessed all.

This was produced by Howard Welsch and directed by Robert Peters. Others in the cast are Andy Devine, Jack Lambert, Ray Teal, Rory Mallinson, Roy Barcroft, Holly Bane and Ned Davenport.

Running time, 81 minutes. General audience classification. For November release.

W. P.

## 'Barrier' to UA; Will Open in N.Y. Nov. 6

Producer-director David Lean's British-made "Breaking Through the Sound Barrier," starring Ann Todd, has been acquired from Lopert Films by United Artists and will open at the Victoria Theatre here Nov. 6, William J. Heineman, UA distribution vice-president, announced.

## Bloom in New Post

MINNEAPOLIS, Oct. 29.—Al Bloom, former manager of the 7-Hi Drive-in Theatre in suburban Minneapolis, has joined the staff of *Greater Amusements*. Bloom is a former film and drama critic for the old Minneapolis *Times*.

## Martin-Lewis, Ladd Cited by Magazine

HOLLYWOOD, Oct. 29.—The Hal Wallis-Paramount comedy team of Dean Martin and Jerry Lewis, and Alan Ladd have received top honors in *Modern Screen* magazine's 10th annual "Popularity Awards," Paramount reported.

Ladd, who stars in Paramount's "Thunder in the East," "Botany Bay" and George Stevens' "Shane," received the "All-Time Ten-Year Popularity Champion Award." Martin and Lewis, currently in Hal Wallis' "Jumping Jacks" and the soon-to-be-seen "The Stooge," were given a plaque as "Hollywood's All-Time Champion Comedy Team."

## "Bloodhounds of Broadway"

*(20th Century-Fox)*

DAMON RUNYON's distinctive type of Broadway citizens are amusingly set forth in this musical adaptation in color by Technicolor which is an effective combination of music and story that features the sparkling talents of Mitzi Gaynor. A George Jessel production, this has several fresh and appealing production numbers that are attractively mounted and engagingly performed. In addition to Miss Gaynor, who is equally adept in rendering a sweet lullaby, "Bye Low," and slinking her way through a spicy finale titled "Jack Of Diamonds," there is a remarkable moppet, Sharon Baird, who does a fine tap-dance, and Mitzi Green, who ably handles a comedy role and some dance sequences.

Scott Brady is starred as a Broadway bookie with an unusual ability for numerical computations who flees a gambling investigation. He is saved by the false testimony of his girl friend, singer Marguerite Chapman, and returns from a Florida hide-out with Miss Gaynor, a simple hill-billy girl who offered him hospitality when his car broke down in the mountains and subsequently saved his life. Brady has Miss Gaynor tutored in song and dance but arouses the jealousy of Miss Chapman.

Michael O'Shea, a boyhood pal of Brady's who became a cop after reform school, is appointed to supply evidence at a new crime committee's hearing. After Miss Gaynor captivates Hollywood and record talent scouts, Miss Chapman has a showdown with her. Miss Chapman loses and runs off to inform the police. Brady departs for a hideout but is tracked down by Miss Gaynor and her two bloodhounds. She convinces him to give himself up, pay off back taxes, and serve a year's sentence. At the end of that time Brady is working at the club at which Miss Gaynor sings, as a cashier, and other members of the gang are employed honestly too.

The two bloodhounds and Wally Vernon, Edwin Max, and George E. Stone supply comedy relief. Others in the cast are Henry Slate, Richard Allan, Ralph Volkie, Charles Buchinski, and Timothy Carey. Other songs include "I Wish I Knew," "I've Got A Feeling You're Foolin'," and "80 Miles Outside of Atlanta." Harmon Jones directed, from a screen play by Sy Gomberg and an adaptation by Albert Mannheimer.

Running time, 90 minutes. General audience classification. For November release.

W. P.

## "Ride the Man Down"

*(Republic Pictures)*

A LAVISH PRODUCTION has been accorded this actionful Western in Trucolor. With the aid of star names for the marquee it should do well at the box-office. Rod Cameron, Brian Donlevy and Ella Raines are starred; also present are Forrest Tucker, Barbara Britton, Chill Wills, and J. Carrol Naish. It is set in the days when cattle empires were built by strong-muscled and strong-willed men and contains a good deal of fighting and shooting.

Assistant producer Joseph Kane directed and has balanced the action with a well-developed romance. Donlevy is an unscrupulous ranchman intent upon taking over much of the ranch left in the weak hands of Miss Raines' uncle after the death of her father. She is the spit-fire type, a chip-off-the-olld-block but sorely needs the aid which is given her by loyal ranch foreman Rod Cameron. Cameron is romantically inclined to homebody type Barbara Britton but her dislike of his efforts to block the dangerous Donlevy's manœuvers result in his attraction to Miss Raines. Despite murder and treachery, Cameron succeeds in foiling Donlevy's plans and establishes Miss Raines as the ranch owner. At the finale Cameron chooses Miss Raines.

This is based on a *Saturday Evening Post* story by Luke Short. The screen play was written by Mary McCall Jr. Others in a competent cast include Jim Davis, Taylor Holmes, James Bell, Paul Fix, Jack LaRue, Roy Barcroft, Claire Carleton, Al Caudebec and Roydon Clark.

Running time 90 minutes. General audience classification. Release date, Nov. 15.

## "Voodoo Tiger"

*(Columbia Pictures)*

JOHNNY WEISSMULLER stars as "Jungle Jim" in this mediocre series entry that offers the usual amount of fighting, dangerous animals and menacing natives in haphazard fashion that may please the adventure fans, especially among the younger set. In tracking down a former SS officer who alone knows the locale of lost art treasures and a trio of crooks also desiring the paintings, Weissmuller frequently battles numerous natives, exhibits his swimming prowess, and vanquishes a lion although armed only with a knife.

Spencer G. Bennet directed this economical Sam Katzman production and emphasized action. The story and screenplay were written by Samual Newman and are routine. The natives in Weissmuller's territory are depicted as voodoo worshipers of the tiger. It develops that the SS officer escaping a pursuing U. S. Army officer aided by Weissmuller, commandeers an airplane containing night club entertainer Jeanne Dean and her trained tiger. When the ex-Nazi, Michael Fox, orders the plane inland it crashes in the jungle where the natives capture all but venerate Miss Dean, who performs a torrid dance.

Weissmuller and his party containing the U. S. officer, among others, track down the three crooks chasing Fox but they are ambushed and captured by the natives. Weissmuller kills a lion in a test for his life and escapes with his party and Fox. The pursuing natives kill the crooks and are killed when Weissmuller dynamites a lone exit.

Running time, 67 minutes. General audience classification. For November release.

W. P.

FIRST IN FILM NEWS

# MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 86 NEW YORK, U. S. A., FRIDAY, OCTOBER 31, 1952 TEN CENTS

## TOA's Bid for Arbitration Meet Declined

### *Allied Wants Members To Consider Draft First*

Theatre Owners of America's bid for an immediate conference on arbitration has been declined by Allied States on the ground that the latter wants to submit the distributor-amended draft of an industry system to its annual convention in Chicago next month before participating in any further industry conferences on the subject.

**This was learned here yesterday, a week after Alfred Starr, TOA president, announced that his organization had "a few" changes it would like to make in the draft and called on all parties to the Industry Arbitration Conference to set up at once a meeting at which the changes could be suggested and acted upon.**

It was also learned yesterday that

(*Continued on page* 4)

## Abbot and Costello Dismiss 'U' Suit

HOLLYWOOD, Oct. 30. — The comedy team of Bud Abbott and Lou Costello today announced dismissal of their multi-million dollar suit against Universal Pictures, the company revealed.

Termination of the suit by a judgment in favor of Universal was announced by the comedians in a statement which said in effect they had found after a complete examination of all the facts that the evidence did not support the charges contained in

(*Continued on page* 4)

## N. Amsterdam Files $11,895,000 Suit

Operators of the New Amsterdam Theatre, Manhattan, yesterday filed a triple-damage anti-trust suit for $11,895,000 in Federal District Court here. Named as defendants were RKO Pictures and its subsidiaries, Warner Brothers and its subsidiaries, United Paramount Theatres, United Artists, Columbia and Paramount and its subsidiaries.

The suit was brought by Ansco En-

(*Continued on page* 4)

## *'Christmas Salute' Drive To Be Launched Tomorrow*

The Variety Clubs-Will Rogers Memorial Hospital's annual "Christmas Salute" will be officially launched tomorrow by Abe Montague of Columbia Pictures, president of the hospital.

Cooperating with Montague are Charles Feldman, of Universal, who heads the national distribution committee, and Sam J. Switow of Louisville, head of the national exhibitors unit.



Abe Montague

During the Christmas Salute everyone in the amusement industry, or allied to it, will be asked to sign the now famous five-mile-long "Christmas Greeting" to patients at the hospital, and to contribute "a dime, a dollar, or an endowment." As in previous years these greetings will be extended to the patients at their Christmas Party.

"The need for intensified effort to

(*Continued on page* 4)

## Disney Termed A Great Educator By U. S. Official

BOSTON, Oct. 30.—Walt Disney was described today by a U. S. Office of Education official as one of the greatest educators of the 20th Century because of his direct appeal to children in his full-length motion picture cartoons.



Walt Disney

The tribute was paid by Dr. Franklin Dunham, chief of radio and television of the Education Office, who came here from Washington to address the Massachusetts Association for Better Radio and Television.

Dunham also praised the motion picture industry in general for what it has done as an educational medium. He pointed out that many pictures have brought history and events to many millions and have done much to

(*Continued on page* 4)

## *Sullivan to Telecast 'The Goldwyn Story'*

Ed Sullivan's TV "Toast of the Town" show will bring to television the life story of Samuel Goldwyn, he revealed last night as he returned to New York after Coast conferences with Goldwyn.

To be called "The Goldwyn Story," the program will be televised in two successive installments, on Dec. 14 and 21, and will cover Goldwyn's life and career up to and including the making of "Hans Christian Andersen." "Toast of the Town" is heard over the CBS TV network Sunday nights from 8:00 to 9:00 P.M.

Plans for the telecast include appearances by Goldwyn star discoveries on the "live" portions of the shows, with film flash-backs carrying the story from Goldwyn's adventures as a film pioneer to the current era.

## *Loew's-U.A.T.C. Split May Be Settled*

The possibility that the Loew's-United Artists Theatre Circuit joint-interest case may be settled out of court was held out yesterday by a source close to one of the principals in the dispute.

The spokesman said negotiations may result in an amicable settlement despite the action of Loew's seeking a court-appointed referee to dissolve the eight jointly-held interests. The case is currently in Federal Court here, awaiting a hearing date on the petition filed by Loew's.

## *'Featherbedding' Case Up on Nov. 17*

**Washington, Oct. 30. — The U. S. Supreme Court has set the week of Nov. 17 for argument in an industry case involving "featherbedding" charges against a union.**

**The National Labor Relations Board took the case to the high court after the Sixth Circuit Court of Appeals upheld the charge brought by Gamble Enterprises' Palace Theatre in Akron, Ohio, against the American Federation of Musicians.**

## Grant Foresees No RKO Film Sales to TV

### *Tells ITOA Guests of Theatrical Film Plans*

The new management of RKO Radio Pictures has "no plans to sell (its films) to television now or in the forseeable future," Arnold Grant, chairman of the board of RKO Radio Pictures, yesterday assured a luncheon meeting of exhibitors at the Hotel Astor here, given by the Independent Theatre Owners Association of New York.

**Grant told the gathering of over 250 exhibitor and industry leaders that "as long as we are in the company . . . it will be engaged in the manufacture of motion pictures for motion picture theatres."**

His "we" included Arnold Picker, RKO's executive vice-president; Charles Boasberg, general sales manager, and Walter Branson, assistant general sales manager, the three new

(*Continued on page* 4)

## Burkett Cinecolor Sales Manager

HOLLYWOOD, Oct. 30. — James S. (Sam) Burkett, veteran producer-distributor, has been named general sales manager of Cinecolor Corp., with headquarters in Burbank, effective Monday, the company announced today.

It was also disclosed that David Griffith has been named executive officer for Cinecolor plants in England.

Burkett's last pictures, made for Monogram, include the "Charlie Chan" features and "18 Fathoms Deep."

## Ampa Hears About 'Printed Publicity'

The creation, planting, publication and merchandising of local and national printed publicity was the topic of last night's showmanship course given by the Associated Motion Picture Advertisers at the Hotel Woodstock. The first group of speakers covered the home office publicity creation and a second group represented national magazines.

Introduced by Rutgers Neilson of

(*Continued on page* 4)

# Personal Mention

JAMES A. MULVEY, president of Samuel Goldwyn Productions, is scheduled to return here from the Coast today.

•

BERNARD A. GROSSMAN, theatrical attorney, has been elected president of the Federal Bar Association of New York. THEODORE R. KUPFERMAN of the National Broadcasting legal department has been elected secretary.

•

ADOLPH STUBER, vice-president in charge of sales and advertising for Eastman Kodak, Rochester, N. Y., is celebrating his 40th anniversary with the company.

•

ROBERT MOCHRIE, vice-president of Samuel Goldwyn Productions, returned to New York yesterday from Hollywood.

•

JESS LAUSMAN, manager of the Broadway Theatre in Louisville, has been elected president of the newly formed Loyal Republican Club there.

•

JOHN LEE, at one time San Francisco district manager for Eagle Lion, is now a salesman with Lippert Pictures of Northern California.

•

BOB KAUFMANN, formerly with Paramount here, will leave for Hollywood today to take over the Coast office of Endorsements, Inc.

•

LEO SAMUELS, Walt Disney sales manager, and CHARLES LEVY, Eastern publicity representative, left here last night for Chicago.

•

CHARLES CHAPLIN, now in Paris, has been made an officer of the French Legion of Honor.

•

MORI KRUSHEN, United Artists exploitation manager, has arrived in Chicago from New York.

•

JOSEPH KAUFMAN, producer, left here last night for Hollywood.

## 20th Holders Get Tax-Free Exchange

Twentieth Century-Fox stockholders were notified yesterday that the split-up of the company as required by the consent decree "did not result in a taxable gain or loss" to them in the exchange of stock, according to a ruling by the Bureau of Internal Revenue.

Donald A. Henderson, secretary of the company, informed stockholders that the Internal Revenue Bureau has ruled that the cost or other tax basis in the old stock should be allocated to the stock in the two new companies as follows: 74.1445 per cent to the holders' stock in 20th Century-Fox Film Corp. and 25.8555 per cent to the holders' stock in National Theatres, Inc.

The notification also carried a statement of 20th-Fox president Spyros P. Skouras condemning the 16 mm. suit.

# Drive-ins Now Total 3,483, M. P. Almanac Reports

U. S. and Canadian drive-in theatres number 3,483, their car capacity total being 4,702,050, it is reported in the 1952-53 edition of *Motion Picture and Television Almanac*, published today.

The total compares with 820 in 1948. The *Almanac* estimates 1952 receipts for all theatres at $1,225,000,000, including earnings of drive-ins, which return approximately 20 per cent of the gross revenue.

This year the *Almanac*, a Quigley publication, contains 1,062 pages, almost 350 of them devoted to biographies in a section titled "Who's Who in Motion Pictures and Television." Other sections, which indicate the scope of the coverage included in the volume, pertain to corporations, theatre circuits, television and radio, drive-ins, services, theatre equipment and materials, organizations, codes and censorship, the world market, the press and non-theatrical motion pictures.

The book this year contains considerable added detailed information on the television industry, hence the change in title from *Motion Picture Almanac* which the volumes of previous years carried.

In a foreword to this 24th edition, Martin Quigley points out that it appears in "the midst of an array of changing conditions and new developments that affect the art and business of public entertainment the world over. These conditions and developments entail an imperative and an increasing need for authoritative information and statistics concerning the events, institutions and personnel of the entertainment world. . . ."

## Name Herman Maier Warner Club Head

Herman Maier, chief construction engineer and general purchasing agent for Warner Brothers, has been elected president of the Warner Club, succeeding Bernard Rosenzweig.

Other officers elected include Tom O'Sullivan, vice-president; Frank Kiernan, vice-president in charge of membership; Ruth Weisberg, vice-president in charge of welfare; Fred Stengel, vice-president in charge of claims; Harry Mayer, vice-president in charge of social activities; John Holmes, treasurer; Barry O'Connor, assistant treasurer; Harry Olsson, secretary.

## Publicists Party Thurs.

The Publicists Guild, professional organization of New York independent publicists, will hold its second annual press reception at the Vanderbilt Hotel on Thursday afternoon.

## NT Board Meet Nov. 20

HOLLYWOOD, Oct. 30. — The next board meeting of National Theatres has been set tentatively for Nov. 20.

## TV for the State-Lake

CHICAGO, Oct. 30.—Balaban & Katz is purchasing RCA-Victor equipment for theatre TV for its State-Lake.

## Rowley United Meet In Dallas Tuesday

DALLAS, Oct. 30.—Rowley United Theatres, Inc., will hold its semi-annual convention for partners and managers at the Adolphus Hotel here on Tuesday and Wednesday, with messages from leading industry merchandising and advertising men as highlights.

The following have already accepted invitations to address the convention: William Brumberg, Warner Brothers; Max Youngstein, United Artists; Jerome Pickman, Paramount; Jefferson Livingston, Universal-International; Stirling Silliphant, 20th Century-Fox.

Executives from other circuits in Dallas who have been invited are: From Interstate Circuit, R. J. O'Donnell, Raymond Willie, William O'Donnell, and Frank Starz; from Theatre Enterprises, H. J. Griffith, R. I. Payne, Eddie Forrester, F. L. Stocker, Harold Harris and Arlie Crites; from Jefferson Amusement, Julius Gordon, Sam Landrum and Fred Minton.

## Texas Compo Award To Joan Crawford

DALLAS, Oct. 30.—The Texas Council of Motion Picture Organizations will on Wednesday tender a testimonial dinner at the Brook Hollow Golf Club here to Texas-born Joan Crawford for her contribution to the 1952 Texas Theatres Crippled Children's Fund for the Gonzales Warm Springs Foundation. Miss Crawford appealed to Texas theatre patrons for funds in a trailer shown throughout the state during August.

There will be a surprise award given to the theatre manager who waged the most outstanding individual effort in the campaign. David Miller of Hollywood, who directed the trailer in which Miss Crawford appeared, will also receive an award.

Showmen who are scheduled to attend include Karl Hoblitzelle, Col. H. A. Cole, Phil Isley, Claude Ezell, Ed Rowly, Julius Gordon, H. J. Griffith and Henry Reeve. Theatremen from throughout the state who participated in the drive have been invited. Ray Beall and Paul Short are in charge of arrangements.

## Dubonnet Hearing Thurs.

A hearing in the action of the Dubonnet Music Publishing Co. seeking to amend the ASCAP decree has been scheduled in Federal District Court here for Thursday. This is the second hearing postponement stemming from the action which seeks to prevent among other things, motion picture companies from engaging in music publishing.

## Guild to Carry TV Of Lees Convention

**New York's 50th Street Guild Theatre will carry the Dec. 8 theatre telecast of the James Lees and Sons sales conference.**

**A second theatre, besides the Guild, may be selected in New York to participate in the first "off-hour" commercial utilization of theatre TV, set for 12:00 noon to 1:00 P.M. Other theatres included in the Theatre Network Television program are RKO Keith's, Washington, and the RKO Albee, Cincinnati.**

## Election Returns to Be Flashed at Para.

Election returns will be flashed to audiences at the New York Paramount Theatre on Election Night, Robert M. Weitman, vice-president of United Paramount Theatres, disclosed here yesterday.

Under the plan, the theatre will be serviced by a special teletype ticker of International News Service, and election returns will be flashed on the screen during the showing of "Springfield Rifle." Announcements will also be made from the stage during the Duke Ellington stage show.

## Rand Named 20th's Trade Press Contact

Harold Rand has been named 20th Century-Fox home office trade press contact, it was announced yesterday by Edward E. Sullivan, publicity manager. He succeeds Ira Tulipan, who has been named newspaper contact.

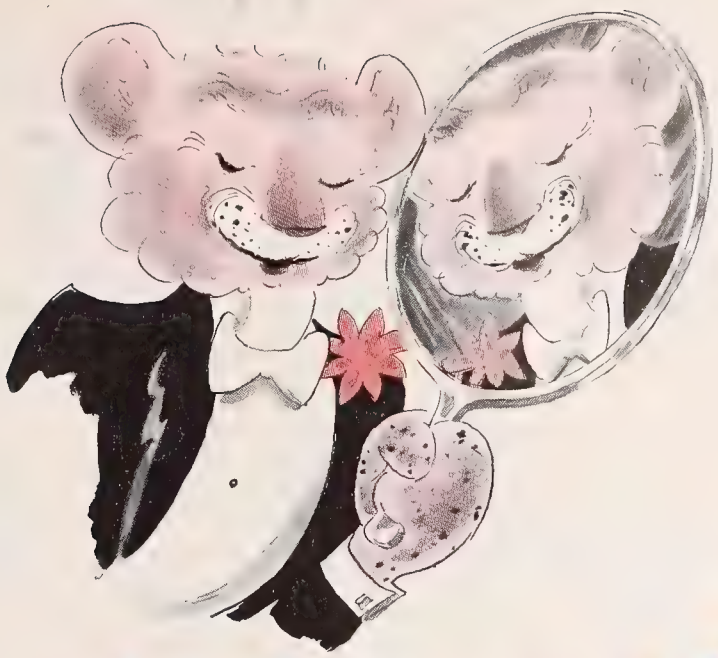
Rand, who has been assistant trade paper contact for the past 13 months, joined the company in May, 1950. Assigned initially to the press book department, Rand spent one year there and was then transferred to the publicity department. He also heads the service newspaper department.


## NEW YORK THEATRES

**RADIO CITY MUSIC HALL**
Rockefeller Center
"THE HAPPY TIME"
starring
Charles BOYER • Louis JOURDAN
A Columbia Picture
plus
SPECTACULAR STAGE PRESENTATION

GARY COOPER in SPRINGFIELD RIFLE
WarnerColor
in Person DUKE ELLINGTON And His Orchestra HOWELL and BOWSER BUNNY BRIGGS EXTRA THE RAVENS
PARAMOUNT Times Square
Midnight Feature Nightly


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# "WHAT HAVE I GOT THAT NOBODY ELSE HAS?"

*(Exhibitors know the answer. "Here's what you've got, Leo!")*

**You've got "IVANHOE"** (Tech.)
The Picture of the Century!

**You've got "THE MERRY WIDOW"** (Tech.)
The saucy musical that gets the gravy!

**You've got "BECAUSE YOU'RE MINE"** (Tech.)
The show for which they stand on line!

**You've got "PLYMOUTH ADVENTURE"** (Tech.)
The Thanksgiving spectacle for a holiday clean-up!

**And "MILLION DOLLAR MERMAID"** (Tech.)
The Miracle Musical to celebrate New Years!

**You've got "THE PRISONER OF ZENDA"** (Tech.)
Another Action-Attraction from the "Ivanhoe" company!

**And "THE BAD AND THE BEAUTIFUL"**
The All-Star Triumph headed for the 10-Best list!

**You've got "LILI"** (Tech.)
The Picture of Enchantment!

**You've got "ABOVE AND BEYOND"**
The love story behind The Billion Dollar Secret!

**You've got "THE NAKED SPUR" and "THE STORY OF THREE LOVES" and "SOMBRERO" and "NEVER LET ME GO" and more BIG ONES than there's space for!**

# YES LEO, YOU'VE GOT WHAT IT TAKES!

# AMPA Hears

(*Continued from page* 1)

RKO Radio Pictures, speakers included Miriam Brandon, press book and feature writer for RKO Radio; Vivian Moses, RKO press book editor; John Springer, RKO magazine contact; Ralph Martin, promotion manager of *Seventeen;* Audrey Soracco, Cowles promotion department representative for *Look* and *Quick;* John Crockett, advertising manager of *Coronet,* and William J. Reilly, public relations director of *American Weekly.*

The topics discussed were: "How To Write All Types Of Publicity Stories"; "The Function and Uses of a Press Book"; "Contacting the National Magazines for Mutual Interest"; "How One National Magazine Helps Promote Pictures"; "The Power and Effectiveness of Magazine Promotions in Pre-Selling Pictures;" "What Magazines Are Doing in Pre-Selling Films"; "The Importance of the Motion Picture Industry to the Sunday Supplement."

Crockett, presented a study made by *Coronet's* research department showing that four out of five adult film goers are magazine readers. Newspaper advertising is the timetable of the motion picture industry, he said, but magazines tell you where to go in advance.

Jesse L. Lasky addressed the class on the subject of "A Producer's Appreciation of Promotions."

Martin discussed the film habits of *Seventeen's* market, girls of 13 to 19, who, he said, had been forced into a semi-adult status because of world conditions and a more complex society. They are not interested in "kid type pictures, adolescent type pictures, adolescent type stories but real life dramas, comedies, musicals, romances — and, *yes,* even problem pictures." He revealed that a recent A. J. Wood & Co. poll of over 2,200 teen-age girls showed that films ranked first on the list of items they buy. He opined that these girls, about 7½ million of them who have about 3.7 billion dollars a year to spend, are the "No. 1 movie fans."

Miss Soracco detailed *Look Magazine's* exploitation of films, using posters, banners, *Look* covers, tearsheets, trade releases and other displays.

# N. Amsterdam Suit

(*Continued from page* 1)

terprises, Inc., which acquired ownership of the theatre in 1937, the Andwell Amusement Corp., which leased it from 1937 to 1947, and the Ancore Amusement Corp., which leased the theatre from 1947 to the present. In the complaint, Ansco seeks damages of $1,332,000, Andwell, $7,755,000, and Ancore, $2,808,000.

Among other measures of relief sought, the suit asked the court for a permanent and temporary injunction to distributor defendants, barring them from the "unnatural scarcity of first-rate features." Representing the plaintiff was the law firm of Weisman, Celler, Quinn, Allen and Spett.




# Review

## "Million Dollar Mermaid"

(*Metro-Goldwyn-Mayer*)

ESTHER WILLIAMS stars in this resplendent swimming extravaganza which utilizes a fictionalized Annette Kellerman story and opulent color by Technicolor and should prove an immense success at the box-office. A stellar cast, including Victor Mature, Walter Pidgeon, and David Brian, perform well under the excellent direction of Mervyn LeRoy, and the overwhelming swimming numbers are set off by proper emphasis of the drama and romance in the Everett Freeman screenplay.

The impact of spectacle is attained without sacrificing pace or interest and the production numbers, especially the Busby Berkeley-staged fountain and smoke number, have rarely been matched in their color, imagination, size, and splendor. Arthur Hornblow, Jr. rates kudos for the production.

Miss Williams, who swims, dives, and does undewater ballet as superbly as ever and looks beautiful in a variety of form-caressing bathing suits, is presented as an Australian girl who became a champion swimmer after successfully battling physically handicapped legs in her youth. With her father, Walter Pidgeon, she goes to London by boat when poverty causes him to seek employment there with a music conservatory. En route she meets Mature, a fast-talking promoter, and his assistant, Jesse White, who have a kangaroo that boxes to promote.

When the employment opportunity disappears and Pidgeon is forced to work in a saloon, Miss Williams agrees to swim the Thames as a publicity stunt for Mature's kangaroo. She succeeds while crowds cheer her on and she goes to New York with Mature to gain employment at the Hippodrome. Hippodrome impresario Brian cannot use her so she and Mature agree to ballyhoo a resort but Miss Williams appears in a one-piece suit which results in her arrest for "indecent exposure." This turns out to be a boon for she is acquitted and then stars in Mature's own aqua show.

Complications arise which cause a rift between Mature and Miss Williams. She goes on to star for Brian and eventually agrees to marry him after making a Hollywood film. However, a production catastrophe causes her hospitalization with a spine injury and Mature, newly successful as the manager of Rin-Tin-Tin, finally wins her.

Jesse White provides some fine comic relief. Maria Tallchief contributes some ballet as Pavlova. Others in the cast include Howard Freeman, Charles Watts, Wilton Graff, Donna Corcoran, James Bell, Frank Ferguson, James Flavin, and William Bouchey.

Running time, 115 minutes. General audience classification. For December release.

WALTER PASHKIN

# TOA's Bid

(*Continued from page* 1)

neither Eric A. Johnston, Motion Picture Association of America president and Arbitration Conference host, nor Henderson Richey, Conference secretary, received from Starr a formal request for a meeting to consider the TOA recomendations. Thus, it turned out, Starr's bid was made only in the form of a statement to the press.

### January Likely

It appears now, according to industry observers, that another all-industry conference on arbitration or a meeting of the arbitration drafting committee will not take place until December or January, most likely in the latter month in view of the possibility that each and every TOA and Allied unit will want time to meet and act on the draft individually. Thus far, five of TOA's 20 units have approved whatever arbitration plan TOA leaders ultimately sanction. No Allied units have acted in this connection.

# Walt Disney

(*Continued from page* 1)

enlighten and educate these film-goers.

In his address, Dunham defended Westerns as depicting a part of the American way of life. On the subject of television programs, Dunham observed that there is considerable room for improvement from a quality standpoint. He foresaw much groping by TV for the kind of educational program that would continually interest televiewers and he warned that such programs "must never attempt to go commercial as their aims would be lost."

# 'Christmas Salute'

(*Continued from page* 1)

increase the yield in this year's campaign," said Montague, "is immediately understandable when one examines the mounting costs of operating such an institution.

"We are proud that the hospital management still is able to maintain its low per-case cost, which is almost half that of the national average. This is indeed a tribute to the technical skill and the executive management to be found at Will Rogers.

"It is gratifying to know that when one contributes to this cause he can be assured that his money will be put to maximum good use in the battle against tuberculosis, and that the benefits are concentrated on 'our own' in the entertainment field.

"But costs are rising, and everyone who has any kind of a job in the industry must deem it his personal obligation to give more than before. All employes have a stake in the Variety Clubs-Will Rogers Memorial Hospital, and all share its success, its protection, and its responsibility," Montague concluded.

The goal of the 1952 Christmas Salute is 150,000 signers of the scroll, to produce more than $200,000.

## Avalon to Green Group

Berk and Krumgold, in association with George A. Bowman and Co., Inc., brokers, have consummated a long term lease with an aggregate rental of $200,000 for the 1500-seat Avalon Theatre in the Bronx, N. Y. The lessee is a corporation headed by Joseph Green, New York circuit operator. The theatre is presently being completely rehabilitated, and will open with a policy of vaudeville and pictures.

# RKO's Grant

(*Continued from page* 1)

RKO executives in whose honor the luncheon was given.

Grant, one of the two main speakers at the luncheon, said that he could not assure exhibitors that RKO's films would not be sold to home TV "forever in the future," claiming that new innovations two to ten years hence may make such sales non-competitive to motion picture theatres. He cited Cinerama as one of a number of possible art forms which may develop so extensively in theatres across the country that the sale of current theatrical films to TV would not be competitive.

**Elucidating on the television theme, the RKO board chairman expressed confidence that the industry, which had survived many competitive mediums in the past will meet the current competition of home television.**

The highlights of Grant's remarks were in answer to a series of questions propounded to him by Harry Brandt, president of ITOA, in his invitation. Similar questions were raised by trade reporters in the past and brought forth similar responses from the RKO chief executive.

### No Liquidation

He again scotched reports of any intention to liquidate the assets of RKO, stressing that the job of the new management was to revitalize the company. Grant acknowledged the company was in "temporary distress" and called upon exhibitor support during the current period, which he saw lasting from six months to a year.

Another speaker, Emanuel Frisch, president of the Metropolitan Motion Picture Theatres Association, expressed confidence in the team of Grant, Picker, Boasberg, and Branson. Such a team, Frisch predicted, will produce, distribute and publicize the kind of product needed by exhibitors.

Brandt presented an album to the three RKO executives, containing congratulatory wires and letters from exhibitor leaders throughout the country.

Besides the above-mentioned speakers, the following guests were on the dais:

Charles Skouras, Harry Arthur, Gordon Youngman, Bernard Kranze, Ted O'Shea, Bert Stern, William Namenson, J. Joshua Goldberg, Bert M. Stearn, Morey Goldstein, Sidney Lust, Solomon Strausberg, Spyros S. Skouras, Jr., William J. German, William H. Clark, Wilbur Snaper, Harry M. Kalmine, Richard F. Walsh, Herman Robbins, Fred J. Schwartz, Samuel Pinanski, Walter E. Branson, Charles J. Feldman, Arnold M. Grant,, Harry Brandt, Arnold M. Picker, Joseph R. Vogel, Al Schwalberg, Charles Boasberg, Sol A. Schwartz, S. H. Fabian, Milton C. Weisman, David Weinstock, Richard Condon, Walter Reade Jr., Maury Miller, Samuel Rinzler, Leo Brecher, J. J. O'Leary, Theodore Black, Leon Rosenblatt, Julius Sanders.

# Dismiss 'U' Suit

(*Continued from page* 1)

their action, according to the company. At the same time, it was added, Abbott and Costello expressed regret over any injury that might have been caused Universal by charges made during the litigation.

The suit was filed in Nov., 1951. It asked damages and abrogation of their contract with the company, questioning the accounting methods used and the company's right to reissue A. and C. films through Realart.

# "WHEN YOUR SHIP COMES IN!"

If you are one of the 400 Showmen playing M-G-M's "PLYMOUTH ADVENTURE" at Thanksgiving, congratulations to you.

Did you read what the trade critics wrote this past week? Rave notices.

Keep an eye on the newspapers, magazines, Sunday supplements. A giant ad campaign.

"PLYMOUTH ADVENTURE" is 100% pre-sold! It's a natural for publicity with great stars, Spencer Tracy, Gene Tierney, Van Johnson, Leo Genn, and a superb cast of thousands.

Whether you're playing it at Thanksgiving or later, it's a holiday when you play it.

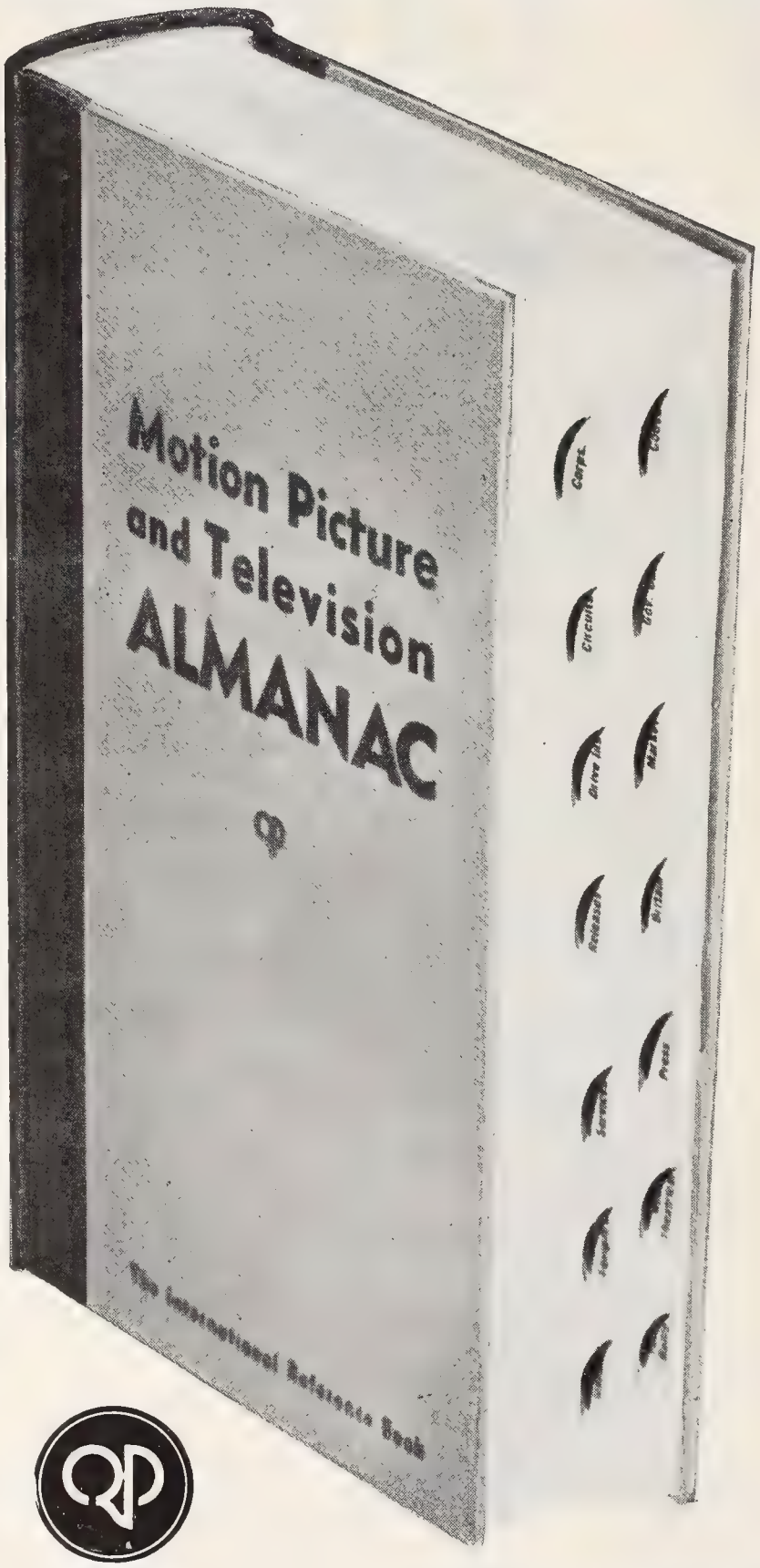
How true, what the fans are saying: "If it's M-G-M, it's BIG."

M-G-M presents "PLYMOUTH ADVENTURE" starring SPENCER TRACY • GENE TIERNEY • VAN JOHNSON LEO GENN • with Dawn Addams • Lloyd Bridges • Color by Technicolor • Screen Play by Helen Deutsch • From the Novel by Ernest Gébler • Directed by Clarence Brown • Produced by Dore Schary

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The WHO'S WHO section alone— * which is but one of the 15 thumb-indexed sections of the ALMANAC— is worth several times the price of the complete volume of highly useful information. The WHO'S WHO section contains over 12,000 concise biographies of executives, producers, performers and other personalities, covering the fields of *both* motion pictures and television.

* It is the *ONLY* WHO'S WHO in these fields, and it is being considerably enlarged for the 1952-53 edition of the ALMANAC, to include hundreds of additional names, with up-to-date biographies and career credits.

Also, the separately thumb-indexed TV data section has been expanded to include a wealth of additional information for many purposes, in—

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FIRST IN FILM NEWS

# MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 87 NEW YORK, U. S. A., MONDAY, NOVEMBER 3, 1952 TEN CENTS

## *Tradewise . . .*

By SHERWIN KANE

A serious Federal offense, presumably equal in heinousness to counterfeiting, has been developed by some jurists, with the encouragement of the Attorney General's prosecutors. In their parlance it has become known as "conscious parallelism of action."

The offense is committed when more than one business man, bowing to the dictates of his market, sells his service or commodity on the same basis as does his competitors. It has loomed large in the trial of a number of motion picture anti-trust suits for treble damages in recent years.

It is, therefore, interesting to note what the Hon. Lowell B. Mason of the U. S. Federal Trade Commission had to say on the subject in a recent speech before the 23rd annual meeting of the Canadian Chamber of Commerce in Toronto.

Commissioner Mason, commenting on the governmental and legal theories being applied to industry, assumed he was regarding their inevitable aftermath from the van-

(Continued on page 2)

## 7 from Paramount in 1st Quarter of '53

Paramount will release seven productions in the first three months of 1953, according to A. W. Schwalberg, president of Paramount Film Distributing Corp. Four of the seven will have color by Technicolor.

Hal Wallis' "Come Back, Little Sheba," which is listed for February, will be available only for special prerelease engagements, while the same

(Continued on page 3)

## *Johnston to South America on Point 4*

**Washington, Nov. 2.— Eric Johnston will leave here next Saturday for South America on Point Four business, the State Department announced.**

**Johnston, chairman of the International Development Advisory Board, will visit Venezuela, Brazil, Argentina, Uruguay, Chile, Bolivia, Peru and Columbia to make personal observations of Point Four. He is due back here on Dec. 7.**

# *Newsreel Crews Poised for Election Day Activities*

The newsreel companies today are completing preparations for on-the-spot coverage of the events of tomorrow, Election Day, when the nation will go to the polls to signify whether Gen. Dwight D. Eisenhower or Gov. Adlai E. Stevenson will succeed Harry S. Truman as President of the United States.

When the candidates themselves cast their votes, when one concedes victory to the other, when victory celebrations commence in New York's Times Square and other spots, newsreel camera and sound men will be on hand to record the reactions for theatre audiences.

Camera crews have been assigned to the headquarters of both Presidential candidates; to Independence, Mo., where President Truman will cast his ballot, and to cities around the country where controversial figures competing in Congressional contests will go to the polling booths.

Newsreel processors and editors will start to work on the reels early Wednesday morning and the editions

(Continued on page 3)

## Allied Convention Program All Set; Snaper to Preside

CHICAGO, Nov. 2.—The program for the three-day Allied States Association convention to be held in conjunction with the Theatre Equipment Supply Dealers Association meeting beginning Monday, Nov. 17 at the Morrison Hotel here was disclosed at the weekend by Jack Kirsch, general convention chairman and Illinois Allied president. Wilbur Snaper, national Allied president, will be permanent chairman of the convention.

Trade practice complaints, the draft of an industry system of arbitration,

(Continued on page 7)

## Allied Arbitration Group Meet Slated

WASHINGTON, Nov. 2.—Allied States Association will make no comment on the revised arbitration draft until after the Allied arbitration committee meets in Chicago, at the end of next week, general counsel Abram F. Myers said over the weekend.

Myers had thought that he would be able to consult with the arbitration committee by mail, well in advance of the Nov. 15 Allied Board meeting which will go over the draft.

He said over the weekend, however, that due to the importance of the sub-

(Continued on page 7)

## 81 Short Subjects From RKO Pictures

Eighty-one short subjects will supplement RKO Radio Pictures' feature line-up in 1952-53, Sidney Kramer, RKO short subjects sales manager, disclosed here at the weekend.

Currently, Kramer added, "we are formulating a program for production and distribution in the 1953-54 season. This planning will continue for several months."

The 1952-53 schedule, which ends in August of next year, includes 13 RKO Pathe specials, four two-reel Gil Lamb comedies, two two-reel Newlywed

(Continued on page 7)

## Theatres Ready to Report Vote Results

Loew's Theatres and houses of the Fox West Coast circuit have joined the growing list of theatres which have disclosed plans to make special announcements on Election Night on the progress of returns in the Presidential race.

In the East, Loew's Theatres in Manhattan will brief its audience by way of loud speakers during the latter part of the evening. Similar plans have been announced by RKO Theatres here, which has negotiated a mutual promotion campaign with

(Continued on page 3)

## 20th-Fox Meet to Hear Field Reports

The 20th Century-Fox division managers who will be in session in New York Nov. 12-13, will report on conditions in their respective areas with a view towards "planning strategy enabling exhibitors to extract maximum showmanship values on company attractions going into release this year and the first nine months of 1953," Al Lichtman, director of distribution, announced over the weekend.

The merchandsing analysis, to be coupled with advertising, publicity, and exploitation plans on upcoming

(Continued on page 7)

# Eastern Film Labor Council Being Set Up

### *Coast Group Is Pattern; Basic Agreement Sought*

A Motion Picture Labor Council of New York, paralleling in form and purpose the Hollywood A.F.L. Film Council, soon will be set up by a number of leaders of IATSE Eastern locals, the "IA" international office indicated here at the weekend.

**The new organization's primary goal will be the signing of a basic agreement with Eastern film producers, such agreement to be patterned after the so-called Hollywood basic agreement.**

John J. Francavilla has been named by "IA" international president Richard F. Walsh to serve as chairman of the Eastern Council. Steve D'Inzilla, business agent of Projectionists Local No. 306, was elected to function as the council's temporary secretary and also as chairman of a committee to formulate a constitution and by-laws and

(Continued on page 7)

## $932,219 Assets Reported by 'IA'

Total assets of the IATSE amounted to $932,219 and liabilities totaled $30,987, according to the industry union's financial statement for the year ended last July 31.

The statement listed total cash receipts for the year as $671,354, and total cash disbursements as $566,541.

A special listing of convention transportation and per diem funds indicate that cash receipts for these purposes totaled $123,036 and cash disbursements totaled $14,436.

## *Local Level Accent Put on MPIC Drive*

An effort to place news-worthy stories about the industry in local newspapers throughout the country highlights the public relations plan adopted last week by the Motion Picture Industry Council in Hollywood, Leonard Goldenson, president of United Paramount Theatres and author of the plan, explained here.

Goldenson said that under the plan, local theatre managers will be fed news stories about the industry which they will be asked to pass on to their local newspaper editors.

# Personal Mention

ARNOLD GRANT, RKO Radio board chairman, is scheduled to leave here for the Coast tomorrow or Wednesday.

•

CLIFFORD I. CANE, Eastern business manager of Universal's advertising-publicity department, became the father of a second son, ROBERT EDWARD, born at Lenox Hill Hospital here to MRS. CANE.

•

JAMES E. TIBBETTS, managing director of Loew's Orpheum Theatre in Boston, has been installed as commander of the Lt. A. Vernon MacCauley Post of the American Legion there.

•

MRS. A. N. MILES, wife of the owner of the Eminence Theatre, Eminence, Ky., is convalescing from a heart attack in the King's Daughters Hospital in Shelbyville, Ky.

•

WILLIS HOPEWELL, chief sound engineer for the Switow Amusement Co. in Louisville, has returned to that city from a Florida vacation.

•

LINDA CHRISTIAN will be guest star at the Press Club's silver anniversary ball at the Chateau Laurier Hotel in Ottawa.

•

AMERICO ABOAF, Universal's foreign sales manager, returned to New York over the weekend from a nine-week business trip around the world.

•

R. M. SAVINI, president of Astor Pictures, will attend the Theatre Owners of North and South Carolina convention, Nov. 9-11.

•

HOWARD SCHUESSLER, formerly with Lam Amusement Co., Rome, Ga., has been named head booker for Realart Pictures, Atlanta.

•

MICHAEL HAVAS, Latin American supervisor for RKO Radio Pictures, is in New York.

•

IKE KATZ, president of the Kay Exchange, Atlanta, has returned here from New Orleans.

•

J. E. HOBBS, Monogram Southern Exchanges branch manager in Atlanta, has returned there from Florida.

•

IRVING PICHEL, director-producer, will arrive here today from Europe aboard the *S.S. Liberte*.

•

ED STEVENS, president of Stevens Pictures, has returned to his Atlanta office from Chicago.

•

LYNN FARNOL returned to New York from the Coast at the weekend.

## No Paper Tomorrow

***Motion Picture Daily* will not be published tomorrow, Election Day, a legal holiday.**

# Tradewise . . .

(*Continued from page 1*)

tage point of the year 2052. Said he:

"It must be borne in mind that as early as 1953 the following things were declared illegal—mind you, only on paper. No one could charge or quote the same price as his competitors because, if he did, he was guilty of 'conscious parallelism of action.'

"Hence, all businessmen were malefactors if they were smart enough to know they couldn't get more for their wares than their competitors, and weren't dumb enough to take less.

"If, when hailed before a court, a defendant endeavored to prove his prices were not frozen by conscious parallelism but fluctuated with the exigencies of the competitive market, then his evidences of price dissimilarities would land him in jail for illegal price discrimination.

"On March 8, 2003, the Department of Justice sued 50,000 businessmen for pricing their goods by conscious parallelism, and the Federal Trade Commission sued 50,000 for quoting different prices (to wholesalers and retailers). No one dared any longer to sell anything at any price without first receiving clearance from the Bureau of Economic Control."

•

And of triple damages, the Federal Trade Commissioner had this to say:

"The American Congress supplemented its own enforcement (of the anti-trust laws) by the offer of treble damages to any one who could prove injury . . . beside which there was an allowance of comfortable attorneys' fees and costs as an added attraction, so lawyers got into the game, too.

"No one could complain of this technique as long as the government was inadequately prepared to enforce the laws for the public welfare; but when the regulations against all interstate commerce became so ambivalent that whatever you did was illegal, and government proceeded to move into the enforcement stage, private triple damage suits lost moral justification and became the happy hunting ground for the reincarnations of Black Beard, Jean Lafitte, Captain Kidd and Long Ben.

"Private treble damage suits were so profitable to lawyers during the year 2003 that three Supreme Court Justices, six Appeals Judges, and 932 other Federal officials resigned to enter the field.

"But by the year 2001 so many treble damages had been assessed against companies that marshall's levies and court sales shifted the entire corporate structure of American business from the entrepennuers who had started companies to industrial cuckoo birds—so-called because they never built nests themselves but merely moved into possession of going concerns through treble damage ligitation."

Many in this industry will rightfully regard Commissioner Mason's remarks as more prophetic than fanciful.

## Texas COMPO Offers Drought Prayer

**Dallas, Nov. 2. — With drought-stricken Texas and the Southwest confronted with a water supply adequate for less than four months, Texas COMPO has provided theatres with a trailer, prepared by Paul Short, which features a prayer for Divine intervention to relieve the emergency.**

**Kyle Rorex, Texas COMPO executive director, reports that showing of the trailer in Texas theatres has brought widespread commendation from clergymen's organizations throughout the state.**

## Denies Report on Salesmen's Expenses

MILWAUKEE, Nov. 2.—David Beznor, general counsel of the Colosseum of Motion Picture Salesmen of America, at the weekend "completely and categorically" denied reports published under a Minneapolis dateline that the union members apparently were willing to forego wage increases for higher expense allowances.

"The Colosseum," Beznor said, "is fully aware of the financial hardships imposed upon the film salesmen by inadequate salaries and expense allowances. Any effort to thwart the legitimate aspirations of the film salesmen will be vigorously resisted."

## Danny Kaye Forms Production Company

HOLLYWOOD, Nov. 2.—Film star Danny Kaye has formed an independent production company with Norman Panama and Melvin Frank, who recently left Metro-Goldwyn-Mayer where they had contracts as producer-writer-directors.

Kaye will star in a musical titled "Knock on Wood," which is to be made in England next spring, as the firm's first production.

## Natural Vision Deal Set By Gunzburg

HOLLYWOOD, Nov. 2.—Milton L. Gunzburg, president of Natural Vision Corp., and Bob Clampitt have completed arrangements for production by Clampitt of a feature film in the three-dimensional process using characters of the television show, "Time For Beany."

# Newsreel Parade

*BITTER FIGHTING for ridges in Korea is highlighted in current newsreels. Also featured are raging typhoons in Indo-China, Illinois prison rioting, Germany's donation of bells for Hiroshima, Vishinsky's speech at the UN, the French TVA dam, and a sweepstakes winner.*

**MOVIETONE NEWS, No. 89**—Typhoons in Indo-China and the Phillippines. Prison rioters hold hostages. Battle for ridges rages in Korea. British naval manoeuvers filmed for the motion picture "Single Handed." Army helicopter assists "Invasion" manoeuvers. French motor maniacs "on the ball." How it feels to win a $140,000 sweepstake.

**NEWS OF THE DAY, No. 219**—Desperate fighting on Korean hills. Command performance of M-G-M's "Because You're Mine." Prison mutiny. Flood in Venice. Philadelphia Eagles-New York Giants football game. Sweepstakes winner. New daredevil sport, "Moto-Polo." Presidential oratory.

**PARAMOUNT NEWS, No. 22** — Prison drama in Illinois. French TVA dam dedicated. Royal film performance. Forest fires out of control. Wrestling a-la-Paris. "Your birthright to vote."

**TELENEWS DIGEST, No. 44B** — Campaign wind-up in New York. Forest fires in Kentucky. Rioting convicts seize guards in Illinois. Nehru visits dam construction. Kenya police quell riots.

**UNIVERSAL NEWSREEL, No. 409**—UN Assembly. Vishinsky orates as Korean battle rages. Kesselring released in Germany. Typhoon in Indo-China. New French plane. German bells for Japan. New sweaters and old yarn. Basketball benefit for Hearst Free Milk Fund, College All Stars vs. New York Knickerbockers.

**WARNER PATHE, No. 24**—Battle of the ridges in Korea. Vishinsky in UN attacks on Korea. Gen Kesselring freed from war crimes prison. French open own TVA dam in Rhone Valley. Queen and Philip open dam in Wales. Ruhr sends bells to Hiroshima. Doris Day sparks Korean gift lift. The political campaign winds up. Maryland grid stars bar bribe attempt. San Francisco 49ers vs. Dallas football game.

## New RKO Documentary

"The Sea Around Us" has been completed as a feature-length documentary with color in Technicolor by RKO Radio, and will have a special release in December in order to qualify for Academy Awards. Irwin Allen both wrote and produced the film.


# NEW YORK THEATRES

**RADIO CITY MUSIC HALL**
Rockefeller Center
"THE HAPPY TIME"
starring
Charles BOYER • Louis JOURDAN
A Columbia Picture
plus
SPECTACULAR STAGE PRESENTATION

GARY COOPER in SPRINGFIELD RIFLE
Color by WarnerColor
PARAMOUNT TIMES SQUARE
in Person DUKE ELLINGTON And His Orchestra
HOWELL and BOWSER
BUNNY BRIGGS
EXTRA THE RAVENS
Midnight Feature Nightly


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# Vote Results

(*Continued from page* 1)

radio station WINS. The Embassy Newsreel Theatres will feature TV sets in its lobbies. Most other circuits and independents also expect to brief their audiences via loudspeakers.

Important returns, unless a landslide develops, are not expected until late in the evening. In New York, patrons are being advised by news stories that they will be out of the theatre and back home to get the significant results by TV.

Loew's Theatres in Manhattan will be serviced by radio station WMGM, those in Queens by the *Long Island Press* and the *Long Island Star-Journal,* while those in Brooklyn will be serviced by the *Brooklyn Eagle*. The Paramount on Broadway will be serviced by a special ticker supplied by International News Service. An INS spokesman said the Paramount was the only theatre to contract for the service in New York. It will feature the use of special flashes on the screen.

Fox West Coast Theatres has made arrangements for all of its houses to announce late returns at intervals or by slides.

The same practice will prevail pretty much in most key theatres throughout the country.

### A. T. & T., Bell Allot More Facilities for Election

The long lines department of the American Telephone and Telegraph Co., in co-operation with the Bell System, will make additional communications facilities available to the nation's television, radio and press association networks for Election Day news coverage.

A. F. Jacobson, long lines director of operations pointed out that the addition of these facilities would enable the broadcasters and news agencies to bring to the public the fastest, most comprehensive news report of any Presidential election in history.

The announcement said that on-the-spot election programs would be transmitted over almost 30,000 miles of inter-city television channels and would be available to 110 television stations in 67 cities. It is estimated that of the more than 18,700,000 television sets now in use, 99 per cent of them would be able to receive Election Day programs over the network.

## Newsreel Crews

(*Continued from page* 1)

will be shipped out the evening of that day instead of on Thursday as normally.

Virtually all of the reels shipped Wednesday will be devoted exclusively to the Election Day events. This definitely applies to Warner Pathe Newsreel and Paramount Newsreel. It very likely will be the case with Fox Movietone News, Universal Newsreel and News of the Day, although these companies released no information on that point at the week-end.

Since the reels will not be made up until the new President and Vice-President are elected beyond all doubt, the companies concede that crews, processors and editors are in for some hectic last minute action, particularly if the returns show a neck-and-neck race throughout the day and evening. Negatives will be shipped to laboratories by plane and the prints will be delivered in the same fashion when they are ready.

# Reviews

## "It Grows on Trees"

*(Universal-International)*

A NOVEL IDEA has been cleverly developed into a highly exploitable, amusing comedy that was heartily enjoyed by a sneak preview audience and should be similarly received wherever it plays. Money, as exhibitors well know, does not grow on trees, but it does in this Leonard Goldstein production that was smartly directed by Arthur Lubin and is very engagingly played by a cast headed by Irene Dunne.

The story and screenplay by Leonard Praskins and Barney Slater, based on a *Cosmopolitan* magazine story, presents Miss Dunne as the wife of Dean Jagger, a struggling accountant. Her impractical purchase of two young trees turns into a gold mine when the trees start bearing five and ten dollar bills Jagger is a very honest fellow and brushes off his wife's efforts to inform him about the trees. She collects the bills in her coffee and sugar jars and writes to Washington concerning their legality.

Convinced it is a gag, Treasury Department official Les Tremayne replies that the money is legal and convinces other officials to write her similarly. Miss Dunne believes the letters and gives Jagger $100 for expense money for a business trip. She also refurnishes her home and pays off the mortgage, giving the money to bank teller Richard Crenna, who is engaged to Miss Dunne's daughter, Joan Evans.

Unknown to Miss Dunne, the money has other characteristics of leaves, such as fading and crumbling. Jagger returns after having been arrested for passing counterfeit money and Crenna is demoted after he refuses to remember who gave him the money. Miss Dunne's neighbor, Edith Meiser, who had stolen the money from the coffee and sugar jars, is arrested making a bank deposit. Miss Dunne reveals all to the newspapers, government officials investigate as the trees are dying and all ends happily as a new bud reveals money.

Miss Dunne's performance is adroit and bulwarks the cast, which includes Frank Ferguson, Malcolm Lee Beggs, Forrest Lewis, Sandy Descher, Dee Pollack, and Bob Sweeney.

Running time, 84 minutes. General audience classification. November release.

WALTER PASHKIN

## "Hangman's Knot"

*(Columbia Pictures)*

RANDOLPH SCOTT stars in this unusually fine Western that is loaded with suspense, has been finely photographed in color by Technicolor, and has first-rate production values. Scott was associate producer with Harry Joe Brown and with the considerable aid of writer-director Roy Huggins, an immensely entertaining outdoor drama that is long on action and short on words has been fashioned. It should keep box-offices busy.

The story concerns a band of Confederate soldiers, led by Scott in 1865, who achieve their mission of ambushing and capturing a Union shipment of gold, only to discover the Civil War had ended a month previous. They are beset by local Yankees seeking the gold who have a legitimate excuse for eliminating them.

Eventually the Rebels are surrounded in a mountain stage station. The gold causes lust and dissension within their ranks, as the vigilantes await outside the station. An additional irritant is a party of four hostages, including nurse Donna Reed and cowardly trader Richard Denning. An escape is planned and culminates in the dynamiting and burning of the station, furious gunplay, and the death of just about everyone but Scott, Miss Reed and one or two others.

Performances are uniformly good. In notable support of the stars are Claude Jarman, Jr., Ray Teal, Frank Faylen, Glenn Langan and Lee Marvin. Also in the cast are Jeanette Nolan, Clem Bevans, Guinn (Big Boy) Williams, Monte Blue, John Call and Reed Howes.

Running time, 84 minutes. General audience classification. For November release.

## "Thunder in the East"

*(Paramount)*

THE LAND OF INDIA is the locale of this melodrama, starring the marquee names of Alan Ladd, Deborah Kerr, Charles Boyer and Corinne Calvet. Best results in selling "Thunder in the East" should be found in accenting the action highlights in the film, for it falls short in other departments. The cast, headed by Ladd, should also help the box-office.

The tale, which runs along formula lines, finds Ladd, a free-booting American adventurer in India on a munitions selling mission. He tries to sell guns to the Maharajah of an Indian province, threatened by nefarious bandits feeding on the unrest caused by India's independence from Britain. The Maharajah's secretary, Charles Boyer, turns him down on the philosophical grounds that the only means to quell unrest is by non-violence. The duel between the conflicting philosophies of fighting fire-with-fire and non-violence represents the crux of the problem posed by the picture. In a contrived climax, Ladd's viewpoint of striking back wins out.

The love interest is supplied by Deborah Kerr, who plays the part of a young blind Englishwoman caught with her countrymen in the midst of Indian unrest.

Everett Riskin produced, while Charles Vidor directed from a screenplay by Joe Swerling, based on a novel by Alan Moorehead. Others in the cast include Cecil Kellaway, Mark Cavell, John Abbott, Philip Bourneuf and John Williams.

Running time, 98 minutes. General audience classification. For January release.

MURRAY HOROWITZ

# Short Subject

## "Joy of Living"

*(Art Films-20th Century-Fox)*

Renoir's distinctive style of painting, which is familiar to multitudes, even to those who give only casual attention to art shop windows, is given intimate attention in this, one of 20th-Fox's short subject series on great masterpieces. Producers Marilyn Silverstone and Boris Vermont have put on the screen in color by Technicolor numbers of famous Renoir works dealing with the enchantment of Paris in springtime, with its sidewalk cafes, flower markets, handsome men and beautiful women, and many other subjects. The life and beauty which the great artist put on canvas is brought to the fore by the camera as a young man walking in New York's Central Park calls to mind the Paris of Renoir.

This film manifestly is a most desirable item for any theatre's program. Certainly it deserves to be advertised along with the feature, not only for the entertainment value it carries but because pictures of this quality tend to add to a theatre's reputation as a center of enlightenment as well as of amusement. Running time, 10 minutes.

## 7 From Paramount

(*Continued from page* 1)

producer's "The Stooge," set for general release also in February, is being offered for special pre-release New Year's Eve showings.

Three releases are scheduled for January. They include: "Road to Bali," Technicolor, starring Bing Crosby, Bob Hope and Dorothy Lamour; "Thunder in the East," starring Alan Ladd, Charles Boyer, Deborah Kerr and Corinne Calvet, and "Tropic Zone," Technicolor, with a cast headed by Ronald Reagan, Rhonda Fleming and Estelita.

For February: "Come Back, Little Sheba," starring Burt Lancaster and Shirley Booth, and "The Stooge," Dean Martin-Jerry Lewis comedy with Marion Marshall, Polly Bergen and Eddie Mayehoff.

Set for March are: "The Stars Are Singing," Technicolor musical marking the screen debut of Rosemary Clooney, and starring also Anna Maria Alberghetti and Lauritz Melchior, and "Pleasure Island," Technicolor, with a cast headed by Don Taylor, Leo Genn, Elsa Lanchester, Joan Elan, Audrey Dalton and Dorothy Bromiley.

## Astor Upstate N. Y. Rights to Sylvan Leff

Sylvan Leff, head of Realart Pictures of Albany, N. Y., has acquired exclusive theatrical distribution rights to all Astor Pictures product for upstate New York, which includes the Albany and Buffalo territories, it was reported here by R. M. Savini, Astor president.

With this addition, Astor's franchise holders in the U. S. and Canada now total 31.

## Charles Skouras Lunch

Charles Skouras, head of Wesco Theatres, who is here from Los Angeles, will be host to the trade press at luncheon today at the St. Moritz Hotel.

# PARAMOUNT HAS SOMETHING SO HOT
# ALL OTHER FIRE PICTURES OUT OF M



"Maybe because it's a genuine forest fire in the Nevada Sierras, maybe because Technicolor and technology have never collaborated more congenially in the interests of melodrama, the fire section of the film is THE BEST EVER SEEN. Figures to draw like a—what else?—forest fire."

—*M. P. Herald*

"Audiences can almost feel the heat of the blaze. Terrific forest fire can be exploited to strong returns."

—*Boxoffice*

"Lusty, action-packed drama . . . excellent Technicolor and helicopter rescue in burning forest."

—*Film Daily*

"Definitely a boxoffice success. A big, handsome outdoor adventure saga that because of its spectacular trappings, plentiful action and Technicolor should attract capacity audiences."

—*Showmen's Trade Review*

# HAT "IT BURNS
# MORY!" —says Motion Picture Daily



# THE BLAZING FOREST

COLOR BY TECHNICOLOR

"Filled with as much thrilling adventure and action as a three-ring circus!"
—CECIL B. DEMILLE

oaded with exploita-
ion possibilities. Has
ne of most exciting
orest fires on record,
oth in spectacle and
ealism."
—*Independent*

"Payne and Miss Morrow team excellently. He puts over the rugged requirements and she treats the eye."
—*Daily Variety*

starring

## JOHN PAYNE

WILLIAM DEMAREST · AGNES MOOREHEAD · RICHARD ARLEN · SUSAN MORROW

Directed by EDWARD LUDWIG · Written for the Screen by LEWIS R. FOSTER and WINSTON MILLER · Produced by WILLIAM H. PINE and WILLIAM C. THOMAS

# FCC Authorizes 10 More TV Stations

WASHINGTON, Nov. 2.—The Federal Communications Commission has authorized Great Plains Television Properties, Inc., to build two commercial television stations—one in Sioux City, Ia., and one in Little Rock, Ark.

Great Plains, which has already received a grant for a television station in Duluth, is owned by Transcontinental Properties, Inc. Largest stockholders in Transcontinental are Alfred Berger and Herbert Scheftel, who operate newsreel theatres in the Midwest, Florida and the West Coast.

The Commission also authorized the construction of eight additional commercial television stations. They are: Star Broadcasting Co., Pueblo, Colo.; WATR, Inc., Waterbury, Conn.; Tri-City Radio Corp., Muncie, Ind.; Booth Radio and Television Stations, Inc., Battle Creek, Mich.; radio station WISE, Inc., Ashville, N. C.; Neptune Broadcasting Corp.; Atlantic City, N. J.; WCSC, Inc., Charleston, S. C., and Associated Broadcasters, Inc., Bethlehem, Pa.

In all, the FCC has made 92 television station grants since the "freeze" was lifted last July. Five of these stations are already in operation—two in Denver; one in Lubbock, Tex.; one in Austin, Tex. and one in Portland, Ore. There were 108 stations in operation before the freeze was lifted.

There are almost 900 television applications still pending before the Commission.

## *Asks NCAA to Probe Basketball TV*

CHICAGO, Nov. 2.—De Paul University has petitioned the National Collegiate Athletic Association to investigate detrimental effects of the televising of basketball games on attendance, Walter Byers, executive director of the NCCA revealed here. The matter has been turned over to the NCAA TV committee for study and consideration.

De Paul, which uses the Chicago Stadium, with a seating capacity of over 20,000, as its home court, claims that attendance at its games was down materially during the past season on nights when other major games were telecast, citing attendance of only 10,000 at a double header last Feb. 23 when the Illinois-Iowa game at Champaign was televised over a Chicago station on the same night.

## *Broderick Crawford Forms Film Firm*

HOLLYWOOD, Nov. 2. — Broderick Crawford Enterprises has been formed for the purpose of packaging, producing and developing motion picture and television properties.

Crawford will function as president, Milton Cashy as vice-president and treasurer, and Robert L. Cashy as secretary and general manager in charge of production.




# Television--Radio

## *with Pinky Herman*

CBS' new series of "Omnibus" Telecasts, which debuts Sunday (4:30-6:00 P.M.) will feature Maxwell Anderson's dramatic "The Trial of Anne Boleyn," and William Saroyan's one-act play, "The Bad Men.". . . An experimental presentation of "Bob & Ray" on Dave Garroway's "Today" series last August proved so successful that the NBComedy team starts as regulars on the TV program Thursday. . . . Our idea of a natural for motion pictures is Jack Lescoulie, whose style and delivery has rewarded him with the announcing chores on the "Jackie Gleason CBS-TV Show.". . . Adolphe Menjou is due back from a European picture assignment to star in and narrate the new series of telefilms, "Favorite Story," for Ziv TV Productions, Inc. . . . The late Jerome Kern composed scores for 76 musicals. . . . A medallion of honor for bravery will be awarded by the Women's National Institute to Jane Froman, CBStar of "U.S.A. Canteen," TV programs.

☆ ☆ ☆

**The clever special music for the dance team of Sinclair & Spaulding, featured Monday nights on the NBC-TV "Paul Winchell Show," is composed by the program's musical director, John Gart, who for many years has also composed and provided mood and theme music on the organ for daily soaperas. . . . Alice J. Heinecke's words about music, published regularly in Sesac's Monthly Journal, are highly informative and most interesting accounts of people behind the musical scene. . . . Publicists Guild, now in its third year, will hold its second annual press party, Thursday, Nov. 6, at the Vanderbilt Hotel in N. Y. This org's adherence to the lofty ideals and noble purposes embodied in the preamble to its constitution, enhances the members' worth to themselves, their clients and the press. . . . Ed CBSullivan's "Toast of the Town" will televise the "Samuel Goldwyn Story" in two instalments, Dec. 14 and 21. . . . Paula Stone rocks us with the sage, safe and sane observation, "America will always be as sturdy as an oak as long as it has branches like the Army, Navy and Marines.". . .**



John Gart

☆ ☆ ☆

*Two new advertisers, Block Drug Co. and James Lees & Sons Co. will be added to the "Kate Smith Hour" TVehicle's group of co-op sponsors. The former will pick up the tab for the 4:30-4:45 P.M. slot every Tuesday, beginning Nov. 25, and the latter will occupy the 4:15-4:30 P.M. segment every Monday, teeing off Dec. 8. . . . That grand old man of music, the famous W. C. Handy, whose "St. Louis Blues," is immortal, will be honored with a birthday dinner at the Waldorf-Astoria Hotel in New York, Nov. 13. . . . Following in the footsteps of his illustrious dad, Dr. Edwin Franko (America's March King) Goldman, is Richard Franko Goldman, faculty member of the Juilliard School of Music, who has been named visiting lecturer at Princeton University's Dep't. of Music. He'll also conduct the university band. . . . Her Derby waxing of "Wheel Of Fortune," proved a personal disc of destiny to chantootsie Sunny Gale who makes her Broadway debut Wednesday at the Paramount Theatre. . . . Mike Pingatore, for 30 years a featured banjoist with Pops Whiteman's orchestra, died Thursday in Hollywod. . . . After seven years as Harry Wismer's gal Friday, Catherine (Kay) Ross has resigned.*

☆ ☆ ☆

LOTSA DOTS. . . . The Dennis Days (Peggy Almquist) became the parents of their fourth child, Margaret, Tuesday. The other three children, all boys, are named Patrick, Dennis and Michael. . . . Composer-conductor Dimitri Tiomkin's theme song, "High Noon," of Stanley Kramer's hit flicker of the same name, has just been recorded by Fred Waring and Billy May orks on Decca and Capitol records, respectively. . . . ABC has until Dec. 26 to sell "The Adventures of Ellery Queen" to another sponsor else the popular whodunit may go to any sponsor on any network via Norman & Irving Pincus, owners and producers of the package. . . . Starting her 20th anniversary on the air is Susan Cost, whose "Mary Lee Taylor" series was launched back in 1930. NBCurrently sponsored by Pet Milk, the program originated from St. Louis. . . . Short story: 1947, 16,500 TV receiving sets. 1952, 18,500,000. . . . Titus Moody, WORacle has a friend who is positive there is no life on the planet Mars. For proof he declares, "Mars has never asked the U. S. for a loan."

## *$2,890,000 Mexican Production Subsidy*

**Mexico City, Nov. 2.—Use of $2,890,000 which the government has provided to finance production has been started by the trade's own bank, the semi-official Banco Nacional Cinematografico. Among the first benefactors were Argel Films, Producciones Miguel Zacarias and Fernando Soler y Sanchez Tello, who hitherto were independent of the bank. They were financed for one picture each. Others receiving aid are regular clients of the bank.**

**The bank, in its latest balance sheet, announced loans, credits and discounts totaling $1,389,453, and $1,900,000 of its bonds in circulation.**

## *Tulsa Theatre Post To Ralph Drewry*

TULSA, Nov. 2.—Ralph Drewry has been named general manager of Tulsa Downtown Theatres, effective Dec. 1. He will succeed J. C. Hunter, who is resigning to operate the New Yorker Hotel at Ft. Lauderdale, Fla., which he has purchased.

Both Hunter and Drewry have been with Tulsa Downtown Theatres—the Ritz, Rialto, Orpheum and Majestic—for more than 20 years. Both started in the theatre business as ushers. Tulsa Downtown is operated by Majestic Amusement Co. and Ritz Theatre, Inc., of which J. Harold Harris of Dallas, is president. The houses were formerly owned by Ralph Talbot.

Hunter is a director of the Theatre Owners of Oklahoma.

## *Buffalo Tent Will Toast Leff Today*

BUFFALO, Nov. 2. — Tent No. 7, Variety Club of Buffalo, will give a testimonial luncheon tomorrow for David Leff, United Artists branch manager here for several years who has been transferred to a similar post in Cleveland.

Mannie A. Brown is now manager of the local UA office, coming here from Cleveland. Brown for many years was manager of the local Paramount exchange and also was manager of the same company's branch in Toronto before coming to Buffalo.

## *Alma Theatre Destroyed*

ATLANTA, Nov. 2.—A fire of undetermined origin destroyed the Alma Theatre, Alma, Ga., a unit of Stein Theatres. Damage was estimated at between $75,000 and $100,000.

**MITCHELL MAY, Jr. CO., INC.**

**INSURANCE**

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***Specializing***
***in requirements of the***
***Motion Picture Industry***

**75 Maiden Lane, New York**
**3720 W. 6th St., Los Angeles**

# *In the THEATRE* Equipment World . . . *. . with RAY GALLO*

A NEW metering device for counting the number of automobiles passing over any designated location has been announced by Mobile Wash-O-Matic and Engineering Co., Burbank, Cal. The unit can be placed on the ground at a drive-in entrance or any other desired area. Called the "Carometer," it is constructed of heavy gauge steel. It is available in two models, one with a locked counter and readily visible; the other model has the metering device in a locked box.

•

**A new line of rubber tile flooring designed for commercial installation has been introduced by Congoleum-Nairn, Inc., Kearney, N. J. Marketed under the "Gold Seal" label, the product is available in tiles 6 by 6, 9 by 9, 12 by 12 and 18 by 27 inches. There are 20 patterns in the ⅛-inch thick tiles, 10 of which are available also in 3/32-inch thickness. A descriptive folder in color can be secured from the company.**

•

*A four-page technical bulletin (No. 23-2) describing its expanded line of series No. 23 gas-fired unit heaters has been issued by the United States Air Conditioning Corp. of Minneapolis. The new line includes a number of sizes with B. T. U. capacities from 55,000 to 400,000 per hour and burns all types of gas at the rated capacities. Included in the booklet are capacity tables and roughing-in dimensions for the complete unit heater line. The literature can be obtained by writing to the company at 33rd and Como Avenue, S. E., Minneapolis.*

•

Visitors to the Theatre Seat Service Co.'s booth (No. 50) at the TESMA-TEDA-Allied States trade show in Chicago Nov. 17-19 will be given a chance to win a deluxe electric alarm radio by guessing the age of a rehabilitated theatre seat which will be on display. All unsuccessful participants will be given a souvenir. Staffing the booth will be Fred H. Massey, president of the company, and F. S. Lawrence, production manager.

•

**Stewart E. Lauer, president of the York Corp., York, Pa., manufacturers of air conditioning equipment, and a national vice-president of the National Association of Manufacturers, has been presented with an honorary doctor of laws degree by Ursinus College at Collegeville, Pa. Lauer received the degree for his "outstanding work as an engineer, industrialist and citizen," according to N. E. McClure, president of the college.**

•

*Election of Hubert J. Schlafly, Jr., as vice-president in charge of engineering for the TelePrompter Corp., New York City, has been announced by Irving B. Kahn, executive vice-president. The corporation manufactures and leases an electronically synchronized and controlled prompting device widely used in motion pictures and television.*

# *Allied Meet*

(*Continued from page* 1)

the government's 16mm. anti-trust suit, theatre television, the Council of Motion Picture Organizations' campaign for repeal of the Federal admission tax and numerous other trade developments will be discussed and acted upon by the delegates.

Film clinics, beginning in the afternoon following welcoming and keynote speeches in the morning by Snaper and Kirsch, respectively, will highlight the first day's activities. There will be six clinics held under coordinator William A. Carroll: (1) For small towns, (3,500 or less), Charles Niles, chairman; (2) large towns, (up to 25,000), Ben Marcus, chairman; (3) large cities, John Wolfberg, chairman; (4) key neighborhood and sub runs, Morris Finkel, chairman; (5) outdoor theatres, Rube Shor, chairman; (6) circuit buyers and bidding, Irving Dollinger, chairman. The film clinics will be carried over into the morning session on Tuesday.

Monday evening will feature a review of the TESMA trade show.

Demonstration of RCA's large screen television will highlight the Tuesday afternoon session. N. L. Halpern, president of Theatre Network Television, will lead a panel discussion over the closed circuit. Others participating will be Trueman Rembusch, chairman, Kirsch, Leon R. Back, Snaper, Wolfberg and Nathan Yamins, all of the Allied television committee.

Late Tuesday afternoon an open forum will be held.

Another review of the TESMA trade show and committee meetings will dominate the morning session on Wednesday, with a second open forum set for the afternoon. An industry banquet will be held in the evening, to end the three-day meeting.

## 81 Short Subjects

(*Continued from page* 1)

comedies, six two-reel Leon Errol comedies, in re-release, six Edgar Kennedy comedies, in re-release, two musical two-reel re-releases, 13 one-reel RKO Pathe Sportscopes and 13 one-reel RKO Pathe Screenliners, all in black and white.

In addition, there will be 18 new Walt Disney Technicolor one-reelers, two True-Life Adventures, and a special short program entitled "Mickey Mouse's Birthday Party," celebrating the 25th birthday anniversary of Mickey.

A special RKO Pathe film will be "Operation A-Bomb," first film showing the explosion of one of the bombs in color. Done in Eastman color, it is scheduled for January release.

## 20th-Fox Meet

(*Continued from page* 1)

product presented by vice-president Charles Einfeld and members of his staff, will be aimed at pinpointing national campaigns to fit regional and local conditions.

Special emphasis will be placed on the releases scheduled during the branch managers' testimonial in effect through Dec. 27 of this year. The slate, headed by Darryl F. Zanuck's "The Snows of Kilimanjaro," includes "Stars and Stripes Forever," Damon Runyon's "Bloodhounds of Broadway," "The Steel Trap," "The Thief of Venice," "Pony Soldier," and "My Pal Gus."

## Slight Decrease in Coast Production

HOLLYWOOD, Nov. 2.—The production index shows a decrease of two points, for a total of 34 pictures in work. Four new pictures were started and six finished.

Started were: "The Roar of the Crowd," Allied Artists; "Fast Company," Metro-Goldwyn-Mayer; "Split Second," RKO Radio; "Nearer My God to Thee," 20th Century-Fox. Completed were: "Star of Texas," Allied Artists; "Houdini," Paramount; "Man on a Tight Rope," "Baptism of Fire," and "The President's Lady," 20th Century-Fox; "I Confess," Warner Brothers.

## *Legion Places Four Films in Class B*

The Legion of Decency has placed four films in Class B and 10 in Class A, Sections I and II.

The Class B films are: "The Steel Trap" and "Bloodhounds of Broadway," 20th Century-Fox; "Everything I Have Is Yours," M-G-M, and "The Iron Mistress," Warner Brothers.

## Allied Arbitration

(*Continued from page* 1)

ject the Allied arbitration committee had given up the idea of analyzing the arbitration draft by mail and had decided instead to meet as soon as the members arrive in Chicago, prior to the board meeting.

# *Film Council*

(*Continued from page* 1)

plans for financing.

Roy M. Brewer, IATSE Coast representative, recently came East to assist in planning what is described as a superstructure for locals here. He explained what the locals on the Coast have accomplished, with special emphasis on the contracts between independent producers and the IATSE.

Participants in the Hollywood council include such non-IATSE unions as the Screen Actors Guild and Screen Extras Guild. Whether the Eastern council ultimately will include other than "IA" locals is not yet known.

In addition to Walsh, Francavilla and D'Inzilla, New York Council planners include:

Daniel Doran, Studio Mechanics Local 52; James DiGangi, Assistant Directors Local 161; Herman Gelber and Harry Garfman, Local 306; Jay Rescher and Fred Fordham, Cameramen's Local 644; George Waugh and Paul D. Press, Laboratory Technicians Local 702; Maurice Scanlan, Wardrobe Attendants Local 764; Fred Jacobs, Film Editors Local 771, and Herman Buckman, Make-Up Artists and Hair Stylists Local 798.

## *Md. Censor Reversed*

BALTIMORE, Nov. 2.—Three of four sequences which the Maryland film censor board had ordered deleted from the film "Damaged Lives" were ordered restored by Judge S. Ralph Warnken in City Court here on appeal.

GREAT MOTION PICTURES ARE PROCESSED BY PATHÉ

**PAUL WHITE,** *President of PSI-TV, Inc., Producers and Distributors of TV-Films, says:*

**"It takes a highly skilled laboratory to perform our many varied and exacting technical requirements plus a dependable organization to meet daily program deadlines. We use Pathé Labs."**



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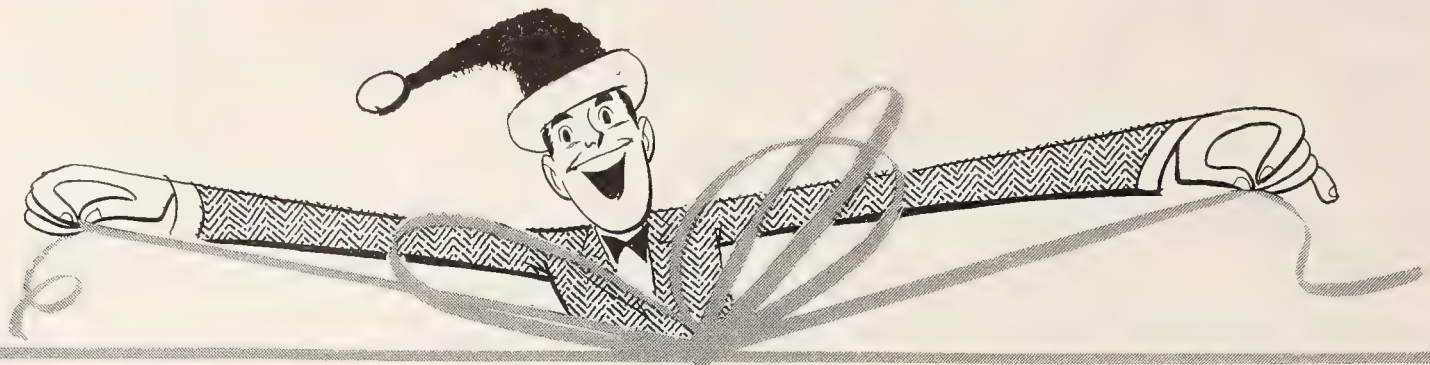
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# 52 DAYS TILL CHRISTMAS!

ALL THESE GREAT 20th ATTRACTIONS AVAILABLE FOR THE HOLIDAYS



*The Greatest Musical Show on Earth!*



JOHN PHILIP SOUSA'S

**STARS AND STRIPES FOREVER**

TECHNICOLOR

STARRING

CLIFTON WEBB

CO-STARRING

DEBRA PAGET • ROBERT WAGNER

*Another Great Story by the Author of "Rebecca"!*

TWO-TIME ACADEMY AWARD WINNER

OLIVIA de HAVILLAND

in DAPHNE du MAURIER'S

**MY COUSIN RACHEL**



—and wait till you discover

RICHARD BURTON



*Sensation of the Industry!*

ERNEST HEMINGWAY'S

**THE SNOWS OF KILIMANJARO**

TECHNICOLOR

Starring Gregory PECK · Susan HAYWARD · Ava GARDNER

*The Big Musical About The Bad Girl of Show Business!*

**THE "I DON'T CARE" GIRL**

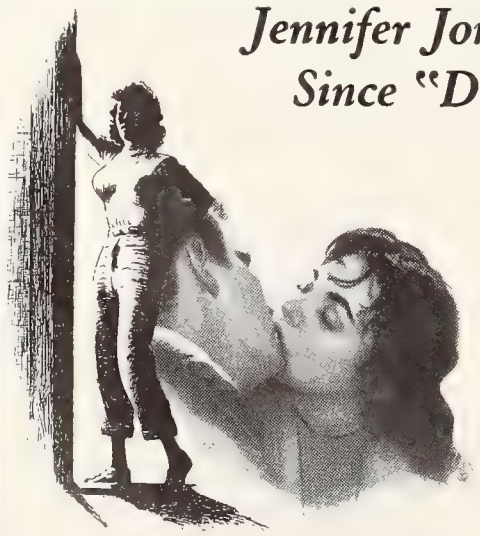
TECHNICOLOR

STARRING

MITZI GAYNOR



*Jennifer Jones' Biggest Smash Since "Duel in the Sun"!*



JENNIFER JONES

CHARLTON HESTON

KARL MALDEN

IN

**RUBY GENTRY**

A Bernhard-Vidor Production • Released by 20th Century-Fox

**THERE'LL BE NO XMAS LIKE A 20th CENTURY-FOX XMAS!**



NEWS WHILE IT IS NEWS

# MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 72. NO. 87 NEW YORK, U.S.A., MONDAY, NOVEMBER 3, 1952 TEN CENTS

## *Tradewise . . .*

By SHERWIN KANE

A serious Federal offense, presumably equal in heinousness to counterfeiting, has been developed by some jurists, with the encouragement of the Attorney General's prosecutors. In their parlance it has become known as "conscious parallelism of action."

The offense is committed when more than one business man, bowing to the dictates of his market, sells his service or commodity on the same basis as does his competitors. It has loomed large in the trial of a number of motion picture anti-trust suits for treble damages in recent years.

It is, therefore, interesting to note what the Hon. Lowell B. Mason of the U. S. Federal Trade Commission had to say on the subject in a recent speech before the 23rd annual meeting of the Canadian Chamber of Commerce in Toronto.

Commissioner Mason, commenting on the governmental and legal theories being applied to industry, assumed he was regarding their inevitable aftermath from the van-

(Continued on page 2)

## 7 from Paramount in 1st Quarter of '53

Paramount will release seven productions in the first three months of 1953, according to A. W. Schwalberg, president of Paramount Film Distributing Corp. Four of the seven will have color by Technicolor.

Hal Wallis' "Come Back, Little Sheba," which is listed for February, will be available only for special prerelease engagements, while the same

(Continued on page 3)

### *Johnston to South America on Point 4*

**Washington, Nov. 2.— Eric Johnston will leave here next Saturday for South America on Point Four business, the State Department announced.**

**Johnston, chairman of the International Development Advisory Board, will visit Venezuela, Brazil, Argentina, Uruguay, Chile, Bolivia, Peru and Columbia to make personal observations of Point Four. He is due back here on Dec. 7.**

## *Newsreel Crews Poised for Election Day Activities*

The newsreel companies today are completing preparations for on-the-spot coverage of the events of tomorrow, Election Day, when the nation will go to the polls to signify whether Gen. Dwight D. Eisenhower or Gov. Adlai E. Stevenson will succeed Harry S. Truman as President of the United States.

When the candidates themselves cast their votes, when one concedes victory to the other, when victory celebrations commence in New York's Times Square and other spots, newsreel camera and sound men will be on hand to record the reactions for theatre audiences.

Camera crews have been assigned to the headquarters of both Presidential candidates; to Independence, Mo., where President Truman will cast his ballot, and to cities around the country where controversial figures competing in Congressional contests will go to the polling booths.

Newsreel processors and editors will start to work on the reels early Wednesday morning and the editions

(Continued on page 3)

## Allied Convention Program All Set; Snaper to Preside

CHICAGO, Nov. 2.—The program for the three-day Allied States Association convention to be held in conjunction with the Theatre Equipment Supply Dealers Association meeting beginning Monday, Nov. 17 at the Morrison Hotel here was disclosed at the weekend by Jack Kirsch, general convention chairman and Illinois Allied president. Wilbur Snaper, national Allied president, will be permanent chairman of the convention.

Trade practice complaints, the draft of an industry system of arbitration,

(Continued on page 7)

## Allied Arbitration Group Meet Slated

WASHINGTON, Nov. 2.—Allied States Association will make no comment on the revised arbitration draft until after the Allied arbitration committee meets in Chicago, at the end of next week, general counsel Abram F. Myers said over the weekend.

Myers had thought that he would be able to consult with the arbitration committee by mail, well in advance of the Nov. 15 Allied Board meeting which will go over the draft.

He said over the weekend, however, that due to the importance of the sub-

(Continued on page 7)

## 81 Short Subjects From RKO Pictures

Eighty-one short subjects will supplement RKO Radio Pictures' feature line-up in 1952-53, Sidney Kramer, RKO short subjects sales manager, disclosed here at the weekend.

Currently, Kramer added, "we are formulating a program for production and distribution in the 1953-54 season. This planning will continue for several months."

The 1952-53 schedule, which ends in August of next year, includes 13 RKO Pathe specials, four two-reel Gil Lamb comedies, two two-reel Newlywed

(Continued on page 7)

## Theatres Ready to Report Vote Results

Loew's Theatres and houses of the Fox West Coast circuit have joined the growing list of theatres which have disclosed plans to make special announcements on Election Night on the progress of returns in the Presidential race.

In the East, Loew's Theatres in Manhattan will brief its audience by way of loud speakers during the latter part of the evening. Similar plans have been announced by RKO Theatres here, which has negotiated a mutual promotion campaign with

(Continued on page 3)

## 20th-Fox Meet to Hear Field Reports

The 20th Century-Fox division managers who will be in session in New York Nov. 12-13, will report on conditions in their respective areas with a view towards "planning strategy enabling exhibitors to extract maximum showmanship values on company attractions going into release this year and the first nine months of 1953," Al Lichtman, director of distribution, announced over the weekend.

The merchandising analysis, to be coupled with advertising, publicity, and exploitation plans on upcoming

(Continued on page 7)

## Eastern Film Labor Council Being Set Up

### *Coast Group Is Pattern; Basic Agreement Sought*

A Motion Picture Labor Council of New York, paralleling in form and purpose the Hollywood A.F.L. Film Council, soon will be set up by a number of leaders of IATSE Eastern locals, the "IA" international office indicated here at the weekend.

**The new organization's primary goal will be the signing of a basic agreement with Eastern film producers, such agreement to be patterned after the so-called Hollywood basic agreement.**

John J. Francavilla has been named by "IA" international president Richard F. Walsh to serve as chairman of the Eastern Council. Steve D'Inzilla, business agent of Projectionists Local No. 306, was elected to function as the council's temporary secretary and also as chairman of a committee to formulate a constitution and by-laws and

(Continued on page 7)

## NEWS FLASHES

IATSE's financial statement for the year ended last July 31 discloses total assets of the union amounted to $932,-219 and liabilities totaled $30,987. The statement listed total cash receipts as $671,354, and total cash disbursements as $566,541.

•

Under the public relations plan adopted by the MPIC in Hollywood last week, Leonard Goldenson, UPT head and author of the plan, explained here that local theatre managers will be fed news stories about the industry which they will be asked to pass on to local papers and radio and TV stations. All UPT houses will cooperate in the plan, he said.

# Personal Mention

ARNOLD GRANT, RKO Radio board chairman, is scheduled to leave here for the Coast tomorrow or Wednesday.

•

CLIFFORD I. CANE, Eastern business manager of Universal's advertising-publicity department, became the father of a second son, ROBERT EDWARD, born at Lenox Hill Hospital here to MRS. CANE.

•

JAMES E. TIBBETTS, managing director of Loew's Orpheum Theatre in Boston, has been installed as commander of the Lt. A. Vernon MacCauley Post of the American Legion there.

•

MRS. A. N. MILES, wife of the owner of the Eminence Theatre, Eminence, Ky., is convalescing from a heart attack in the King's Daughters Hospital in Shelbyville, Ky.

•

WILLIS HOPEWELL, chief sound engineer for the Switow Amusement Co. in Louisville, has returned to that city from a Florida vacation.

•

LINDA CHRISTIAN will be guest star at the Press Club's silver anniversary ball at the Chateau Laurier Hotel in Ottawa.

•

AMERICO ABOAF, Universal's foreign sales manager, returned to New York over the weekend from a nine-week business trip around the world.

•

R. M. SAVINI, president of Astor Pictures, will attend the Theatre Owners of North and South Carolina convention, Nov. 9-11.

•

HOWARD SCHUESSLER, formerly with Lam Amusement Co., Rome, Ga., has been named head booker for Realart Pictures, Atlanta.

•

MICHAEL HAVAS, Latin American supervisor for RKO Radio Pictures, is in New York.

•

IKE KATZ, president of the Kay Exchange, Atlanta, has returned here from New Orleans.

•

J. E. HOBBS, Monogram Southern Exchanges branch manager in Atlanta, has returned there from Florida.

•

IRVING PICHEL, director-producer, will arrive here today from Europe aboard the *S.S. Liberte*.

•

ED STEVENS, president of Stevens Pictures, has returned to his Atlanta office from Chicago.

•

LYNN FARNOL returned to New York from the Coast at the weekend.

## No Paper Tomorrow

***Motion Picture Daily* will not be published tomorrow, Election Day, a legal holiday.**

# Tradewise . . .

(*Continued from page 1*)

tage point of the year 2052. Said he:

"It must be borne in mind that as early as 1953 the following things were declared illegal—mind you, only on paper. No one could charge or quote the same price as his competitors because, if he did, he was guilty of 'conscious parallelism of action.'

"Hence, all businessmen were malefactors if they were smart enough to know they couldn't get more for their wares than their competitors, and weren't dumb enough to take less.

"If, when hailed before a court, a defendant endeavored to prove his prices were not frozen by conscious parallelism but fluctuated with the exigencies of the competitive market, then his evidences of price dissimilarities would land him in jail for illegal price discrimination.

"On March 8, 2003, the Department of Justice sued 50,000 businessmen for pricing their goods by conscious parallelism, and the Federal Trade Commission sued 50,000 for quoting different prices (to wholesalers and retailers). No one dared any longer to sell anything at any price without first receiving clearance from the Bureau of Economic Control."

•

And of triple damages, the Federal Trade Commissioner had this to say:

"The American Congress supplemented its own enforcement (of the anti-trust laws) by the offer of treble damages to any one who could prove injury . . . beside which there was an allowance of comfortable attorneys' fees and costs as an added attraction, so lawyers got into the game, too.

"No one could complain of this technique as long as the government was inadequately prepared to enforce the laws for the public welfare; but when the regulations against all interstate commerce became so ambivalent that whatever you did was illegal, and government proceeded to move into the enforcement stage, private triple damage suits lost moral justification and became the happy hunting ground for the reincarnations of Black Beard, Jean Lafitte, Captain Kidd and Long Ben.

"Private treble damage suits were so profitable to lawyers during the year 2003 that three Supreme Court Justices, six Appeals Judges, and 932 other Federal officials resigned to enter the field.

"But by the year 2001 so many treble damages had been assessed against companies that marshall's levies and court sales shifted the entire corporate structure of American business from the entrepennuers who had started companies to industrial cuckoo birds—so-called because they never built nests themselves but merely moved into possession of going concerns through treble damage ligitation."

Many in this industry will rightfully regard Commissioner Mason's remarks as more prophetic than fanciful.

## Texas COMPO Offers Drought Prayer

**Dallas, Nov. 2. — With drought-stricken Texas and the Southwest confronted with a water supply adequate for less than four months, Texas COMPO has provided theatres with a trailer, prepared by Paul Short, which features a prayer for Divine intervention to relieve the emergency.**

**Kyle Rorex, Texas COMPO executive director, reports that showing of the trailer in Texas theatres has brought widespread commendation from clergymen's organizations throughout the state.**

## Denies Report on Salesmen's Expenses

MILWAUKEE, Nov. 2.—David Beznor, general counsel of the Colosseum of Motion Picture Salesmen of America, at the weekend "completely and categorically" denied reports published under a Minneapolis dateline that the union members apparently were willing to forego wage increases for higher expense allowances.

"The Colosseum," Beznor said, "is fully aware of the financial hardships imposed upon the film salesmen by inadequate salaries and expense allowances. Any effort to thwart the legitimate aspirations of the film salesmen will be vigorously resisted."

## Danny Kaye Forms Production Company

HOLLYWOOD, Nov. 2.—Film star Danny Kaye has formed an independent production company with Norman Panama and Melvin Frank, who recently left Metro-Goldwyn-Mayer where they had contracts as producer-writer-directors.

Kaye will star in a musical titled "Knock on Wood," which is to be made in England next spring, as the firm's first production.

## Natural Vision Deal Set By Gunzburg

HOLLYWOOD, Nov. 2.—Milton L. Gunzburg, president of Natural Vision Corp., and Bob Clampitt have completed arrangements for production by Clampitt of a feature film in the three-dimensional process using characters of the television show, "Time For Beany."

# Newsreel Parade

*BITTER FIGHTING for ridges in Korea is highlighted in current newsreels. Also featured are raging typhoons in Indo-China, Illinois prison rioting, Germany's donation of bells for Hiroshima, Vishinsky's speech at the UN, the French TVA dam, and a sweepstakes winner.*

**MOVIETONE NEWS, No. 89**—Typhoons in Indo-China and the Phillippines. Prison rioters hold hostages. Battle for ridges rages in Korea. British naval manoeuvers filmed for the motion picture "Single Handed." Army helicopter assists "Invasion" manoeuvers. French motor maniacs "on the ball." How it feels to win a $140,000 sweepstake.

**NEWS OF THE DAY, No. 219**—Desperate fighting on Korean hills. Command performance of M-G-M's "Because You're Mine." Prison mutiny. Flood in Venice. Philadelphia Eagles-New York Giants football game. Sweepstakes winner. New daredevil sport, "Moto-Polo." Presidential oratory.

**PARAMOUNT NEWS, No. 22** — Prison drama in Illinois. French TVA dam dedicated. Royal film performance. Forest fires out of control. Wrestling a-la-Paris. "Your birthright to vote."

**TELENEWS DIGEST, No. 44B** — Campaign wind-up in New York. Forest fires in Kentucky. Rioting convicts seize guards in Illinois. Nehru visits dam construction. Kenya police quell riots.

**UNIVERSAL NEWSREEL, No. 409**—UN Assembly. Vishinsky orates as Korean battle rages. Kesselring released in Germany. Typhoon in Indo-China. New French plane. German bells for Japan. New sweaters and old yarn. Basketball benefit for Hearst Free Milk Fund, College All Stars vs. New York Knickerbockers.

**WARNER PATHE, No. 24**—Battle of the ridges in Korea. Vishinsky in UN attacks on Korea. Gen Kesselring freed from war crimes prison. French open own TVA dam in Rhone Valley. Queen and Philip open dam in Wales. Ruhr sends bells to Hiroshima. Doris Day sparks Korean gift lift. The political campaign winds up. Maryland grid stars bar bribe attempt. San Francisco 49ers vs. Dallas football game.

## New RKO Documentary

"The Sea Around Us" has been completed as a feature-length documentary with color in Technicolor by RKO Radio, and will have a special release in December in order to qualify for Academy Awards. Irwin Allen both wrote and produced the film.


# NEW YORK THEATRES

**RADIO CITY MUSIC HALL**

Rockefeller Center

**"THE HAPPY TIME"**

starring

**Charles BOYER • Louis JOURDAN**

A Columbia Picture

plus

SPECTACULAR STAGE PRESENTATION





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# Vote Results

(*Continued from page* 1)

radio station WINS. The Embassy Newsreel Theatres will feature TV sets in its lobbies. Most other circuits and independents also expect to brief their audiences via loudspeakers.

Important returns, unless a landslide develops, are not expected until late in the evening. In New York, patrons are being advised by news stories that they will be out of the theatre and back home to get the significant results by TV.

Loew's Theatres in Manhattan will be serviced by radio station WMGM, those in Queens by the *Long Island Press* and the *Long Island Star-Journal,* while those in Brooklyn will be serviced by the *Brooklyn Eagle.* The Paramount on Broadway will be serviced by a special ticker supplied by International News Service. An INS spokesman said the Paramount was the only theatre to contract for the service in New York. It will feature the use of special flashes on the screen.

Fox West Coast Theatres has made arrangements for all of its houses to announce late returns at intervals or by slides.

The same practice will prevail pretty much in most key theatres throughout the country.

### A. T. & T., Bell Allot More Facilities for Election

The long lines department of the American Telephone and Telegraph Co., in co-operation with the Bell System, will make additional communications facilities available to the nation's television, radio and press association networks for Election Day news coverage.

A. F. Jacobson, long lines director of operations pointed out that the addition of these facilities would enable the broadcasters and news agencies to bring to the public the fastest, most comprehensive news report of any Presidential election in history.

The announcement said that on-the-spot election programs would be transmitted over almost 30,000 miles of inter-city television channels and would be available to 110 television stations in 67 cities. It is estimated that of the more than 18,700,000 television sets now in use, 99 per cent of them would be able to receive Election Day programs over the network.

# Newsreel Crews

(*Continued from page* 1)

will be shipped out the evening of that day instead of on Thursday as normally.

Virtually all of the reels shipped Wednesday will be devoted exclusively to the Election Day events. This definitely applies to Warner Pathe Newsreel and Paramount Newsreel. It very likely will be the case with Fox Movietone News, Universal Newsreel and News of the Day, although these companies released no information on that point at the weekend.

Since the reels will not be made up until the new President and Vice-President are elected beyond all doubt, the companies concede that crews, processors and editors are in for some hectic last minute action, particularly if the returns show a neck-and-neck race throughout the day and evening. Negatives will be shipped to laboratories by plane and the prints will be delivered in the same fashion when they are ready.

# Reviews

## *"It Grows on Trees"*

(*Universal-International*)

A NOVEL IDEA has been cleverly developed into a highly exploitable, amusing comedy that was heartily enjoyed by a sneak preview audience and should be similarly received wherever it plays. Money, as exhibitors well know, does not grow on trees, but it does in this Leonard Goldstein production that was smartly directed by Arthur Lubin and is very engagingly played by a cast headed by Irene Dunne.

The story and screenplay by Leonard Praskins and Barney Slater, based on a *Cosmopolitan* magazine story, presents Miss Dunne as the wife of Dean Jagger, a struggling accountant. Her impractical purchase of two young trees turns into a gold mine when the trees start bearing five and ten dollar bills Jagger is a very honest fellow and brushes off his wife's efforts to inform him about the trees. She collects the bills in her coffee and sugar jars and writes to Washington concerning their legality.

Convinced it is a gag, Treasury Department official Les Tremayne replies that the money is legal and convinces other officials to write her similarly. Miss Dunne believes the letters and gives Jagger $100 for expense money for a business trip. She also refurnishes her home and pays off the mortgage, giving the money to bank teller Richard Crenna, who is engaged to Miss Dunne's daughter, Joan Evans.

Unknown to Miss Dunne, the money has other characteristics of leaves, such as fading and crumbling. Jagger returns after having been arrested for passing counterfeit money and Crenna is demoted after he refuses to remember who gave him the money. Miss Dunne's neighbor, Edith Meiser, who had stolen the money from the coffee and sugar jars, is arrested making a bank deposit. Miss Dunne reveals all to the newspapers, government officials investigate as the trees are dying and all ends happily as a new bud reveals money.

Miss Dunne's performance is adroit and bulwarks the cast, which includes Frank Ferguson, Malcolm Lee Beggs, Forrest Lewis, Sandy Descher, Dee Pollack, and Bob Sweeney.

Running time, 84 minutes. General audience classification. November release.

WALTER PASHKIN

## *"Hangman's Knot"*

(*Columbia Pictures*)

RANDOLPH SCOTT stars in this unusually fine Western that is loaded with suspense, has been finely photographed in color by Technicolor, and has first-rate production values. Scott was associate producer with Harry Joe Brown and with the considerable aid of writer-director Roy Huggins, an immensely entertaining outdoor drama that is long on action and short on words has been fashioned. It should keep box-offices busy.

The story concerns a band of Confederate soldiers, led by Scott in 1865, who achieve their mission of ambushing and capturing a Union shipment of gold, only to discover the Civil War had ended a month previous. They are beset by local Yankees seeking the gold who have a legitimate excuse for eliminating them.

Eventually the Rebels are surrounded in a mountain stage station. The gold causes lust and dissension within their ranks, as the vigilantes await outside the station. An additional irritant is a party of four hostages, including nurse Donna Reed and cowardly trader Richard Denning. An escape is planned and culminates in the dynamiting and burning of the station, furious gunplay, and the death of just about everyone but Scott, Miss Reed and one or two others.

Performances are uniformly good. In notable support of the stars are Claude Jarman, Jr., Ray Teal, Frank Faylen, Glenn Langan and Lee Marvin. Also in the cast are Jeanette Nolan, Clem Bevans, Guinn (Big Boy) Williams, Monte Blue, John Call and Reed Howes.

Running time, 84 minutes. General audience classification. For November release.

## *"Thunder in the East"*

(*Paramount*)

THE LAND OF INDIA is the locale of this melodrama, starring the marquee names of Alan Ladd, Deborah Kerr, Charles Boyer and Corinne Calvet. Best results in selling "Thunder in the East" should be found in accenting the action highlights in the film, for it falls short in other departments. The cast, headed by Ladd, should also help the box-office.

The tale, which runs along formula lines, finds Ladd, a free-booting American adventurer in India on a munitions selling mission. He tries to sell guns to the Maharajah of an Indian province, threatened by nefarious bandits feeding on the unrest caused by India's independence from Britain. The Maharajah's secretary, Charles Boyer, turns him down on the philosophical grounds that the only means to quell unrest is by non-violence. The duel between the conflicting philosophies of fighting fire-with-fire and non-violence represents the crux of the problem posed by the picture. In a contrived climax, Ladd's viewpoint of striking back wins out.

The love interest is supplied by Deborah Kerr, who plays the part of a young blind Englishwoman caught with her countrymen in the midst of Indian unrest.

Everett Riskin produced, while Charles Vidor directed from a screenplay by Joe Swerling, based on a novel by Alan Moorehead. Others in the cast include Cecil Kellaway, Mark Cavell, John Abbott, Philip Bourneuf and John Williams.

Running time, 98 minutes. General audience classification. For January release.

MURRAY HOROWITZ

# Short Subject

## *"Joy of Living"*

(*Art Films-20th Century-Fox*)

Renoir's distinctive style of painting, which is familiar to multitudes, even to those who give only casual attention to art shop windows, is given intimate attention in this, one of 20th-Fox's short subject series on great masterpieces. Producers Marilyn Silverstone and Boris Vermont have put on the screen in color by Technicolor numbers of famous Renoir works dealing with the enchantment of Paris in springtime, with its sidewalk cafes, flower markets, handsome men and beautiful women, and many other subjects. The life and beauty which the great artist put on canvas is brought to the fore by the camera as a young man walking in New York's Central Park calls to mind the Paris of Renoir.

This film manifestly is a most desirable item for any theatre's program. Certainly it deserves to be advertised along with the feature, not only for the entertainment value it carries but because pictures of this quality tend to add to a theatre's reputation as a center of enlightenment as well as of amusement. Running time, 10 minutes.

# 7 From Paramount

(*Continued from page* 1)

producer's "The Stooge," set for general release also in February, is being offered for special pre-release New Year's Eve showings.

Three releases are scheduled for January. They include: "Road to Bali," Technicolor, starring Bing Crosby, Bob Hope and Dorothy Lamour; "Thunder in the East," starring Alan Ladd, Charles Boyer, Deborah Kerr and Corinne Calvet, and "Tropic Zone," Technicolor, with a cast headed by Ronald Reagan, Rhonda Fleming and Estelita.

For February: "Come Back, Little Sheba," starring Burt Lancaster and Shirley Booth, and "The Stooge," Dean Martin-Jerry Lewis comedy with Marion Marshall, Polly Bergen and Eddie Mayehoff.

Set for March are: "The Stars Are Singing," Technicolor musical marking the screen debut of Rosemary Clooney, and starring also Anna Maria Alberghetti and Lauritz Melchior, and "Pleasure Island," Technicolor, with a cast headed by Don Taylor, Leo Genn, Elsa Lanchester, Joan Elan, Audrey Dalton and Dorothy Bromiley.

# *Astor Upstate N. Y. Rights to Sylvan Leff*

Sylvan Leff, head of Realart Pictures of Albany, N. Y., has acquired exclusive theatrical distribution rights to all Astor Pictures product for upstate New York, which includes the Albany and Buffalo territories, it was reported here by R. M. Savini, Astor president.

With this addition, Astor's franchise holders in the U. S. and Canada now total 31.

# *Charles Skouras Lunch*

Charles Skouras, head of Wesco Theatres, who is here from Los Angeles, will be host to the trade press at luncheon today at the St. Moritz Hotel.

# PARAMOUNT HAS SOMETHING SO HOT
# ALL OTHER FIRE PICTURES OUT OF M



"Maybe because it's a genuine forest fire in the Nevada Sierras, maybe because Technicolor and technology have never collaborated more congenially in the interests of melodrama, the fire section of the film is THE BEST EVER SEEN. Figures to draw like a—what else?—forest fire."

*—M. P. Herald*

"Audiences can almost feel the heat of the blaze. Terrific forest fire can be exploited to strong returns."

*—Boxoffice*

"Lusty, action-packed drama . . . excellent Technicolor and helicopter rescue in burning forest."

*—Film Daily*

"Definitely a boxoffice success. A big, handsome outdoor adventure saga that because of its spectacular trappings, plentiful action and Technicolor should attract capacity audiences."

*—Showmen's Trade Review*

# HAT "IT BURNS
# MORY!" —says Motion Picture Daily




oaded with exploita-
on possibilities. Has
ne of most exciting
orest fires on record,
oth in spectacle and
ealism."
—*Independent*

"Payne and Miss Morrow team excellently. He puts over the rugged requirements and she treats the eye."
—*Daily Variety*

starring

# JOHN PAYNE

WILLIAM DEMAREST · AGNES MOOREHEAD · RICHARD ARLEN · SUSAN MORROW

Directed by EDWARD LUDWIG · Written for the Screen by LEWIS R. FOSTER and WINSTON MILLER · Produced by WILLIAM H. PINE and WILLIAM C. THOMAS

## FCC Authorizes 10 More TV Stations

WASHINGTON, Nov. 2.—The Federal Communications Commission has authorized Great Plains Television Properties, Inc., to build two commercial television stations—one in Sioux City, Ia., and one in Little Rock, Ark.

Great Plains, which has already received a grant for a television station in Duluth, is owned by Transcontinental Properties, Inc. Largest stockholders in Transcontinental are Alfred Berger and Herbert Scheftel, who operate newsreel theatres in the Midwest, Florida and the West Coast.

The Commission also authorized the construction of eight additional commercial television stations. They are: Star Broadcasting Co., Pueblo, Colo.; WATR, Inc., Waterbury, Conn.; Tri-City Radio Corp., Muncie, Ind.; Booth Radio and Television Stations, Inc., Battle Creek, Mich.; radio station WISE, Inc., Ashville, N. C.; Neptune Broadcasting Corp.; Atlantic City, N. J.; WCSC, Inc., Charleston, S. C., and Associated Broadcasters, Inc., Bethlehem, Pa.

In all, the FCC has made 92 television station grants since the "freeze" was lifted last July. Five of these stations are already in operation—two in Denver; one in Lubbock, Tex.; one in Austin, Tex. and one in Portland, Ore. There were 108 stations in operation before the freeze was lifted.

There are almost 900 television applications still pending before the Commission.

## *Asks NCAA to Probe Basketball TV*

CHICAGO, Nov. 2.—De Paul University has petitioned the National Collegiate Athletic Association to investigate detrimental effects of the televising of basketball games on attendance, Walter Byers, executive director of the NCCA revealed here. The matter has been turned over to the NCAA TV committee for study and consideration.

De Paul, which uses the Chicago Stadium, with a seating capacity of over 20,000, as its home court, claims that attendance at its games was down materially during the past season on nights when other major games were telecast, citing attendance of only 10,000 at a double header last Feb. 23 when the Illinois-Iowa game at Champaign was televised over a Chicago station on the same night.

## *Broderick Crawford Forms Film Firm*

HOLLYWOOD, Nov. 2. — Broderick Crawford Enterprises has been formed for the purpose of packaging, producing and developing motion picture and television properties.

Crawford will function as president, Milton Cashy as vice-president and treasurer, and Robert L. Cashy as secretary and general manager in charge of production.



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# Television--Radio

### *with Pinky Herman*

CBS' new series of "Omnibus" Telecasts, which debuts Sunday (4:30-6:00 P.M.) will feature Maxwell Anderson's dramatic "The Trial of Anne Boleyn," and William Saroyan's one-act play, "The Bad Men.". . . An experimental presentation of "Bob & Ray" on Dave Garroway's "Today" series last August proved so successful that the NBComedy team starts as regulars on the TV program Thursday. . . . Our idea of a natural for motion pictures is Jack Lescoulie, whose style and delivery has rewarded him with the announcing chores on the "Jackie Gleason CBS-TV Show.". . . Adolphe Menjou is due back from a European picture assignment to star in and narrate the new series of telefilms, "Favorite Story," for Ziv TV Productions, Inc. . . . The late Jerome Kern composed scores for 76 musicals. . . . A medallion of honor for bravery will be awarded by the Women's National Institute to Jane Froman, CBStar of "U.S.A. Canteen," TV programs.

☆ ☆ ☆

**The clever special music for the dance team of Sinclair & Spaulding, featured Monday nights on the NBC-TV "Paul Winchell Show," is composed by the program's musical director, John Gart, who for many years has also composed and provided mood and theme music on the organ for daily soaperas. . . . Alice J. Heinecke's words about music, published regularly in Sesac's Monthly Journal, are highly informative and most interesting accounts of people behind the musical scene. . . . Publicists Guild, now in its third year, will hold its second annual press party, Thursday, Nov. 6, at the Vanderbilt Hotel in N. Y. This org's adherence to the lofty ideals and noble purposes embodied in the preamble to its constitution, enhances the members' worth to themselves, their clients and the press. . . . Ed CBSullivan's "Toast of the Town" will televise the "Samuel Goldwyn Story" in two instalments, Dec. 14 and 21. . . . Paula Stone rocks us with the sage, safe and sane observation, "America will always be as sturdy as an oak as long as it has branches like the Army, Navy and Marines.". . .**


John Gart

☆ ☆ ☆

*Two new advertisers, Block Drug Co. and James Lees & Sons Co. will be added to the "Kate Smith Hour" TVehicle's group of co-op sponsors. The former will pick up the tab for the 4:30-4:45 P.M. slot every Tuesday, beginning Nov. 25, and the latter will occupy the 4:15-4:30 P.M. segment every Monday, teeing off Dec. 8. . . . That grand old man of music, the famous W. C. Handy, whose "St. Louis Blues," is immortal, will be honored with a birthday dinner at the Waldorf-Astoria Hotel in New York, Nov. 13. . . . Following in the footsteps of his illustrious dad, Dr. Edwin Franko (America's March King) Goldman, is Richard Franko Goldman, faculty member of the Juilliard School of Music, who has been named visiting lecturer at Princeton University's Dep't. of Music. He'll also conduct the university band. . . . Her Derby waxing of "Wheel Of Fortune," proved a personal disc of destiny to chantootsie Sunny Gale who makes her Broadway debut Wednesday at the Paramount Theatre. . . . Mike Pingatore, for 30 years a featured banjoist with Pops Whiteman's orchestra, died Thursday in Hollywod. . . . After seven years as Harry Wismer's gal Friday, Catherine (Kay) Ross has resigned.*

☆ ☆ ☆

LOTSA DOTS. . . . The Dennis Days (Peggy Almquist) became the parents of their fourth child, Margaret, Tuesday. The other three children, all boys, are named Patrick, Dennis and Michael. . . . Composer-conductor Dimitri Tiomkin's theme song, "High Noon," of Stanley Kramer's hit flicker of the same name, has just been recorded by Fred Waring and Billy May orks on Decca and Capitol records, respectively. . . . ABC has until Dec. 26 to sell "The Adventures of Ellery Queen" to another sponsor else the popular whodunit may go to any sponsor on any network via Norman & Irving Pincus, owners and producers of the package. . . . Starting her 20th anniversary on the air is Susan Cost, whose "Mary Lee Taylor" series was launched back in 1930. NBCurrently sponsored by Pet Milk, the program originated from St. Louis. . . . Short story: 1947, 16,500 TV receiving sets. 1952, 18,500,000. . . . Titus Moody, WORacle has a friend who is positive there is no life on the planet Mars. For proof he declares, "Mars has never asked the U. S. for a loan."

## *$2,890,000 Mexican Production Subsidy*

**Mexico City, Nov. 2.—Use of $2,890,000 which the government has provided to finance production has been started by the trade's own bank, the semi-official Banco Nacional Cinematografico. Among the first benefactors were Argel Films, Producciones Miguel Zacarias and Fernando Soler y Sanchez Tello, who hitherto were independent of the bank. They were financed for one picture each. Others receiving aid are regular clients of the bank.**

**The bank, in its latest balance sheet, announced loans, credits and discounts totaling $1,389,453, and $1,900,000 of its bonds in circulation.**

## *Tulsa Theatre Post To Ralph Drewry*

TULSA, Nov. 2.—Ralph Drewry has been named general manager of Tulsa Downtown Theatres, effective Dec. 1. He will succeed J. C. Hunter, who is resigning to operate the New Yorker Hotel at Ft. Lauderdale, Fla., which he has purchased.

Both Hunter and Drewry have been with Tulsa Downtown Theatres—the Ritz, Rialto, Orpheum and Majestic—for more than 20 years. Both started in the theatre business as ushers. Tulsa Downtown is operated by Majestic Amusement Co. and Ritz Theatre, Inc., of which J. Harold Harris of Dallas, is president. The houses were formerly owned by Ralph Talbot.

Hunter is a director of the Theatre Owners of Oklahoma.

## *Buffalo Tent Will Toast Leff Today*

BUFFALO, Nov. 2. — Tent No. 7, Variety Club of Buffalo, will give a testimonial luncheon tomorrow for David Leff, United Artists branch manager here for several years who has been transferred to a similar post in Cleveland.

Mannie A. Brown is now manager of the local UA office, coming here from Cleveland. Brown for many years was manager of the local Paramount exchange and also was manager of the same company's branch in Toronto before coming to Buffalo.

## *Alma Theatre Destroyed*

ATLANTA, Nov. 2.—A fire of undetermined origin destroyed the Alma Theatre, Alma, Ga., a unit of Stein Theatres. Damage was estimated at between $75,000 and $100,000.


MITCHELL MAY, Jr. CO., INC.
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*in requirements of the*
*Motion Picture Industry*
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# *In the THEATRE* Equipment World . . . *. . with RAY GALLO*

A NEW metering device for counting the number of automobiles passing over any designated location has been announced by Mobile Wash-O-Matic and Engineering Co., Burbank, Cal. The unit can be placed on the ground at a drive-in entrance or any other desired area. Called the "Carometer," it is constructed of heavy gauge steel. It is available in two models, one with a locked counter and readily visible; the other model has the metering device in a locked box.

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**A new line of rubber tile flooring designed for commercial installation has been introduced by Congoleum-Nairn, Inc., Kearney, N. J. Marketed under the "Gold Seal" label, the product is available in tiles 6 by 6, 9 by 9, 12 by 12 and 18 by 27 inches. There are 20 patterns in the ⅛-inch thick tiles, 10 of which are available also in 3/32-inch thickness. A descriptive folder in color can be secured from the company.**

•

*A four-page technical bulletin (No. 23-2) describing its expanded line of series No. 23 gas-fired unit heaters has been issued by the United States Air Conditioning Corp. of Minneapolis. The new line includes a number of sizes with B. T. U. capacities from 55,000 to 400,000 per hour and burns all types of gas at the rated capacities. Included in the booklet are capacity tables and roughing-in dimensions for the complete unit heater line. The literature can be obtained by writing to the company at 33rd and Como Avenue, S. E., Minneapolis.*

•

Visitors to the Theatre Seat Service Co.'s booth (No. 50) at the TESMA-TEDA-Allied States trade show in Chicago Nov. 17-19 will be given a chance to win a deluxe electric alarm radio by guessing the age of a rehabilitated theatre seat which will be on display. All unsuccessful participants will be given a souvenir. Staffing the booth will be Fred H. Massey, president of the company, and F. S. Lawrence, production manager.

•

**Stewart E. Lauer, president of the York Corp., York, Pa., manufacturers of air conditioning equipment, and a national vice-president of the National Association of Manufacturers, has been presented with an honorary doctor of laws degree by Ursinus College at Collegeville, Pa. Lauer received the degree for his "outstanding work as an engineer, industrialist and citizen," according to N. E. McClure, president of the college.**

•

*Election of Hubert J. Schlafly, Jr., as vice-president in charge of engineering for the TelePrompter Corp., New York City, has been announced by Irving B. Kahn, executive vice-president. The corporation manufactures and leases an electronically synchronized and controlled prompting device widely used in motion pictures and television.*

# *Allied Meet*

(*Continued from page* 1)

the government's 16mm. anti-trust suit, theatre television, the Council of Motion Picture Organizations' campaign for repeal of the Federal admission tax and numerous other trade developments will be discussed and acted upon by the delegates.

Film clinics, beginning in the afternoon following welcoming and keynote speeches in the morning by Snaper and Kirsch, respectively, will highlight the first day's activities. There will be six clinics held under coordinator William A. Carroll: (1) For small towns, (3,500 or less), Charles Niles, chairman; (2) large towns, (up to 25,000), Ben Marcus, chairman; (3) large cities, John Wolfberg, chairman; (4) key neighborhood and sub runs, Morris Finkel, chairman; (5) outdoor theatres, Rube Shor, chairman; (6) circuit buyers and bidding, Irving Dollinger, chairman. The film clinics will be carried over into the morning session on Tuesday.

Monday evening will feature a review of the TESMA trade show.

Demonstration of RCA's large screen television will highlight the Tuesday afternoon session. N. L. Halpern, president of Theatre Network Television, will lead a panel discussion over the closed circuit. Others participating will be Trueman Rembusch, chairman, Kirsch, Leon R. Back, Snaper, Wolfberg and Nathan Yamins, all of the Allied television committee.

Late Tuesday afternoon an open forum will be held.

Another review of the TESMA trade show and committee meetings will dominate the morning session on Wednesday, with a second open forum set for the afternoon. An industry banquet will be held in the evening, to end the three-day meeting.

## 81 Short Subjects

(*Continued from page* 1)

comedies, six two-reel Leon Errol comedies, in re-release, six Edgar Kennedy comedies, in re-release, two musical two-reel re-releases, 13 one-reel RKO Pathe Sportscopes and 13 one-reel RKO Pathe Screenliners, all in black and white.

In addition, there will be 18 new Walt Disney Technicolor one-reelers, two True-Life Adventures, and a special short program entitled "Mickey Mouse's Birthday Party," celebrating the 25th birthday anniversary of Mickey.

A special RKO Pathe film will be "Operation A-Bomb," first film showing the explosion of one of the bombs in color. Done in Eastman color, it is scheduled for January release.

## 20th-Fox Meet

(*Continued from page* 1)

product presented by vice-president Charles Einfeld and members of his staff, will be aimed at pinpointing national campaigns to fit regional and local conditions.

Special emphasis will be placed on the releases scheduled during the branch managers' testimonial in effect through Dec. 27 of this year. The slate, headed by Darryl F. Zanuck's "The Snows of Kilimanjaro," includes "Stars and Stripes Forever," Damon Runyon's "Bloodhounds of Broadway," "The Steel Trap," "The Thief of Venice," "Pony Soldier," and "My Pal Gus."

## Slight Decrease in Coast Production

HOLLYWOOD, Nov. 2.—The production index shows a decrease of two points, for a total of 34 pictures in work. Four new pictures were started and six finished.

Started were: "The Roar of the Crowd," Allied Artists; "Fast Company," Metro-Goldwyn-Mayer; "Split Second," RKO Radio; "Nearer My God to Thee," 20th Century-Fox. Completed were: "Star of Texas," Allied Artists; "Houdini," Paramount; "Man on a Tight Rope," "Baptism of Fire," and "The President's Lady," 20th Century-Fox; "I Confess," Warner Brothers.

## *Legion Places Four Films in Class B*

The Legion of Decency has placed four films in Class B and 10 in Class A, Sections I and II.

The Class B films are: "The Steel Trap" and "Bloodhounds of Broadway," 20th Century-Fox; "Everything I Have Is Yours," M-G-M, and "The Iron Mistress," Warner Brothers.

## Allied Arbitration

(*Continued from page* 1)

ject the Allied arbitration committee had given up the idea of analyzing the arbitration draft by mail and had decided instead to meet as soon as the members arrive in Chicago, prior to the board meeting.

# *Film Council*

(*Continued from page* 1)

plans for financing.

Roy M. Brewer, IATSE Coast representative, recently came East to assist in planning what is described as a superstructure for locals here. He explained what the locals on the Coast have accomplished, with special emphasis on the contracts between independent producers and the IATSE.

Participants in the Hollywood council include such non-IATSE unions as the Screen Actors Guild and Screen Extras Guild. Whether the Eastern council ultimately will include other than "IA" locals is not yet known.

In addition to Walsh, Francavilla and D'Inzilla, New York Council planners include:

Daniel Doran, Studio Mechanics Local 52; James DiGangi, Assistant Directors Local 161; Herman Gelber and Harry Garfman, Local 306; Jay Rescher and Fred Fordham, Cameramen's Local 644; George Waugh and Paul D. Press, Laboratory Technicians Local 702; Maurice Scanlan, Wardrobe Attendants Local 764; Fred Jacobs, Film Editors Local 771, and Herman Buckman, Make-Up Artists and Hair Stylists Local 798.

## *Md. Censor Reversed*

BALTIMORE, Nov. 2.—Three of four sequences which the Maryland film censor board had ordered deleted from the film "Damaged Lives" were ordered restored by Judge S. Ralph Warnken in City Court here on appeal.

GREAT MOTION PICTURES ARE PROCESSED BY PATHÉ

**PAUL WHITE,** *President of PSI-TV, Inc., Producers and Distributors of TV-Films, says:*

**"It takes a highly skilled laboratory to perform our many varied and exacting technical requirements plus a dependable organization to meet daily program deadlines. We use Pathé Labs."**



If *your* films, too, are different and need the most versatile laboratory treatment—*plus* creative ability, high quality and speed—we invite your inquiry.

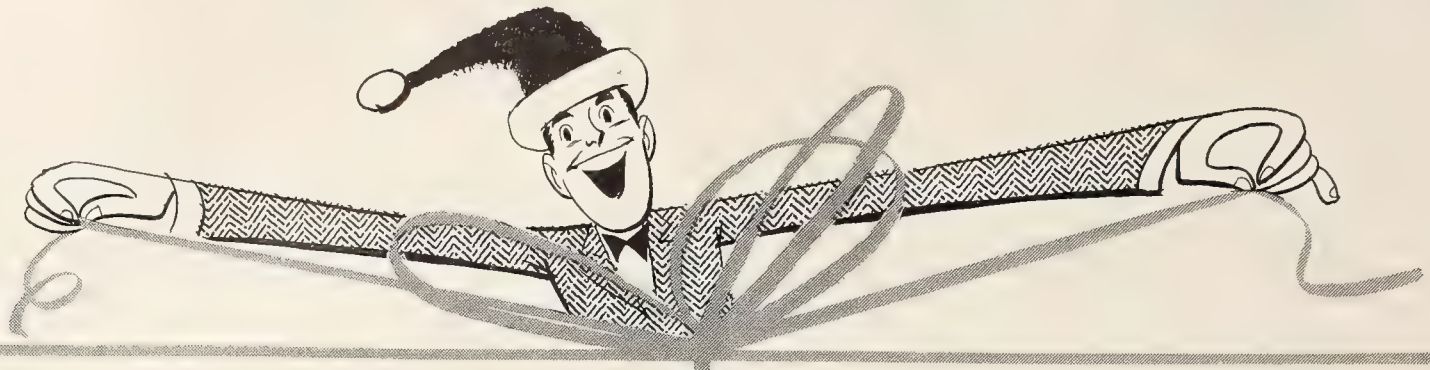
PSI-TV's Pathé-processed programs include: "China Smith," "Playhouse of Stars" and other outstanding television series in addition to 68 current full-length features.

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Both New York and Hollywood Have *Complete* Pathé Laboratory Facilities:
35MM • 16MM • COLOR • BLACK AND WHITE
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# 52 DAYS TILL CHRISTMAS!

## ALL THESE GREAT 20th ATTRACTIONS AVAILABLE FOR THE HOLIDAYS!



*The Greatest Musical Show on Earth!*



JOHN PHILIP SOUSA'S

**STARS AND STRIPES FOREVER**

TECHNICOLOR

STARRING

CLIFTON WEBB

CO-STARRING

DEBRA PAGET • ROBERT WAGNER

*Another Great Story by the Author of "Rebecca"!*

TWO-TIME ACADEMY AWARD WINNER

OLIVIA de HAVILLAND

in DAPHNE du MAURIER'S

**MY COUSIN RACHEL**



—and wait till you discover

RICHARD BURTON



*Sensation of the Industry!*

ERNEST HEMINGWAY'S

**THE SNOWS OF KILIMANJARO**

TECHNICOLOR

Starring Gregory PECK · Susan HAYWARD · Ava GARDNER

*The Big Musical About The Bad Girl of Show Business!*

**THE "I DON'T CARE" GIRL**

TECHNICOLOR

STARRING

MITZI GAYNOR





*Jennifer Jones' Biggest Smash Since "Duel in the Sun"!*

JENNIFER JONES

CHARLTON HESTON

KARL MALDEN

IN

**RUBY GENTRY**

A Bernhard-Vidor Production • Released by 20th Century-Fox

**THERE'LL BE NO XMAS LIKE A 20th CENTURY-FOX XMAS!**



NEWS WHILE IT IS NEWS

# MOTION PICTURE DAILY

AIR MAIL EDITION

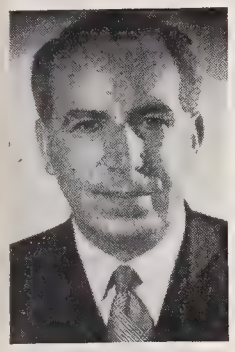
VOL. 72. NO. 88 NEW YORK, U. S. A., WEDNESDAY, NOVEMBER 5, 1952 TEN CENTS

## Says Foreign Problems Call For Firmness

### *Aboaf Urges 'Aggressive' Stand By U. S. Industry*

By WALTER PASHKIN

The Motion Picture Association was strongly urged to deal with and present "an aggressive attitude" towards growing problems of a currently highly lucrative foreign market, by Americo Aboaf, Universal-International foreign sales manager, on Monday.



Americo Aboaf

Over-protection by foreign governments in the form of tariffs, bans, and permits and subsidized increased production which is in a large measure dependent upon funds

(Continued on page 5)

## $1,000,000 Rise in Sept. Collections

WASHINGTON, Nov. 4.—General admission tax collections for September, reflecting August business, were more than $1,000,000 higher than the Sept. 1951 collections, the Bureau of Internal Revenue announced.

This is the first time since February of this year that a 1952 monthly collection has been higher than the figure for the comparable 1951 month. Industry officials have been expecting

(Continued on page 4)

## Producers, Theatres In TV Promotion

CLEVELAND, Nov. 4.—For the first time, a group of first-run theatres here are sponsors of a weekly half-hour TV program to promote attendance in theatres.

Co-sponsors of the program, which starts Sunday, Nov. 16 and will be heard each Sunday for 13 weeks from 1:00 to 1:30 P.M., are M-G-M, Warner Brothers, Paramount, 20th-Century-Fox, United Artists, Universal-

(Continued on page 5)

### *To Map Cinerama Plans Here Today*

**A conference on Cinerama production plans and the setting of more theatres in key situations to show Cinerama product is scheduled to be held here today.**

**Slated to attend are Louis B. Mayer, board chairman of Cinerama Productions Corp.; Dudley Roberts, president, Merian C. Cooper, general manager in charge of the program of production, and others.**

## Key NT Houses May Adopt Ice Shows

The projected ice show stage policy at the Roxy, if successful in New York, will be inaugurated in key houses of National Theatres throughout the country, Charles P. Skouras, NT president, disclosed here Monday at a trade press luncheon at the St. Moritz Hotel.



Charles Skouras

Skouras said that one key NT theatre in Detroit, St. Louis, Denver, San Francisco and Los Angeles, would adopt an ice show stage

(Continued on page 4)

## *RKO Theatres' Net For 9 Months Is Listed at $623,411*

Consolidated net profit of RKO Theatres and subsidiaries for the first nine months of 1952 was $623,411, after taxes and all other charges, (including a loss of $157,121 on the sale of capital assets), compared with a consolidated net profit for the first nine months of 1951 of $1,053,844, after taxes and all other charges, including a profit of $380,577 on the sale of capital assets, before taxes).

Consolidated net profit for the third quarter of 1952 was $448,608, after

(Continued on page 4)

## Jaffe Named 'V.P.' of Col. International

Election of Leo Jaffe as a vice-president of Columbia Pictures International Corp. was announced here following a meeting of the board of directors. Jaffe is also assistant treasurer of Columbia Pictures Corp., the parent company.



Leo Jaffe

Herman Golden, comptroller of Columbia International, was promoted to assistant treasurer, succeeding Bernard

(Continued on page 4)

## *RKO Radio to Follow Policy Of Test Runs on New Films*

RKO Radio Pictures plans to follow a policy of test engagements on several of its forthcoming pictures in order to determine the type of campaigns that will be most beneficial to exhibitors. This plan was announced here Monday by Charles Boasberg, general sales manager, at a luncheon for the trade press.

Boasberg pointed out that the test runs would enable the sales department to determine audience reaction and the extent of patronage based on advertising and promotion. Campaigns then can be revised, Boasberg said. He added that it was not the intention of the company to hold back on releases, but rather to help theatres to cash in to a greater extent on RKO product.

Greater freedom of movement in defining new sales plans was envisioned by Boasberg, who said that in cooperation with Arnold Picker, new executive vice-president in charge of distribution, quicker decisions were now possible. For example, Boasberg said while "Androcoles and the Lion" was scheduled to go into general release last weekend, the picture has been withdrawn until after Jan. 1 in order to prepare a new advertising campaign. The RKO sales manager said he felt the company had a big money picture in "Androcoles," as a result of a weekend opening in Denver where it did record business at the Paramount Theatre. The film also

(Continued on page 4)

## RKO Radio Plans Cut to Two Divisions

### *North-South Unit To Be Dropped in New Setup*

By AL STEEN

Plans for the realignment of RKO Radio Pictures' sales department call for the reduction of the present three-division setup to a two-division arrangement, it was reported here. RKO currently maintains Eastern, Western and North-South divisions, but it is understood that the latter unit will be eliminated and integrated with the other two divisions.

**The Canadian district now is a part of the North-South division, with Carl Peppercorn heading the Dominion branches. It is understood that the Canadian offices will be split geographically into the Eastern and Western divisions.**

Other districts now within the North-South scope and which will be affected by the proposed switch to two divisions are the Southeastern, under

(Continued on page 4)

## NEWS FLASHES

LOS ANGELES, Nov. 4.-The U. S. has granted the defendants in the 16mm. suit a postponement in their answer-date from Nov. 15 to Dec. 15. This is the second 30-day extension granted. It is understood the case will not go to trial for six or more months following filing of answers.

•

COLUMBUS, Nov. 4.-In a bulletin to members of the ITO of Ohio sent by secretary Robert Wile, Ohio exhibitors were urged to follow up on their fight for repeal of the Federal 20 per cent tax by reminding victorious candidates in the Senatorial and Congressional races that they now have an opportunity to vote for repeal.

# Personal Mention

STANLEY KRAMER has arrived in New York from the Coast.

•

GEORGE SCHUR, assistant to JOE WALSH, head of Paramount's branch operations, has returned to his desk following six weeks recuperation from an operation.

•

ART ANDERSON, Warner Brothers Midwest district manager, is recovering at St. Mary's Hospital in Milwaukee from gun shot wounds suffered in a hunting accident.

•

HUGH OWEN, Paramount Eastern and Southern division manager, will conduct sales conferences in Boston today and in New Haven tomorrow.

•

MORGAN HUDGINS, M-G-M studio publicist, left here yesterday by plane, accompanying AVA GARDNER to England and Nairobi, Africa.

•

ERIC JOHNSTON, MPAA president, will be the guest on the CBS-TV "Chronoscope" program tonight.

•

P. T. DANA, Universal Eastern sales manager, is on an up-state New York business trip this week.

•

BERNARD SMITH, Paramount producer, has returned to Hollywood from New York.

## Dixie Lee Crosby Funeral Rites Held

HOLLYWOOD, Nov. 4.—Funeral services for Dixie Lee Crosby, wife of Bing Crosby, who died of cancer Saturday, were held yesterday in Beverly Hills. A Requiem mass was offered at the Roman Catholic Church of the Good Shepherd with Msgr. Patrick J. Concannon officiating.

The former singing and dancing star is also survived by four sons: Gary Evan, twins Philip Land and Dennis Michael, and Lindsay Harry.

## Funeral Services For Thomas Spry

BOSTON, Nov. 4.—Funeral services for Thomas B. Spry, who died at his home in Scituate, Mass., were held today at the Crosby Memorial Funeral Home. Spry died last Friday.

He was for many years the Boston franchise holder for First National Pictures. He then became the first Boston branch manager for Warner Brothers. He resigned that position because of ill health about 15 years ago. He is survived by his widow, Elizabeth.

## Henry Edwards Dies

LONDON, Eng., Nov. 4.—British film actor and director Henry Edwards died Sunday. He is featured in the Herbert Wilcox production, "Trent's Last Case," with Orson Welles and Margaret Lockwood, which premiered here Friday. He also appeared in "The Magic Bow," "Green for Danger" and "Dear Mr. Prohack."

# Talk of Prejudice Toward Theatre TV 'Silly': FCC

WASHINGTON, Nov. 4.—The Federal Communications Commission today derided talk from some segments of the industry which labeled as prejudiced the Commission's attitude toward theatre television.

Both Commissioners and staffers said that it was "silly" to accuse the FCC of prejudice against theatre television in view of the fact that the Commission authorized channels for theatre television service some time ago. The channels are allocated on a common carrier basis, they said, but are available to theatre television.

All pointed out that the theatre television hearings had hardly started and that the bulk of the evidence was still to come. "The Commission always keeps an open mind until it reaches a decision," one Commissioner said. A different Commissioner added that "we have no view one way or the other and won't have any until we have heard the evidence and see what the situation is."

**"Nobody in the Commission, including the chairman, is going to make up his mind until the record is completed," another said, "and then we'll make a decision based on the record."**

Still another maintained that "there isn't any question about prejudice because theatre television is here already. It's just a question of who is going to be licensed for the theatre television service."

The attitude of Commission officials agreed with the opinion of lawyers, both in and out of the industry, who sat through the portion of the theatre television hearing that ended last week. The consensus of the attorneys who represent parties to the case was that the Commission had "bent over backwards to be fair."

## Fabian Optimistic On FCC Sentiment

Optimism that the Federal Communications Commission will grant the industry theatre television frequencies was expressed here by Si Fabian, chairman of the National Exhibitors Theatre Television Committee.

Fabian scored reports that the FCC, which has just completed the first phase of its theatre TV hearings, has been unreceptive to the industry's bid for channels.

## Services Held for James

MILWAUKEE, Nov. 4. — Services were held in Flint, Mich., for Wallace O. James, former theatre operator here, who died in Flint last week. Burial was in Arlington National Cemetery. At the time of his death he managed a drive-in near Flint.

James, who also managed theatres in Chicago, Detroit and New York, is survived by his widow, a daughter and two sons.

## Fred Girtanner Dies

TACOMA, WASH., Nov. 4.—Fred T. Girtanner, 67, for 15 years owner of suburban theatres in Pierce County, died at his home of a heart attack. He was a native of Columbus, Nebr.

## See Post-Election Upswing on B'way

With the elections over, Broadway theatremen look forward to a boost at the box-office. This week, business at most New York first-runs was spotty and the drop in some situations was attributed to people staying at home keyed to radio and television sets to follow campaign developments.

Last night, in an effort to buoy the box-office, many Broadway theatres featured announcements of important election returns.

"The Happy Time" at Radio City Music Hall hit a nice $128,000 for its opening week. At Loew's State, "Everything I Have Is Yours" opened to a fair $20,000 for its first seven days. A house record for the off-Broadway Fine Arts Theatre was broken by "The Promoter," a robust $15,000 having been chalked up for its first seven days, beating the previous high set by "The Lavender Hill Mob" in Oct., 1951.

Election returns were broadcast to theatre audiences by the Paramount, Roxy, Criterion, Loew's State and the Capitol, with most houses following the policy of not interrupting the feature for announcements. Radio City Music Hall utilized its TV set in the main lounge for keeping patrons posted on the progress of returns.

### 'Limelight' Strong

Holding up strong is "Limelight" at the Astor, where a fine $35,000 was seen for the second week. At the two-day Trans-Lux 60th Street, featuring the same film, a solid $12,300 is indicated for the second stanza.

"Operation Secret" will have a premiere today at the Paramount, replacing "Springfield Rifle," which bowed out at a pretty good $55,000 for its second week. A steady $32,000 is forecast for the seventh week of "Snows of Kilimanjaro" at the Rivoli. The fourth and final week of "Just for You" at the Capitol registered a satisfactory $21,000. "Prisoner of Zenda" opened there yesterday.

Another Election Day opening was "Way of a Gaucho" at the Roxy. "The Thief" closed there with a fairly good $44,000 realized in the last six days of its third week. The second week of "The Lusty Men" at the Criterion did a fair $15,000. "Cairo Road" at the Globe opened to a moderate $12,000 for its initial seven days.

"Breaking Through the Sound Barrier" will open at the Victoria tomorrow. "The Fourposter" wound up its engagement there with a moderate $12,000 for its third week. "The Fourposter" is remaining at the off-Broadway Sutton, which expects a steady $9,000 for the film's third stanza.

A fairly nice $15,000 is indicated for the fourth week of "The World in His Arms" at the Mayfair. Holding up strongly is "O Henry's Full House" at the 52nd Street Trans-Lux, where the picture is due to hit $10,000 for its third week. A satisfactory $4,500 is forecast for the sixth inning of "The Magic Box" at the Normandie, which has scheduled "Angel Street" for a Nov. 10 opening.

# 17 from MGM In Six Months

M-G-M has set 12 pictures for tentative release for the four months starting Jan. 1. These, in addition to the five scheduled for November and December, will give exhibitors 17 productions from M-G-M, during the six-month period.

Pictures announced for January to the end of April are scheduled at three a month. There will also be two others for special handling. They are "Lili," with Leslie Caron, Mel Ferrer, Jean Pierre Aumont, Zsa Zsa Gabor, and Kurt Kasznar, and "The Story of Three Loves," starring Leslie Caron, Farley Granger, Ethel Barrymore, James Mason, Moira Shearer, Kirk Douglas and Pier Angeli.

For January, the releases will be "Above and Beyond," starring Robert Taylor, Eleanor Parker and James Whitmore; "The Desperate Search," with Howard Keel, Jane Greer, and Patricia Medina; "The Bad and the Beautiful," with Lana Turner, Kirk Douglas, Walter Pidgeon, Dick Powell, Barry Sullivan and Gloria Grahame.

For February, the pictures will be "The Clown," starring Red Skelton and Timmy Considine; "Jeopardy," with Barbara Stanwyck, Barry Sullivan and Ralph Meeker; and "The Naked Spur," with color in Technicolor, featuring James Stewart, Janet Leigh, Robert Ryan, Ralph Meeker and Millard Mitchell.

"Sombrero," in Technicolor, will be the first picture in March and will have Ricardo Montalban, Pier Angeli, Vittorio Gassman, Cyd Charisse, and Yvonne DeCarlo. Two others in March, are "Rogue's March," starring Peter Lawford, Richard Greene and Janice Rule, and "I Love Melvin," Technicolor, starring Donald O'Conner and Debbie Reynolds.

For April, "Dream Wife" will be the first, with Cary Grant, Deborah Kerr, Walter Pidgeon and Betta St. John. This will be followed by "Small Town Girl," in Technicolor, starring Jane Powell and Farley Granger, and "Connie" with Van Johnson and Janet Leigh.

## Spinrad to Start Consulting Firm

Leonard Spinrad, news and feature editor of Warner Brothers' home office publicity department, has resigned, effective next month, to become an independent consultant. A successor will be appointed later.

Spinrad, who joined the company as a feature writer in 1940, will advise editorial and industrial clients on motion picture matters.

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# TO THE LIST OF BIG HITS
# PLAYING THE NATION'S TOP THEATRES



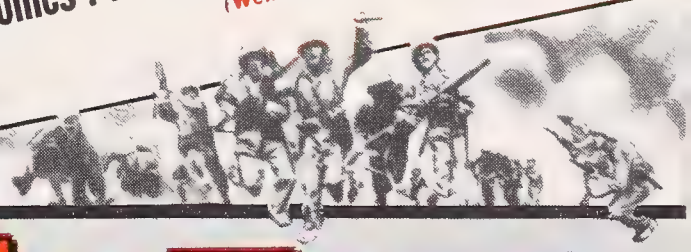
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**FIRST RELEASE**
**from the NEW ALLIED ARTISTS**
***Booked Hot*** **IN ACE FIRST RUNS**
**ACROSS THE NATION!**

Check This List
and You'll See What We Mean!

| | | |
|---|---|---|
| Los Angeles.. First Run in 7 Houses · WARNERS HOLLYWOOD and WILTERN, PALACE, UNITED ARTISTS, CROWN, HUNTINGTON PARK and CAPITOL | (They Play big ones like "BEND IN THE RIVER") | OCT. 22 |
| San Francisco PARAMOUNT | (Had Crosby's sock "JUST FOR YOU") | NOV. 20 |
| Boston..... PARAMOUNT, FENWAY | (Cleaned up with "JUST FOR YOU") | DEC. 11 |
| Minneapolis.. STATE | (They went high with "HIGH NOON") | NOV. 6 |
| Atlanta..... PARAMOUNT | (Just played "SNOWS OF KILIMANJARO") | NOV. 13 |
| Indianapolis.. INDIANA | (Big with "ONE MINUTE TO ZERO") | DECEMBER |
| Milwaukee... Fox WISCONSIN | (Big business with "MONKEY BUSINESS") | OCT. 28 |
| Seattle..... COLISEUM | (Their style is "SON OF PALEFACE") | NOV. 7 |
| Newark..... RKO PROCTOR'S | (Booking biggies like "SUDDEN FEAR") | OCT. 22 |
| Denver..... TABOR, ALADDIN, WEBER | (Buying hits like "WORLD IN HIS ARMS") | DEC. 9 |
| Chicago..... RKO GRAND | (Played hits like "DAVID AND BATHSHEBA") | NOV. 4 |
| Omaha..... ORPHEUM | (Knocked grosses up with "DON'T BOTHER TO KNOCK") | DEC. 4 |
| St. Louis.... ST. LOUIS | (Housed "SNOWS OF KILIMANJARO") | NOV. 13 |
| Providence... STRAND | (Big enough for "GREATEST SHOW ON EARTH") | OCT. 27 |
| Philadelphia.. Warner STANTON | (Did swell with "MY SIX CONVICTS") | NOV. 29 |
| Portland..... PARAMOUNT | (Winning bidder for "SUDDEN FEAR") | DECEMBER |
| Cincinnati... RKO GRAND | (Did big with "WHAT PRICE GLORY") | NOV. 13 |
| Springfield... Warner CAPITOL | (They like 'em like "HIGH NOON") | OCT. 29 |
| Des Moines.. PARAMOUNT | (Went big with "BIG JIM McLAIN") | DEC. 4 |





**Walter Wanger's** **Battle Zone**

starring **JOHN HODIAK • STEPHEN McNALLY • LINDA CHRISTIAN**

# NT Houses

(*Continued from page* 1)

policy if it pays off at NT's Roxy.

The Roxy will inaugurate its year-round ice show policy a few days before Christmas, Skouras said, reopening the house after a two-week alteration period. Skouras estimated that stage alterations and marquee changes will cost an estimated $85,000. The ice show, which will feature a cast numbering between 85 to 90 persons, will last from 45 minutes to an hour, Skouras added.

Stage production, the NT president explained, will be under the general direction of Arthur Knorr, while David T. Katz will remain as Roxy executive director. The purpose of the change in policy, Skouras explained, is to make the Roxy a show-case, similar in stature to Radio City Music Hall. No decision, he said, has been made as to pricing.

Skouras said the new board of NT will meet again on the Coast Nov. 20 to decide on a dividend declaration.

He reported NT business in some areas better as compared to last year and in other territories worse. He added that the decrease was felt in the TV areas.

NT has divested itself of 45 per cent of the 90 theatres required to be sold under the terms of the consent decree, Skouras reported. He added that NT would go into drive-in operation if approval is gained from the government.

Skouras, as chairman of the research committee of the Theatre Owners of America, said that little has been accomplished by the group in the way of third-dimension films, explaining the millions needed for research is unavailable. He praised the Cinerama process, adding that a number of angles still must be worked out before its widespread adoption.

## Ticket Tax Take

(*Continued from page* 1)

an increase in fall admission tax collections since mid-summer, when reports of a box-office upturn began coming in.

Collections for September were $32,174,968, compared with $31,021,105 for the comparable 1951 month. This year's September collections rose more than $4,000,000 over the August collections, which were $28,067,623

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* From New York

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## *Coast Wages Up, Hours Are Down*

**Hollywood, Nov. 4. — Average weekly earnings of film workers during September climbed to a new high of $112.48, compared to $111.57 in August and $103.47 for Sept., 1951, according to the State Division of Labor Statistics and research.**

**Average hours per week worked decreased to 41.3 from 42 in August, thus bringing the average hourly earnings to $2.72 for September, six cents more than during August and 20 cents more than Sept., 1951.**

## *N. Y. Variety Lunch And Election Nov. 10*

Variety Club of New York, Tent No. 35, will hold its annual membership luncheon-meeting Monday at the Paramount Caterers. The agenda will include a complete report on the year's activities, discussion of new club quarters, projects for the next year and election of officers. Candidates are:

Chief barker, Edward Lachman; first assistant chief barker, Edward L. Fabian; second assistant chief barker, Martin Levine; property master, Ira Meinhardt; dough guy, Harold J. Klein; canvassmen, Bernard Brooks, Russell Downing, Nathan Furst, Jack Hoffberg, Martin Kornbluth, Jack Levin, Charles B. Lewis, Harold Newman, Walter Reade, Jr., Harold Rinzler, Burt Robbins, Morris Sanders, Bert J. Sanford, Cy Seymour, David Snaper, Saul Trauner, George Waldman and Max Wolff.

## *Goldwyn Coming to Promote 'Andersen'*

Samuel Goldwyn, producer of "Hans Christian Andersen," to be released by RKO Radio Pictures, will arrive here tomorrow from the Coast to participate in the publicity and exploitation campaigns currently in progress for the dual engagement of the picture at the Paris and Criterion theatres on Nov. 25. The world premiere will be held the preceeding evening at the Criterion.

Motion picture critics and columnists from seven cities will be brought to New York by RKO to see special screenings of the picture and for interviews with Goldwyn.

## *Doser Chief Barker Of Pittsburgh Tent*

PITTSBURGH, Nov. 4.—The following crew for 1953 was elected by Variety Club, Tent No. 1: Carl Doser, chief barker; Norman Mervis, first assistant; Harold Lund, second assistant; Al Weiblinger, property master, and Sam Speranza, doughboy.

## Jaffe Named

(*Continued from page* 1)

E. Zeeman, recently named treasurer of Columbia International.

Jaffe's election will involve new responsibilities for him in the foreign field. For a number of years he has been assisting A. Schneider, Columbia vice-president and treasurer, in matters involving both domestic and foreign activities of the company.

# Test Runs

(*Continued from page* 1)

opened in St. Louis, Salt Lake City and Los Angeles, but there will be no more bookings until early 1953.

Another example of greater freedom was the determination at the first screening of "The Murder" to change the title to "The Bystander." The decision was made, Boasberg said, after a brief conference, whereas formerly such a move would have required considerable contact with the studio.

Boasberg announced that the Huntington Hartford omnibus picture containing two short stories, "Face to Face," would be released in three versions. The picture will be available as a single release, or may be booked separately. Theatres with double feature policies may book each of the two stories as a single feature at different times, one being Joseph Conrad's "The Secret Sharer" and the other, "The Bride Comes to Yellow Sky," by Stephen Crane. Together, the two stories run 92 minutes. Separately, the former runs 50 minutes and the latter 42 minutes.

Boasberg said RKO had fortified its position with the strongest lineup in its history. The nine productions slated for release between now and Feb. 1 represent a combined negative cost of $18,000,000, he said. Scheduled for test runs are "Blackbeard and the Pirate," "Androcoles and the Lion" and "Montana Belle." Pre-release engagements are being set for Samuel Goldwyn's "Hans Christian Andersen" and Walt Disney's "Peter Pan."

The press luncheon was attended also by Walter Branson, assistant general sales manager; Kay Norton, publicity director; Maury Segal, trade press contact, and Fred Goldberg, assistant to Miss Norton.

## RKO Radio Plans

(*Continued from page* 1)

Dave Prince; Southwestern, under Ben Cammack, and Metropolitan, under L. S. Gruenberg.

The Eastern division now has two districts, Eastern and East Central, With R. J. Folliard in charge of the former and M. E. Lefko heading the latter. Nat Levy is division chief. The Western division, headed by Walter Branson until his appointment as assistant to general sales manager Charles Boasberg, currently is split into three districts: Midwest, under Herbert Greenblatt; Rocky Mountain, under A. L. Kolitz, and Western, under J. H. MacIntyre.

Boasberg, prior to his recent appointment as sales chief, headed the North-South district.

## RKO Theatres

(*Continued from page* 1)

taxes and all other charges, (including a loss of $173,640 on the sale of capital assets). This compares with a consolidated net profit for the third quarter of 1951 of $502,205, after taxes and all other charges, (including profit of $1,690.49 on the sale of capital assets, before taxes).

Profit from actual operations—before deductions for charges and taxes —were better in the third quarter of 1952, ending on Sept. 27, than in the same period in 1951, totaling $1,474,843 in the 1952 quarter, against $1,424,688 in the 1951 quarter.

There were 3,914,913 shares of common stock outstanding last Sept. 27.

# *National Pre-Selling*

PRODUCER JESSE LASKY, who is planning a new picture to be titled "The Big Brass Band," addressing last week's showmanship class of the Associated Motion Picture Advertisers, cited the help given to film picture companies by national magazines. He called to the group's attention the feature stories of pictures in production and their stars that are run by national magazines, and how these stories condition the minds of prospective movie-goers for the time when the pictures arrive in theatres.



Jesse Lasky

•

**Charlie Chaplin's "Limelight," released through United Artists, is reviewed in the current issue of *Look* magazine. A two-page spread and two one-half pages are used by *Look* for pictures and text.**

•

Woman's Home Companion *in its current issue has five full color pictures of Marge Champion, star of M-G-M's "Everything I Have Is Yours." Miss Champion wears gowns created for the picture by Helen Rose, top M-G-M designer. The layout for the picture is on a two-page spread. Captions describe how the gowns can be made inexpensively at home. "Everything I have Is Yours" is playing at Loew's State in this city.*

•

*Redbook* in its issue now on newsstands has a feature on Jane Greer entitled "Love Has to Come First." The article is illustrated with stills from the M-G-M's "Prisoner of Zenda" and "The Desperate Search."

•

**Twentieth Century-Fox is offering a 10-day all-expense trip for two to Italy for the best and most productive advertising, publicity and exploitation campaign on "The Thief of Venice." Any theatre in the United States that plays "Thief of Venice" before June 1, 1953 is eligible. The contest is being launched by two-page ads in *Look* and *Collier's*. The ads will list the playdates of "Thief" in first-run theatres in the United States.**

•

*Edwin Miller, motion picture editor of* Seventeen, *reviewed six pictures for the current issue. These pictures are M-G-M's "Because You're Mine" and "The Devil Makes Three," Columbia's "The Four Poster," RKO Radio's "Under the Red Sea," 20th Century-Fox's "Monkey Business" and Walter Futter's "The Amazing Monsieur Fabre."*

•

"The President's Lady," Irving Stone's novel being filmed by 20th Century-Fox, has has been selected by *Reader's Digest* to appear in its quarterly volume of special book condensations. The story is based on the life of Rachel and Andrew Jackson. Susan Hayward and Charlton Heston will be starred.

WALTER HAAS

# Promotion

(Continued from page 1)

International, and Columbia. Others are expected to participate at a later date.

Theatres involved are Loew's State, Ohio and Stillman; RKO's Palace and Warner's Allen, Hippodrome, Tower, Lower Mall and Fairmount. With the exception of the Fairmount, all are downtown houses.

**Produced by MCA**

The half-hour "live" program will be produced by MCA with Bill Gordon as master of ceremonies. Local film men will form a rotating panel to give information about current and coming attractions and to participate in a quiz for which prizes will be free admission tickets to the theatre of the winner's choice. Also appearing on the program will be any film personalities—stars, producers, directors, or publicity men —who happen to be in town. Whenever possible, clips from pictures will also be used.

It is estimated that the cost of the film-TV program, shared by the producer-theatre sponsors, will approximate $1,000 a week.

## Lesser in New Deal

HOLLYWOOD, Nov. 4.—Sol Lesser and Olle Nordemar, president of Art Films, Sweden, jointly announced the formation of Aurora Productions, to produce features in Scandinavia and handle the distribution of certain Lesser productions there. Nordeman, who produced "Kon-Tiki," will make two features annually.

# Problems Call for Firmness

(Continued from page 1)

supplied by American aid, were cited as the "difficulties which face us that could be surmounted if we keep a united front."

Recently returned from a nine-week global business tour that covered 30,000 miles and included visits to 20 countries and 25 cities in the Near East, Far East and Europe, Aboaf found that "no matter what the conditions are, war, pestilence or poverty, the people are desirous of entertainment."

**Production is on the upswing in Italy, Germany, France, Japan, and India and in some cases has cost American films preferred playing time and a subsequent slight loss of revenue, according to Aboaf. He said, "The foreign market is there in a healthy condition and it is for us to do what we can to keep our business there in the face of local production and protection."**

Aboaf revealed that the recent missions by Hindu and Italian dignitaries had not been favorably looked upon in those countries because of what was deemed unflattering coverage by the American press. He felt that Italy's currency head, Jaschi, might resort to restrictive measures if more satisfactory business arrangements resulting in greater Italian monies were not forthcoming. He noted the first Indian Technicolor film, "Aan," is a great success and that there is an Indian-Pakistan feud going on over Kashmir and also distribution rights. This has resulted in a ban on foreign importations primarily aimed at Indian films, but it is not expected to long hamper American film exhibition. He approvingly termed the recent French negotiations offer of $1,200,000 a good-will gesture.

Aboaf said that Universal-International was doing particularly well with its films and that the type of picture desired varied with the country. Theatre building or reconstruction is going on in many places. In Cairo the theatres burned during the January riots have been beautifully reconstructed and frequently enlarged with the aid of government finances. These are reopening within the next few weeks. In Israel where there is a stark food shortage a new 1,600 seat theatre has been built by an American firm.

**Theatres Run Down**

Exhibition in Japan is thriving but many of the theatres are being run down due to lack of care. The U. S. Army has released all theatres in the country except the "Ernie Pyle". Of the 3,600 theatres, 10 per cent play American films, 30 per cent play Japanese films, and the remaining 60 per cent play a mixed program. Aboaf declared conditions were "potentially extremely good" although at present there is an importation limitation due to disagreement over distribution rights by distributors. There is a great sum of money spent on the "Kachicko" or pin ball machine craze and Sunday baseball draws huge crowds but as the ball games begin early many in attendance go to see a motion picture afterward.

## Palm Springs Will Start Telemeter Use

**Palm Springs, Cal., Nov. 4.—General use of Telemeter's television reception facilities by the residents of this heretofore video-less community will commence late this week, according to Telemeter executives, with residents tapping the coaxial cable connecting with giant receiving antennae erected on a mountain nine miles distant.**

**Racing against the calendar, Telemeter Corp. flew four-one-ton reels of coaxial cable from New York last Saturday to set up multiple-set reception of election results at the Racquet Club tonight.**

## 2 Dividends Declared By Univ. Pictures

A semi-annual dividend of 50 cents per share on the common stock was declared here Monday by the board of directors of Universal Pictures Corp. It is payable Dec. 5 to stockholders of record on Nov. 20.

The board also declared a quarterly dividend of $1.06 per share on the four and one-quarter per cent cumulative preferred stock of the company, payable Dec. 1 to stockholders of record on Nov. 17, 1952.


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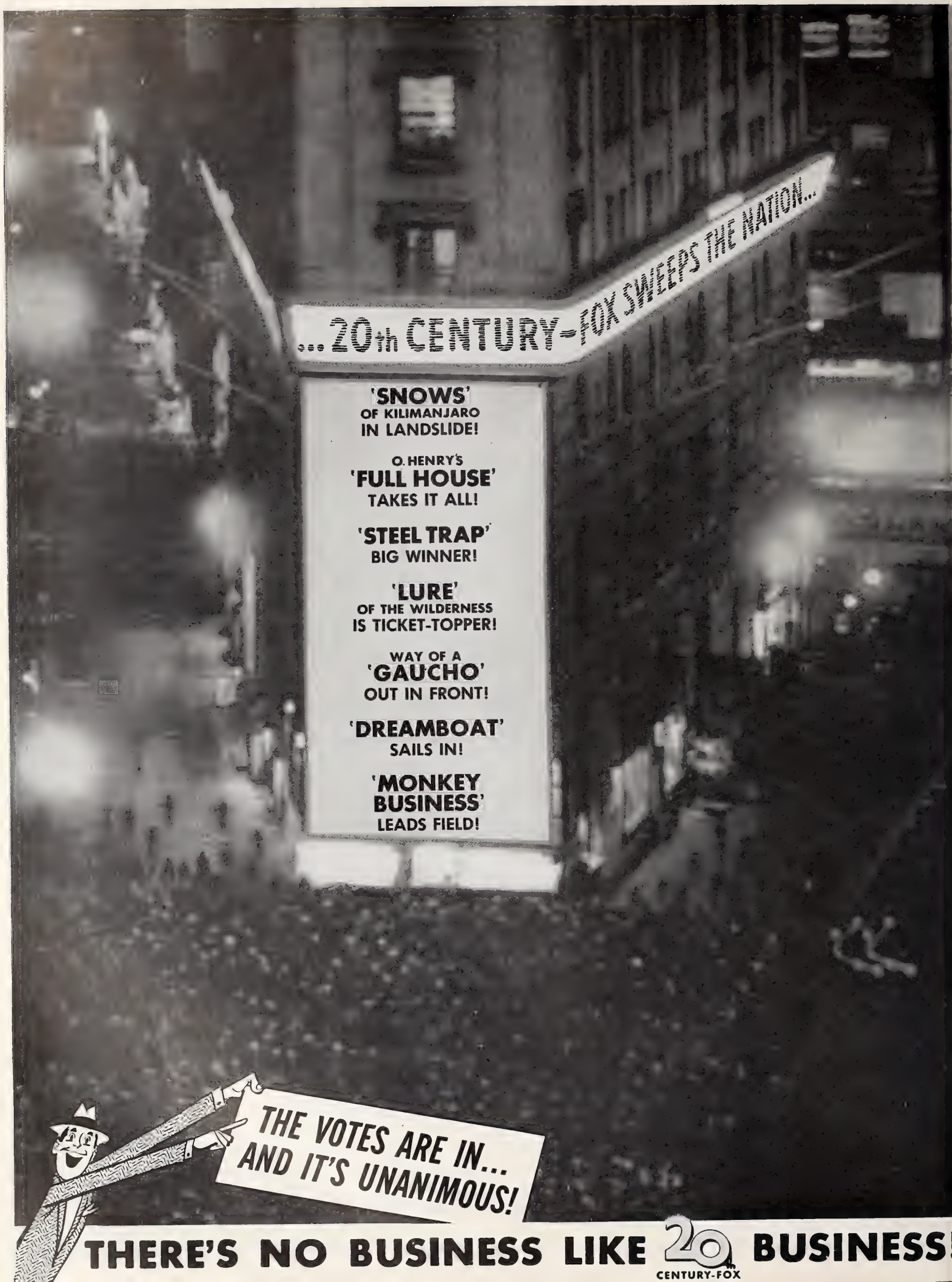
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## Says Foreign Problems Call For Firmness

### *Aboaf Urges 'Aggressive' Stand By U. S. Industry*

By WALTER PASHKIN

The Motion Picture Association was strongly urged to deal with and present "an aggressive attitude" towards growing problems of a currently highly lucrative foreign market, by Americo Aboaf, Universal-International foreign sales manager, on Monday.



Americo Aboaf

Over-protection by foreign governments in the form of tariffs, bans, and permits and subsidized increased production which is in a large measure dependent upon funds

(Continued on page 5)

## $1,000,000 Rise in Sept. Collections

WASHINGTON, Nov. 4.—General admission tax collections for September, reflecting August business, were more than $1,000,000 higher than the Sept. 1951 collections, the Bureau of Internal Revenue announced.

This is the first time since February of this year that a 1952 monthly collection has been higher than the figure for the comparable 1951 month. Industry officials have been expecting

(Continued on page 4)

## Producers, Theatres In TV Promotion

CLEVELAND, Nov. 4.—For the first time, a group of first-run theatres here are sponsors of a weekly half-hour TV program to promote attendance in theatres.

Co-sponsors of the program, which starts Sunday, Nov. 16 and will be heard each Sunday for 13 weeks from 1:00 to 1:30 P.M., are M-G-M, Warner Brothers, Paramount, 20th-Century-Fox, United Artists, Universal-

(Continued on page 5)

### *To Map Cinerama Plans Here Today*

**A conference on Cinerama production plans and the setting of more theatres in key situations to show Cinerama product is scheduled to be held here today.**

**Slated to attend are Louis B. Mayer, board chairman of Cinerama Productions Corp.; Dudley Roberts, president, Merian C. Cooper, general manager in charge of the program of production, and others.**

## Key NT Houses May Adopt Ice Shows

The projected ice show stage policy at the Roxy, if successful in New York, will be inaugurated in key houses of National Theatres throughout the country, Charles P. Skouras, NT president, disclosed here Monday at a trade press luncheon at the St. Moritz Hotel.



Charles Skouras

Skouras said that one key NT theatre in Detroit, St. Louis, Denver, San Francisco and Los Angeles, would adopt an ice show stage

(Continued on page 4)

## *RKO Theatres' Net For 9 Months Is Listed at $623,411*

Consolidated net profit of RKO Theatres and subsidiaries for the first nine months of 1952 was $623,411, after taxes and all other charges, (including a loss of $157,121 on the sale of capital assets), compared with a consolidated net profit for the first nine months of 1951 of $1,053,844, after taxes and all other charges, including a profit of $380,577 on the sale of capital assets, before taxes).

Consolidated net profit for the third quarter of 1952 was $448,608, after

(Continued on page 4)

## Jaffe Named 'V.P.' of Col. International

Election of Leo Jaffe as a vice-president of Columbia Pictures International Corp. was announced here following a meeting of the board of directors. Jaffe is also assistant treasurer of Columbia Pictures Corp., the parent company.



Leo Jaffe

Herman Golden, comptroller of Columbia International, was promoted to assistant treasurer, succeeding Bernard

(Continued on page 4)

## RKO Radio Plans Cut to Two Divisions

### *North-South Unit To Be Dropped in New Setup*

By AL STEEN

Plans for the realignment of RKO Radio Pictures' sales department call for the reduction of the present three-division setup to a two-division arrangement, it was reported here. RKO currently maintains Eastern, Western and North-South divisions, but it is understood that the latter unit will be eliminated and integrated with the other two divisions.

**The Canadian district now is a part of the North-South division, with Carl Peppercorn heading the Dominion branches. It is understood that the Canadian offices will be split geographically into the Eastern and Western divisions.**

Other districts now within the North-South scope and which will be affected by the proposed switch to two divisions are the Southeastern, under

(Continued on page 4)

## 16mm. Defendants Get Postponement

LOS ANGELES, Nov. 4.—Defendants in the Government's 16mm. case were granted a postponement of their answer-date from Nov. 15 to Dec. 15 by William C. Dixon, chief of the West Coast anti-trust division of the Department of Justice. This is the second 30-day extension granted by the Government. It is understood the case will not go to trial for six or more months following filing of answers.

## Urges Follow-ups On Candidates

COLUMBUS, O., Nov. 4.—Ohio exhibitors are urged to remind victorious candidates in the Ohio Senatorial and Congressional races that now they have an opportunity to vote for repeal of the Federal admission tax, in an ITO of Ohio bulletin by secretary Robert Wile.

"This is vital to the success of the campaign," said Wile, who asked exhibitors to send congratulatory wires and to include the repeal reminder.

## *RKO Radio to Follow Policy Of Test Runs on New Films*

RKO Radio Pictures plans to follow a policy of test engagements on several of its forthcoming pictures in order to determine the type of campaigns that will be most beneficial to exhibitors. This plan was announced here Monday by Charles Boasberg, general sales manager, at a luncheon for the trade press.

Boasberg pointed out that the test runs would enable the sales department to determine audience reaction and the extent of patronage based on advertising and promotion. Campaigns then can be revised, Boasberg said. He added that it was not the intention of the company to hold back on releases, but rather to help theatres to cash in to a greater extent on RKO product.

Greater freedom of movement in defining new sales plans was envisioned by Boasberg, who said that in cooperation with Arnold Picker, new executive vice-president in charge of distribution, quicker decisions were now possible. For example, Boasberg said while "Androcoles and the Lion" was scheduled to go into general release last weekend, the picture has been withdrawn until after Jan. 1 in order to prepare a new advertising campaign. The RKO sales manager said he felt the company had a big money picture in "Androcoles," as a result of a weekend opening in Denver where it did record business at the Paramount Theatre. The film also

(Continued on page 4)

# Personal Mention

STANLEY KRAMER has arrived in New York from the Coast.

•

GEORGE SCHUR, assistant to JOE WALSH, head of Paramount's branch operations, has returned to his desk following six weeks recuperation from an operation.

•

ART ANDERSON, Warner Brothers Midwest district manager, is recovering at St. Mary's Hospital in Milwaukee from gun shot wounds suffered in a hunting accident.

•

HUGH OWEN, Paramount Eastern and Southern division manager, will conduct sales conferences in Boston today and in New Haven tomorrow.

•

MORGAN HUDGINS, M-G-M studio publicist, left here yesterday by plane, accompanying AVA GARDNER to England and Nairobi, Africa.

•

ERIC JOHNSTON, MPAA president, will be the guest on the CBS-TV "Chronoscope" program tonight.

•

P. T. DANA, Universal Eastern sales manager, is on an up-state New York business trip this week.

•

BERNARD SMITH, Paramount producer, has returned to Hollywood from New York.

## Dixie Lee Crosby Funeral Rites Held

HOLLYWOOD, Nov. 4.—Funeral services for Dixie Lee Crosby, wife of Bing Crosby, who died of cancer Saturday, were held yesterday in Beverly Hills. A Requiem mass was offered at the Roman Catholic Church of the Good Shepherd with Msgr. Patrick J. Concannon officiating.

The former singing and dancing star is also survived by four sons: Gary Evan, twins Philip Land and Dennis Michael, and Lindsay Harry.

## Funeral Services For Thomas Spry

BOSTON, Nov. 4.—Funeral services for Thomas B. Spry, who died at his home in Scituate, Mass., were held today at the Crosby Memorial Funeral Home. Spry died last Friday.

He was for many years the Boston franchise holder for First National Pictures. He then became the first Boston branch manager for Warner Brothers. He resigned that position because of ill health about 15 years ago. He is survived by his widow, Elizabeth.

## Henry Edwards Dies

LONDON, Eng., Nov. 4.—British film actor and director Henry Edwards died Sunday. He is featured in the Herbert Wilcox production, "Trent's Last Case," with Orson Welles and Margaret Lockwood, which premiered here Friday. He also appeared in "The Magic Bow," "Green for Danger" and "Dear Mr. Prohack."

# Talk of Prejudice Toward Theatre TV 'Silly': FCC

WASHINGTON, Nov. 4.—The Federal Communications Commission today derided talk from some segments of the industry which labeled as prejudiced the Commission's attitude toward theatre television.

Both Commissioners and staffers said that it was "silly" to accuse the FCC of prejudice against theatre television in view of the fact that the Commission authorized channels for theatre television service some time ago. The channels are allocated on a common carrier basis, they said, but are available to theatre television.

All pointed out that the theatre television hearings had hardly started and that the bulk of the evidence was still to come. "The Commission always keeps an open mind until it reaches a decision," one Commissioner said. A different Commissioner added that "we have no view one way or the other and won't have any until we have heard the evidence and see what the situation is."

**"Nobody in the Commission, including the chairman, is going to make up his mind until the record is completed," another said, "and then we'll make a decision based on the record."**

Still another maintained that "there isn't any question about prejudice because theatre television is here already. It's just a question of who is going to be licensed for the theatre television service."

The attitude of Commission officials agreed with the opinion of lawyers, both in and out of the industry, who sat through the portion of the theatre television hearing that ended last week. The consensus of the attorneys who represent parties to the case was that the Commission had "bent over backwards to be fair."

## Fabian Optimistic On FCC Sentiment

Optimism that the Federal Communications Commission will grant the industry theatre television frequencies was expressed here by Si Fabian, chairman of the National Exhibitors Theatre Television Committee.

Fabian scored reports that the FCC, which has just completed the first phase of its theatre TV hearings, has been unreceptive to the industry's bid for channels.

## Services Held for James

MILWAUKEE, Nov. 4. — Services were held in Flint, Mich., for Wallace O. James, former theatre operator here, who died in Flint last week. Burial was in Arlington National Cemetery. At the time of his death he managed a drive-in near Flint.

James, who also managed theatres in Chicago, Detroit and New York, is survived by his widow, a daughter and two sons.

## Fred Girtanner Dies

TACOMA, WASH., Nov. 4.—Fred T. Girtanner, 67, for 15 years owner of suburban theatres in Pierce County, died at his home of a heart attack. He was a native of Columbus, Nebr.

## See Post-Election Upswing on B'way

With the elections over, Broadway theatremen look forward to a boost at the box-office. This week, business at most New York first-runs was spotty and the drop in some situations was attributed to people staying at home keyed to radio and television sets to follow campaign developments.

Last night, in an effort to buoy the box-office, many Broadway theatres featured announcements of important election returns.

"The Happy Time" at Radio City Music Hall hit a nice $128,000 for its opening week. At Loew's State, "Everything I Have Is Yours" opened to a fair $20,000 for its first seven days. A house record for the off-Broadway Fine Arts Theatre was broken by "The Promoter," a robust $15,000 having been chalked up for its first seven days, beating the previous high set by "The Lavender Hill Mob" in Oct., 1951.

Election returns were broadcast to theatre audiences by the Paramount, Roxy, Criterion, Loew's State and the Capitol, with most houses following the policy of not interrupting the feature for announcements. Radio City Music Hall utilized its TV set in the main lounge for keeping patrons posted on the progress of returns.

### 'Limelight' Strong

Holding up strong is "Limelight" at the Astor, where a fine $35,000 was seen for the second week. At the two-day Trans-Lux 60th Street, featuring the same film, a solid $12,300 is indicated for the second stanza.

"Operation Secret" will have a premiere today at the Paramount, replacing "Springfield Rifle," which bowed out at a pretty good $55,000 for its second week. A steady $32,000 is forecast for the seventh week of "Snows of Kilimanjaro" at the Rivoli. The fourth and final week of "Just for You" at the Capitol registered a satisfactory $21,000. "Prisoner of Zenda" opened there yesterday.

Another Election Day opening was "Way of a Gaucho" at the Roxy. "The Thief" closed there with a fairly good $44,000 realized in the last six days of its third week. The second week of "The Lusty Men" at the Criterion did a fair $15,000. "Cairo Road" at the Globe opened to a moderate $12,000 for its initial seven days.

"Breaking Through the Sound Barrier" will open at the Victoria tomorrow. "The Fourposter" wound up its engagement there with a moderate $12,000 for its third week. "The Fourposter" is remaining at the off-Broadway Sutton, which expects a steady $9,000 for the film's third stanza.

A fairly nice $15,000 is indicated for the fourth week of "The World in His Arms" at the Mayfair. Holding up strongly is "O Henry's Full House" at the 52nd Street Trans-Lux, where the picture is due to hit $10,000 for its third week. A satisfactory $4,500 is forecast for the sixth inning of "The Magic Box" at the Normandie, which has scheduled "Angel Street" for a Nov. 10 opening.

# 17 from MGM In Six Months

M-G-M has set 12 pictures for tentative release for the four months starting Jan. 1. These, in addition to the five scheduled for November and December, will give exhibitors 17 productions from M-G-M, during the six-month period.

Pictures announced for January to the end of April are scheduled at three a month. There will also be two others for special handling. They are "Lili," with Leslie Caron, Mel Ferrer, Jean Pierre Aumont, Zsa Zsa Gabor, and Kurt Kasznar, and "The Story of Three Loves," starring Leslie Caron, Farley Granger, Ethel Barrymore, James Mason, Moira Shearer, Kirk Douglas and Pier Angeli.

For January, the releases will be "Above and Beyond," starring Robert Taylor, Eleanor Parker and James Whitmore; "The Desperate Search," with Howard Keel, Jane Greer, and Patricia Medina; "The Bad and the Beautiful," with Lana Turner, Kirk Douglas, Walter Pidgeon, Dick Powell, Barry Sullivan and Gloria Grahame.

For February, the pictures will be "The Clown," starring Red Skelton and Timmy Considine; "Jeopardy," with Barbara Stanwyck, Barry Sullivan and Ralph Meeker; and "The Naked Spur," with color in Technicolor, featuring James Stewart, Janet Leigh, Robert Ryan, Ralph Meeker and Millard Mitchell.

"Sombrero," in Technicolor, will be the first picture in March and will have Ricardo Montalban, Pier Angeli, Vittorio Gassman, Cyd Charisse, and Yvonne DeCarlo. Two others in March, are "Rogue's March," starring Peter Lawford, Richard Greene and Janice Rule, and "I Love Melvin," Technicolor, starring Donald O'Conner and Debbie Reynolds.

For April, "Dream Wife" will be the first, with Cary Grant, Deborah Kerr, Walter Pidgeon and Betta St. John. This will be followed by "Small Town Girl," in Technicolor, starring Jane Powell and Farley Granger, and "Connie" with Van Johnson and Janet Leigh.

## Spinrad to Start Consulting Firm

Leonard Spinrad, news and feature editor of Warner Brothers' home office publicity department, has resigned, effective next month, to become an independent consultant. A successor will be appointed later.

Spinrad, who joined the company as a feature writer in 1940, will advise editorial and industrial clients on motion picture matters.

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## TO THE LIST OF BIG HITS
## PLAYING THE NATION'S TOP THEATRES

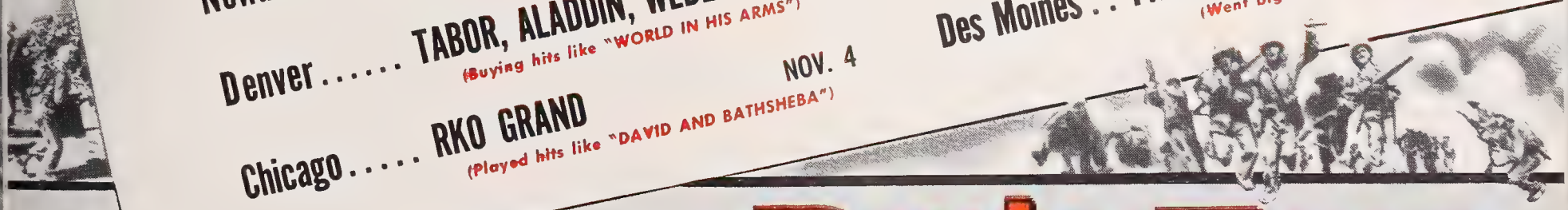
# add → Battle Zone



**FIRST RELEASE**
**from the NEW ALLIED ARTISTS**
***Booked Hot*** **IN ACE FIRST RUNS**
**ACROSS THE NATION!**

Check This List
and You'll See What We Mean!

| | | |
|---|---|---|
| Los Angeles.. | First Run in 7 Houses · WARNERS HOLLYWOOD and WILTERN, PALACE, UNITED ARTISTS, CROWN, HUNTINGTON PARK and CAPITOL (They Play big ones like "BEND IN THE RIVER") | OCT. 22 |
| San Francisco | PARAMOUNT (Had Crosby's sock "JUST FOR YOU") | NOV. 20 |
| Boston..... | PARAMOUNT, FENWAY (Cleaned up with "JUST FOR YOU") | DEC. 11 |
| Minneapolis.. | STATE (They went high with "HIGH NOON") | NOV. 6 |
| Atlanta..... | PARAMOUNT (Just played "SNOWS OF KILIMANJARO") | NOV. 13 |
| Indianapolis.. | INDIANA (Big with "ONE MINUTE TO ZERO") | DECEMBER |
| Milwaukee... | Fox WISCONSIN (Big business with "MONKEY BUSINESS") | OCT. 28 |
| Seattle..... | COLISEUM (Their style is "SON OF PALEFACE") | NOV. 7 |
| Newark..... | RKO PROCTOR'S (Booking biggies like "SUDDEN FEAR") | OCT. 22 |
| Denver..... | TABOR, ALADDIN, WEBER (Buying hits like "WORLD IN HIS ARMS") | DEC. 9 |
| Chicago..... | RKO GRAND (Played hits like "DAVID AND BATHSHEBA") | NOV. 4 |
| Omaha..... | ORPHEUM (Knocked grosses up with "DON'T BOTHER TO KNOCK") | DEC. 4 |
| St. Louis.... | ST. LOUIS (Housed "SNOWS OF KILIMANJARO") | NOV. 13 |
| Providence... | STRAND (Big enough for "GREATEST SHOW ON EARTH") | OCT. 27 |
| Philadelphia.. | Warner STANTON (Did swell with "MY SIX CONVICTS") | NOV. 29 |
| Portland..... | PARAMOUNT (Winning bidder for "SUDDEN FEAR") | DECEMBER |
| Cincinnati... | RKO GRAND (Did big with "WHAT PRICE GLORY") | NOV. 13 |
| Springfield... | Warner CAPITOL (They like 'em like "HIGH NOON") | OCT. 29 |
| Des Moines.. | PARAMOUNT (Went big with "BIG JIM McLAIN") | DEC. 4 |



Walter Wanger's **Battle Zone**

starring **JOHN HODIAK • STEPHEN McNALLY • LINDA CHRISTIAN**

# NT Houses

(*Continued from page* 1)

policy if it pays off at NT's Roxy.

The Roxy will inaugurate its year-round ice show policy a few days before Christmas, Skouras said, reopening the house after a two-week alteration period. Skouras estimated that stage alterations and marquee changes will cost an estimated $85,000. The ice show, which will feature a cast numbering between 85 to 90 persons, will last from 45 minutes to an hour, Skouras added.

Stage production, the NT president explained, will be under the general direction of Arthur Knorr, while David T. Katz will remain as Roxy executive director. The purpose of the change in policy, Skouras explained, is to make the Roxy a show-case, similar in stature to Radio City Music Hall. No decision, he said, has been made as to pricing.

Skouras said the new board of NT will meet again on the Coast Nov. 20 to decide on a dividend declaration.

He reported NT business in some areas better as compared to last year and in other territories worse. He added that the decrease was felt in the TV areas.

NT has divested itself of 45 per cent of the 90 theatres required to be sold under the terms of the consent decree, Skouras reported. He added that NT would go into drive-in operation if approval is gained from the government.

Skouras, as chairman of the research committee of the Theatre Owners of America, said that little has been accomplished by the group in the way of third-dimension films, explaining the millions needed for research is unavailable. He praised the Cinerama process, adding that a number of angles still must be worked out before its widespread adoption.

## Ticket Tax Take

(*Continued from page* 1)

an increase in fall admission tax collections since mid-summer, when reports of a box-office upturn began coming in.

Collections for September were $32,174,968, compared with $31,021,105 for the comparable 1951 month. This year's September collections rose more than $4,000,000 over the August collections, which were $28,067,623

only $626* for a
10-DAY HAWAIIAN VACATION!



Includes Mainliner transportation, hotel accommodations and sightseeing.

That's just one of United Air Lines' low-expense Hawaiian Air Vacations. There are six others from which to choose, lasting up to 23 days. Call or write for a free descriptive folder.

* From New York

UNITED AIR LINES
(Fares plus tax.)

## *Coast Wages Up, Hours Are Down*

**Hollywood, Nov. 4. — Average weekly earnings of film workers during September climbed to a new high of $112.48, compared to $111.57 in August and $103.47 for Sept., 1951, according to the State Division of Labor Statistics and research.**

**Average hours per week worked decreased to 41.3 from 42 in August, thus bringing the average hourly earnings to $2.72 for September, six cents more than during August and 20 cents more than Sept., 1951.**

## *N. Y. Variety Lunch And Election Nov. 10*

Variety Club of New York, Tent No. 35, will hold its annual membership luncheon-meeting Monday at the Paramount Caterers. The agenda will include a complete report on the year's activities, discussion of new club quarters, projects for the next year and election of officers. Candidates are:

Chief barker, Edward Lachman; first assistant chief barker, Edward L. Fabian; second assistant chief barker, Martin Levine; property master, Ira Meinhardt; dough guy, Harold J. Klein; canvassmen, Bernard Brooks, Russell Downing, Nathan Furst, Jack Hoffberg, Martin Kornbluth, Jack Levin, Charles B. Lewis, Harold Newman, Walter Reade, Jr., Harold Rinzler, Burt Robbins, Morris Sanders, Bert J. Sanford, Cy Seymour, David Snaper, Saul Trauner, George Waldman and Max Wolff.

## *Goldwyn Coming to Promote 'Andersen'*

Samuel Goldwyn, producer of "Hans Christian Andersen," to be released by RKO Radio Pictures, will arrive here tomorrow from the Coast to participate in the publicity and exploitation campaigns currently in progress for the dual engagement of the picture at the Paris and Criterion theatres on Nov. 25. The world premiere will be held the preceeding evening at the Criterion.

Motion picture critics and columnists from seven cities will be brought to New York by RKO to see special screenings of the picture and for interviews with Goldwyn.

## *Doser Chief Barker Of Pittsburgh Tent*

PITTSBURGH, Nov. 4.—The following crew for 1953 was elected by Variety Club, Tent No. 1: Carl Doser, chief barker; Norman Mervis, first assistant; Harold Lund, second assistant; Al Weiblinger, property master, and Sam Speranza, doughboy.

## Jaffe Named

(*Continued from page* 1)

E. Zeeman, recently named treasurer of Columbia International.

Jaffe's election will involve new responsibilities for him in the foreign field. For a number of years he has been assisting A. Schneider, Columbia vice-president and treasurer, in matters involving both domestic and foreign activities of the company.

# Test Runs

(*Continued from page* 1)

opened in St. Louis, Salt Lake City and Los Angeles, but there will be no more bookings until early 1953.

Another example of greater freedom was the determination at the first screening of "The Murder" to change the title to "The Bystander." The decision was made, Boasberg said, after a brief conference, whereas formerly such a move would have required considerable contact with the studio.

Boasberg announced that the Huntington Hartford omnibus picture containing two short stories, "Face to Face," would be released in three versions. The picture will be available as a single release, or may be booked separately. Theatres with double feature policies may book each of the two stories as a single feature at different times, one being Joseph Conrad's "The Secret Sharer" and the other, "The Bride Comes to Yellow Sky," by Stephen Crane. Together, the two stories run 92 minutes. Separately, the former runs 50 minutes and the latter 42 minutes.

Boasberg said RKO had fortified its position with the strongest lineup in its history. The nine productions slated for release between now and Feb. 1 represent a combined negative cost of $18,000,000, he said. Scheduled for test runs are "Blackbeard and the Pirate," "Androcoles and the Lion" and "Montana Belle." Pre-release engagements are being set for Samuel Goldwyn's "Hans Christian Andersen" and Walt Disney's "Peter Pan."

The press luncheon was attended also by Walter Branson, assistant general sales manager; Kay Norton, publicity director; Maury Segal, trade press contact, and Fred Goldberg, assistant to Miss Norton.

## RKO Radio Plans

(*Continued from page* 1)

Dave Prince; Southwestern, under Ben Cammack, and Metropolitan, under L. S. Gruenberg.

The Eastern division now has two districts, Eastern and East Central, With R. J. Folliard in charge of the former and M. E. Lefko heading the latter. Nat Levy is division chief. The Western division, headed by Walter Branson until his appointment as assistant to general sales manager Charles Boasberg, currently is split into three districts: Midwest, under Herbert Greenblatt; Rocky Mountain, under A. L. Kolitz, and Western, under J. H. MacIntyre.

Boasberg, prior to his recent appointment as sales chief, headed the North-South district.

## RKO Theatres

(*Continued from page* 1)

taxes and all other charges, (including a loss of $173,640 on the sale of capital assets). This compares with a consolidated net profit for the third quarter of 1951 of $502,205, after taxes and all other charges, (including profit of $1,690.49 on the sale of capital assets, before taxes).

Profit from actual operations—before deductions for charges and taxes—were better in the third quarter of 1952, ending on Sept. 27, than in the same period in 1951, totaling $1,474,843 in the 1952 quarter, against $1,424,688 in the 1951 quarter.

There were 3,914,913 shares of common stock outstanding last Sept. 27.

# *National Pre-Selling*

PRODUCER JESSE LASKY, who is planning a new picture to be titled "The Big Brass Band," addressing last week's showmanship class of the Associated Motion Picture Advertisers, cited the help given to film picture companies by national magazines. He called to the group's attention the feature stories of pictures in production and their stars that are run by national magazines, and how these stories condition the minds of prospective movie-goers for the time when the pictures arrive in theatres.



Jesse Lasky

•

**Charlie Chaplin's "Limelight," released through United Artists, is reviewed in the current issue of *Look* magazine. A two-page spread and two one-half pages are used by *Look* for pictures and text.**

•

Woman's Home Companion *in its current issue has five full color pictures of Marge Champion, star of M-G-M's "Everything I Have Is Yours." Miss Champion wears gowns created for the picture by Helen Rose, top M-G-M designer. The layout for the picture is on a two-page spread. Captions describe how the gowns can be made inexpensively at home. "Everything I have Is Yours" is playing at Loew's State in this city.*

•

*Redbook* in its issue now on newsstands has a feature on Jane Greer entitled "Love Has to Come First." The article is illustrated with stills from the M-G-M's "Prisoner of Zenda" and "The Desperate Search."

•

**Twentieth Century-Fox is offering a 10-day all-expense trip for two to Italy for the best and most productive advertising, publicity and exploitation campaign on "The Thief of Venice." Any theatre in the United States that plays "Thief of Venice" before June 1, 1953 is eligible. The contest is being launched by two-page ads in *Look* and *Collier's*. The ads will list the playdates of "Thief" in first-run theatres in the United States.**

•

*Edwin Miller, motion picture editor of* Seventeen, *reviewed six pictures for the current issue. These pictures are M-G-M's "Because You're Mine" and "The Devil Makes Three," Columbia's "The Four Poster," RKO Radio's "Under the Red Sea," 20th Century-Fox's "Monkey Business" and Walter Futter's "The Amazing Monsieur Fabre."*

•

"The President's Lady," Irving Stone's novel being filmed by 20th Century-Fox, has has been selected by *Reader's Digest* to appear in its quarterly volume of special book condensations. The story is based on the life of Rachel and Andrew Jackson. Susan Hayward and Charlton Heston will be starred.

WALTER HAAS

# Promotion

(Continued from page 1)

International, and Columbia. Others are expected to participate at a later date.

Theatres involved are Loew's State, Ohio and Stillman; RKO's Palace and Warner's Allen, Hippodrome, Tower, Lower Mall and Fairmount. With the exception of the Fairmount, all are downtown houses.

**Produced by MCA**

The half-hour "live" program will be produced by MCA with Bill Gordon as master of ceremonies. Local film men will form a rotating panel to give information about current and coming attractions and to participate in a quiz for which prizes will be free admission tickets to the theatre of the winner's choice. Also appearing on the program will be any film personalities—stars, producers, directors, or publicity men —who happen to be in town. Whenever possible, clips from pictures will also be used.

It is estimated that the cost of the film-TV program, shared by the producer-theatre sponsors, will approximate $1,000 a week.

## Lesser in New Deal

HOLLYWOOD, Nov. 4.—Sol Lesser and Olle Nordemar, president of Art Films, Sweden, jointly announced the formation of Aurora Productions, to produce features in Scandinavia and handle the distribution of certain Lesser productions there. Nordeman, who produced "Kon-Tiki," will make two features annually.

# Problems Call for Firmness

(Continued from page 1)

supplied by American aid, were cited as the "difficulties which face us that could be surmounted if we keep a united front."

Recently returned from a nine-week global business tour that covered 30,000 miles and included visits to 20 countries and 25 cities in the Near East, Far East and Europe, Aboaf found that "no matter what the conditions are, war, pestilence or poverty, the people are desirous of entertainment."

**Production is on the upswing in Italy, Germany, France, Japan, and India and in some cases has cost American films preferred playing time and a subsequent slight loss of revenue, according to Aboaf. He said, "The foreign market is there in a healthy condition and it is for us to do what we can to keep our business there in the face of local production and protection."**

Aboaf revealed that the recent missions by Hindu and Italian dignitaries had not been favorably looked upon in those countries because of what was deemed unflattering coverage by the American press. He felt that Italy's currency head, Jaschi, might resort to restrictive measures if more satisfactory business arrangements resulting in greater Italian monies were not forthcoming. He noted the first Indian Technicolor film, "Aan," is a great success and that there is an Indian-Pakistan feud going on over Kashmir and also distribution rights. This has resulted in a ban on foreign importations primarily aimed at Indian films, but it is not expected to long hamper American film exhibition. He approvingly termed the recent French negotiations offer of $1,200,000 a good-will gesture.

Aboaf said that Universal-International was doing particularly well with its films and that the type of picture desired varied with the country. Theatre building or reconstruction is going on in many places. In Cairo the theatres burned during the January riots have been beautifully reconstructed and frequently enlarged with the aid of government finances. These are reopening within the next few weeks. In Israel where there is a stark food shortage a new 1,600 seat theatre has been built by an American firm.

**Theatres Run Down**

Exhibition in Japan is thriving but many of the theatres are being run down due to lack of care. The U. S. Army has released all theatres in the country except the "Ernie Pyle". Of the 3,600 theatres, 10 per cent play American films, 30 per cent play Japanese films, and the remaining 60 per cent play a mixed program. Aboaf declared conditions were "potentially extremely good" although at present there is an importation limitation due to disagreement over distribution rights by distributors. There is a great sum of money spent on the "Kachicko" or pin ball machine craze and Sunday baseball draws huge crowds but as the ball games begin early many in attendance go to see a motion picture afterward.

## Palm Springs Will Start Telemeter Use

**Palm Springs, Cal., Nov. 4.—General use of Telemeter's television reception facilities by the residents of this heretofore video-less community will commence late this week, according to Telemeter executives, with residents tapping the coaxial cable connecting with giant receiving antennae erected on a mountain nine miles distant.**

**Racing against the calendar, Telemeter Corp. flew four-one-ton reels of coaxial cable from New York last Saturday to set up multiple-set reception of election results at the Racquet Club tonight.**

## 2 Dividends Declared By Univ. Pictures

A semi-annual dividend of 50 cents per share on the common stock was declared here Monday by the board of directors of Universal Pictures Corp. It is payable Dec. 5 to stockholders of record on Nov. 20.

The board also declared a quarterly dividend of $1.06 per share on the four and one-quarter per cent cumulative preferred stock of the company, payable Dec. 1 to stockholders of record on Nov. 17, 1952.


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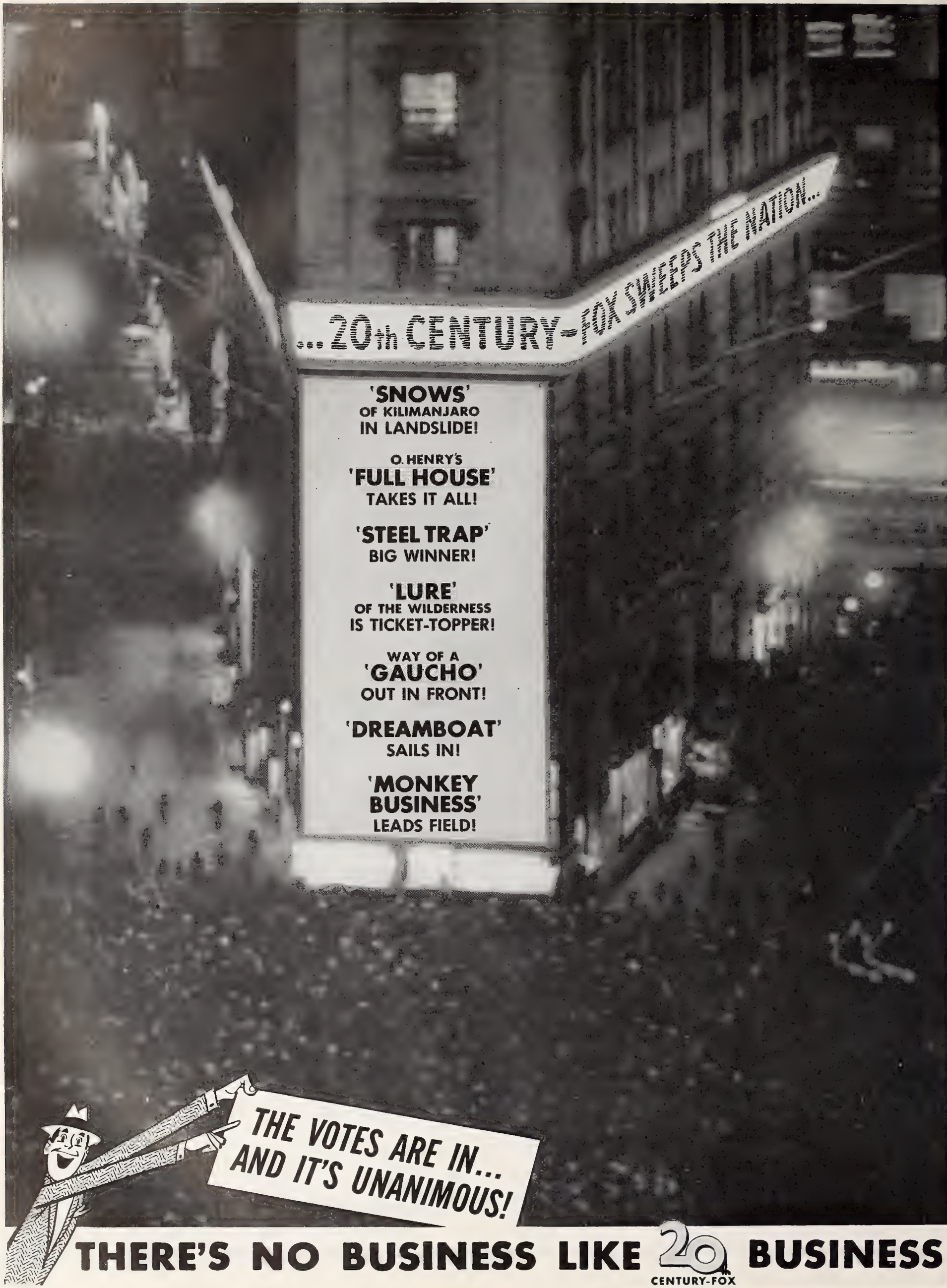
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NEWS WHILE IT IS NEWS

# MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 72. NO. 89 NEW YORK, U. S. A., THURSDAY, NOVEMBER 6, 1952 TEN CENTS

# Federal Policies Toward Business Due for Change

## *Eisenhower Administration Leans to Lower Taxes, Fewer Controls, Less Interference, But Tariff Policy Could Bring Retaliation*

By J. A. OTTEN

WASHINGTON, Nov. 5.—Barring an all-out war, business generally—and including the motion picture industry—can look for a slightly easier time at the hands of the Federal Government during the next few years. How this will be translated into specific acts affecting the film industry is still too early to say.

An Eisenhower Administration—regardless of how the still uncertain struggle for control of Congress goes — will probably mean lower taxes over the next few years, though not necessarily a cut in the admission tax. It will mean a more lenient anti-trust policy, though not necessarily any dropping of the 16mm. case. It will mean fewer controls on business, though not necessarily the complete ending right now of theatre construction controls.

An admission tax cut, a dropping of the 16mm. suit, ending of theatre construction controls are all definite possibilities—they're just not certain, part of the difficulty of translating broad trends into specific instances.

For example, a Republican administration will probably mean an initial economy wave. This, plus a natural tapering-off in defense spending toward the end of 1954, should make possible some small tax cuts. At this point, it looks almost certain that both the new administration and Congress will let the excess profits tax expire next June 30, on schedule. But not too many film industry firms have been affected by this tax.

There'll have to be a tax bill next

(*Continued on page 4*)

# Interest Grows For AAA Hand In Arbitration

## *Proponents Say Ass'n Could Be Cost-Saver*

A growing interest in having the American Arbitration Association administer the industry's proposed arbitration system is indicated in both exhibition and distribution circles. A sharp difference of opinion over the possibility of having the AAA in the picture prevailed in the early days of arbitration discussions, but it is reported that opponents and proponents of AAA participation are getting closer together, in favor of the association. As yet, no overtures have been made to the AAA nor has any advice been sought from the organization as to operational procedure.

Meanwhile, a pattern for the financing of a new arbitration system for the motion picture industry is reported to have been drawn up and to be under consideration. One of the principal obstacles in blueprinting a new system has been the matter of costs. Some

(*Continued on page 4*)

## *Texas COMPO Seeks State Tax Change*

**Dallas, Nov. 5. — Texas COMPO tomorrow will launch a campaign to have the state admission tax made applicable to prices of $1 instead of the 51 cents and over level now in effect. A 10-page booklet has been prepared to guide exhibitors in their approach to state legislators for suport of the change.**

## Find Election Night Ballyhoo No Help

Despite the ballyhoo devoted to the message that important election returns would be broadcast to theatre patrons, New York theatres, in the main, suffered a dip at the box-office Election Night, a poll of circuits disclosed here yesterday.

Along Broadway, most first-run houses reported business good for matinees while grosses declined during the evening. With the exception of RKO Theatres, most other circuits reported neighborhood business down Election Night. RKO Theatres said that the box-office was lively both during the day and evening.

## Educators to Honor Film Studio Heads

HOLLYWOOD, Nov. 5.—A group of nationally known educators will honor studio heads tomorrow with a dinner and reception at the Beverly Hills Hotel for "the significant contributions" Hollywood films are making as teaching aids in schools throughout the United States.

Dr. Roy E. Simpson, California Superintendent of Public Instruction, will be host and will be joined in the tribute by many prominent educators, including Dr. Willard E. Givens, former executive secretary of the National Education Association; Dr. Mark May of Yale University; Dr. A. J. Stoddard, superintendent of Los Angeles schools; Roger Albright, director of educational services of the Motion Picture Association; members of the state board of education, and

(*Continued on page 4*)

## Blame Rising Costs For Col. Profit Dip

Increased costs of production and general operations were blamed for the dip in Columbia Pictures Corp. profits for the year ended June 30, 1952, despite the record income realized by the company in the 12 month period, according to a letter to stockholders by Harry Cohn, president.

Comparing the current year's operation with previous years, Cohn pointed out that gross income for 1952 was $59,081,213, the largest in the company's 30-year history. However, the net profit for 1952, it was reported, was $802,872, compared to $1,497,814 in 1951 when the gross income was $55,368,284.

Cohn cited the increase in labor costs as an example. Said he: "The added labor costs in the industry in Hollywood alone amount to $13,000,000 annually, of which our share has amounted to $1,400,000. Unlike many other industries, an increased cost is

(*Continued on page 4*)

## Public Relations Group for Canada

TORONTO, Nov. 5.—Formal start was made on a proposed motion picture institute of Canada as suggested by the Motion Picture Industry Council last week in Ottawa when the Motion Picture Theatres Association of Ontario in convention here enthusiastically endorsed the project, in which a prime mover is Nat Taylor of Toronto, head of 20th Century Theatres.

Plans call for a central bureau which would work for better box-office and improved public relations on a cooperative basis to meet the new threat of Canadian television.

## Grant to Coast on Studio Problems

Arnold Grant, chairman of the board of directors of RKO Radio Pictures, is expected to fly to the Coast today on RKO studio plans immediately following this afternoon's scheduled meeting of the RKO board here.

The board today is expected to appoint three new directors, filling the vacancies caused by the recent resignations of Ralph Stolkin, Abraham L. Koolish and William Gorman. Grant's mission to the Coast, delayed by the internal problems of the company in the East, is a two-fold one, to find a studio head and to map the resump-

(*Continued on page 4*)

## NEWS FLASHES

Edward Small, who distributes through United Artists, has closed a new financing deal with the Bankers Trust Co. of New York. While the amount of the finances involved was not revealed, the bank's Harry Watkins said the deal indicated the bank's confidence in the UA management.

•

TORONTO, Nov. 5. -- Six Canadian film leaders were honored tonight by the Canadian Picture Pioneers. Scrolls went to John Chuberg of Vancouver; George Anetakos and L. E. Ouimet of Montreal, Jule Allen of this city; Arch J. Mason of Springhill, N.S., and the late F. G. Spencer of Saint John, N. B.

# Personal Mention

DON HARTMAN, Paramount production chief, is due in New York from Hollywood Monday for 10 days of home office conferences.

•

JACK S. CONNOLLY, chief of the newsreel and special events branch of the U. S. Department of State, has been given the Superior Service Award, second highest decoration that a civilian can obtain in government.

•

HAROLD WIRTHWEIN, Allied Artists Western sales manager, has returned to Hollywood from San Francisco, accompanied by MEL HULLING, West Coast franchise owner.

•

JERRY PICKMAN, Paramount vice-president in charge of advertising and publicity, will return here today from the Rowley United Theatres convention in Dallas.

•

BERRY GREENBERG, Warner Brothers home office foreign department representative, has returned from a trip through the Far East.

•

F. J. A. MCCARTHY, Universal Southern and Canadian sales manager, left New York yesterday for Houston.

•

BERT ORDE, head of the motion picture department of *Redbook* magazine, has returned here from the Coast.

•

CHARLES P. SKOURAS, president of National Theatres, is scheduled to leave here for the Coast tomorrow.

•

BEN THAU, M-G-M studio executive, has delayed his arrival here from the Coast until tomorrow.

•

GEORGE STEVENS, Paramount producer-director, has arrived in New York from Hollywood.

•

ARTHUR CANTON, M-G-M Eastern field press representative, is in Boston from New York.

•

EDWARD L. FABIAN of Fabian Theatres has returned to New York from Albany.

## Sennett, Ritzes in Deal

HOLLYWOOD, Nov. 5.—Mack Sennett and the Ritz brothers have combined in a package deal centered on a story titled "Galloping Geese," which will be offered to a major studio. This would bring Sennett back to active production as a director. The story, to star Harry, Al and Jimmy Ritz, is backgrounded in Los Angeles.

## Lesser Bringing Print

Julian Lesser, president of Royal Productions, is scheduled to arrive in New York tomorrow from Hollywood with a print of his latest picture, "The Lost Hours." Distribution plans will be discussed with Seymour Poe, Lesser's New York representative. No release deal has been set. Made in England, the film stars Mark Stevens.

# Myers Charges FCC Is Not Encouraging to Theatre TV

WASHINGTON, Nov. 5.—The Federal Communications Commission did not give the industry much encouragement in its hopes for theatre television channels during the course of the recent theatre television hearing, Allied States Association general counsel Abram F. Myers said today.

In a bulletin to Allied members, Myers declared he must report that in his judgment "nothing occurred to indicate that the commissioners are inclined to allocate channels for theatre television."

On the contrary, Myers went on, "most of the questions propounded and observations made seemed to be quite discouraging."

Myers said he had carefully observed the first phase of the hearing and complimented the National Exhibitors Theatre Television Committee on an "excellent job." He added, however, that "the fight is not lost by any means" and that the Commission would be presented in the January portion of the hearing with facts "calculated to overcome" Commission objections.

Earlier this week the FCC derided talk from some segments of the industry which labeled as prejudiced the Commission's attitude toward theatre television.

## Spyros Skouras in Sydney from Tokyo

Spyros P. Skouras, 20th Century-Fox president, has arrived in Sydney, Australia, from Tokyo for a three-week survey of company interests and industry conditions in Australia and New Zealand, the company reported here yesterday.

Skouras is expected to meet with Ernest Turnbull of Hoyt's Theatres, in which 20th Century-Fox has interests, and other leading Australian theatremen and government officials. Discussions are also slated with Michael Moodabe of New Zeland's Amalgamated Theatres. Additionally, Skouras will address groups in his capacity as chairman of the extension committee of the World Brotherhood Movement. Following his stay in Sydney, Skouras will return to the United States by way of Europe, with a stopover in India.

## Disney Sets 65 16mm. Distribution Units

Walt Disney Productions has licensed 65 distribution units across the country to handle the 16mm. films for educational, church, club and other non-theatrical users that Disney will make available shortly after Jan. 1, according to Roy Disney, company president. Carl Nater, head of Disney's non-theatrical department, will be in charge of the setup.

Four subjects running from 18 to 27 minutes in length, as well as three separate comedy shorts, are included in the first list of releases. All will be in color.

## Stolkin, Corwin Sell Radio Interest

PORTLAND, Ore., Nov. 5.—Ralph Stolkin, Edward G. Burke and Sherrill Corwin, members of the syndicate which bought Howard Hughes' controlling stock interest in RKO Pictures, have sold their 33 per cent interest in the Portland and Seattle radio stations to employes of station KOIN, Portland, and to Ted R. Gamble, chairman and partner in the operations, and Arch Morton, Seattle station manager.

An amended application for television channel No. 6 has been filed with the Federal Communications Commission announcing the sale of the stock, Gamble said. Stolkin recently resigned as president and a director of RKO Pictures following unfavorable publicity in the *Wall Street Journal* concerning his past business activities.

## Los Angeles Leading 'Heineman Drive'

United Artists' "Bill Heineman Sales Drive" has moved into its home stretch, with the Los Angeles, New Orleans and New Haven exchanges holding down first places in the three exchange groups into which the company's branches have been divided for purposes of the drive, it was announced here by UA vice-president Max E. Youngstein, who is drive captain. Chicago, Cleveland and Vancouver, are the runners-up in the three groups, respectively.

The drive will end on Dec. 6. It began on June 15.

## 'Andersen' Premiere For Children Nov. 15

RKO Radio will stage a special invitational premiere of Samuel Goldwyn's "Hans Christian Andersen" at the Paris Theatre here on Nov. 15 for youngsters between the ages of six and 14, children of celebrities, press, radio, magazine and TV representatives.

Plans call for a full-scale premiere, with NBC's TV puppet personality, "Rootie Kazootie," as host and master of ceremonies. The regular premiere of the film will be held Nov. 24 at New York's Criterion Theatre.

## V. J. Orsinger Heads Variety in Capital

WASHHINGTON, Nov. 5.—Victor J. Orsinger, Washington attorney and former general manager of Lopert Theatres here, has been elected chief barker of the Variety Club of Washington. Also elected were Jerry Price, first assistant chief barker; Jack Fruchtman, second assistant; Alvin Q. Ehrlich, property master, and Sam Galanty, dough guy.

Delegates to Variety International's Mexico City meeting will be Nate Golden and Jake Flax, with Jerry Adams international canvasman.

# Newsreel Parade

*CORONATION preparations in England are highlighted in current newsreels. Also featured are forest fires in the East, bitter fighting in Korea, prison riots in Ohio, a British jet plane crash, and college football games.*

**MOVIETONE NEWS, No. 90**—Leathernecks in bitter fight for Korean hill. Boston battles a big pier blaze. British jet liner crashes in Rome. Fires menacing forests in East. Fashions in wool. Georgia Tech-Duke, Michigan State-Purdue football games.

**NEWS OF THE DAY, No. 220**—UN and Reds locked in deadly see-saw battle. Coronation preview. Borneo greets duchess. Police perform for Egypt's strong-man. Michigan State-Purdue, U.C.L.A.-California football games.

**PARAMOUNT NEWS, No. 23**—Coronation preparations in England. With Uncle Sam's Leathernecks in Korea. Aftermath of tension behind prison bars at Menard State Prison, Illinois and Ohio State Penitentiary in Ohio. Michigan State-Purdue, Texas-Southern Methodist football games.

**TELENEWS DIGEST, No. 45A**—Presidential campaign ends. Disputed air bases in Morocco. Latest test for RCAF fliers. Illinois-Michigan football game.

**UNIVERSAL NEWSREEL, No. 410**—Spectacular blaze in New York. Berlin blockade. Plane crash in France. Replica of crown jewels. Georgia Tech-Duke, Michigan State-Purdue, Yale-Dartmouth football games.

**WARNER PATHE, No. 25**—Ohio prison riot. Britain plans coronation. Egypt's strong-man reviews troops. Seal hunt on island off Australia. Los Angeles: around the clock fashions. UCLA-California, Georgia Tech-Duke football games.

## Hold Meeting on Cinerama Plans

A meeting on Cinerama plans was held here yesterday attended by Louis B. Mayer, board chairman of Cinerama Productions Corp.; Dudley Roberts, president, and Merian C. Cooper, general manager in charge of the program of production. A Cinerama spokesman said that no decisions had been reached on Cinerama production plans or on the selection of theatres for Cinerama exhibition.

## N. Y. Bijou to Para. For "Bali" Preview

Paramount has taken over the Bijou Theatre, New York, for a full day of special press and trade previews of "Road to Bali" on Nov. 14. Patterned after the Bijou previews of Cecil B. DeMille's "Greatest Show on Earth," the showings of the Bing Crosby-Bob Hope-Dorothy Lamour comedy will be held at 10:30 A.M. and at 2:30, 5:30 and 8:30 P.M.

## Dempsey at Teda Party

CHICAGO, Nov. 5.—Former heavyweight champion Jack Dempsey will be one of the attractions at the night club party to be held here Tuesday evening, Nov. 18, by the Theatre Equipment Dealers Association in connection with the joint TEDA-Theatre Equipment Supply Manufacturers trade show and convention to be held in association with the national Allied meeting at the Morrison Hotel here starting Saturday, Nov. 15.

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# The Iron Mistress

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## THIS WEEK THE WORLD PREMIERE CHICAGO THEATRE, CHICAGO! OVER 400 HOUSES FOR THANKSGIVING!

# Arbitration

(Continued from page 1)

distribution heads have claimed that they would not give their approval to assessments similar to those specified by the court during the three-year period of the original consent decree, stemming from the case of U. S. vs. Paramount, et al. At that time, the court ruled that the involved distributors should pay up to $340,000 a year for the operation of the system.

Proponents of AAA administration point out, however, that certain factors involved in the system prescribed under the consent decree would not be included in the new and proposed plan. One of these would be no provision for an appeal board. This board cost the distributors $90,000 a year. AAA advocates also assert that there would be no need for 31 arbitration offices, a costly item in the original setup. The AAA now operates 12 offices, eight on a full-time basis and four part time. These regional headquarters could handle film cases in the various territories, it is claimed. This would eliminate the need for arbitration offices in each of the exchange cities. Under consent decree arbitration, 31 full-time offices were in operation, although some branches, such as Seattle, never had a single case filed during the entire three-year period.

While the court-decreed budget for arbitration under the anti-trust case was $340.000, the AAA did not expend more than $200,000 a year. With the appeal board tapping the till for $90,000, actual operation costs were only around $110,000 yearly.

Some leaders of both Allied States and Theatre Owners of America have shown, unofficially, a leaning toward AAA as the administrative agency, but so far they have not been able to get together on a definite formula.

## Atkinson on His Own

ATLANTA, Nov. 5.—Eddie Atkinson, formerly in Atlanta with RKO Radio and other exchanges, will open a buying and booking office in Jacksonville, it is understood.




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# Federal Business Policies

(Continued from page 1)

year, because the increases in the individual income tax authorized by Congress in 1951 expire Dec. 31, 1953. These increases will have to be renewed at their present levels or very close to them, to keep the budget remotely near balance. A tax bill, even if it deals with individual income taxes, would give the film industry a chance to lobby for a cut in the admissions tax next year. How much success this would have is uncertain —largely because the government would be losing enough revenue with the ending of the excess profits tax. A better bet for an admission tax cut would be in 1954, when Congress will have to consider what to do about various other excises which the 1956 tax law increased and which are to expire March 31, 1954.

### Better Leverage

The fact that 1954 is an election year would give the film industry even better leverage in its campaign.

Present increases in the corporate income tax rates don't expire until June 30, 1954. The outlook there would be for very slight reductions if any.

**If, as appears likely at this writing, the Republicans control the House, chairman of the tax-writing Ways and Means Committee would be Rep. Dan Reed of New York who, generally, has favored excise and corporate tax cuts. If, as also seems likely today, the Republicans take the Senate, too, Senator Millikin of Colorado would head the Finance Committee. He would probably favor tax cuts at the earliest opportunity.**

If the Democrats take the Senate, Finance Committee chairman George might move over to head the Foreign Relations committee, making Sen. Byrd of Virginia chairman of the finance group. Sen. Millikin of Colorado would head the committee in a Republican senate. All three senators would probably favor tax cuts at the earliest opportunity.

An Eisenhower Administration would probably try to avoid bothering business with a flood of anti-trust suits and control measures. Certainly, new anti-trust suits would be fewer for a long while, both because of the fact that the Republicans would be less likely to institute them and because it would take time for a new group of officials to get their teeth into the running of the Justice Department. But whether the Department could risk dropping suits already brought, such as the 16mm. suit, is hard to say. Certainly such a course would lay the Republicans open to sharp criticism from the Democrats.

**One of the names most frequently mentioned for the post of Attorney General is Governor Earl Warren of California, whose current job has made him very familiar with the problems of the film industry.**

A Republican House would undoubtedly put a damper on the House Judiciary Committee's repeated investigations of monopoly. It is likely that the Senate Small Business Committee's investigation of the film industry will be continued, no matter which party controls the Senate. The top Republican on the committee, Senator Tobey of New Hampshire, views these problems not much differently from Democratic chairman Sparkman.

The Eisenhower Administration will probably move to kill or weaken price and wage and other controls, but allocation controls, which form the basis of theatre construction controls, might be the last to go. However, these, too, might go early in 1953, especially if the Republicans control Congress. In any event, they'll certainly be relaxed rapidly and progressively.

**One of the places where party control could make the most difference is in the House Un-American Activities Committee. A Republican House would give the committee to Rep. Velde of Illinois, who has been one of the most outspoken critics of the film industry and the leader in the fight to continue the Hollywood investigation.**

The Eisenhower Administration, regardless of the control of Congress, would probably move toward a more protectionist tariff policy, which could very well set off retaliatory steps abroad harmful to the film industry. The Reciprocal Trade Agreement Act comes up for renewal next year, and further strings will probably be put on the program.

Changes in such business regulatory commissions as the Federal Communications Commission, the Securities and Exchange Commission and others will probably be gradual. Most of the commissioners have terms running for several years, and will probably hang on until the end. But some will go soon. For example, it is expected that FCC chairman Paul A. Walker, who is getting on in years, will quit at the end of this year. What sort of men General Eisenhower will pick to replace them is impossible to say.

**Because of the continuing terms of most FCC members there is little reason to believe the election will have any material effect on such pending matters as industry applications for theatre TV channels and the proposed merger of United Paramount Theatres and American Broadcasting Co.**

A Republican Senate might mean trouble for the film industry in one respect. Chairman of the Senate Commerce Committee would be Sen. Tobey, who has repeatedly criticized motion picture "monopolies," has attacked exclusive theatre telecasts, and put pressure on the Justice Department to get films for Phonevision.

There'll probably be some revision of the Taft-Hartley law at the coming Congress, and it's not unlikely that the new law will include a change long sought by the Hollywood unions —shortening the waiting period within which new workers must join the unions in union shop studios.

## NT Pfd. Dividend

LOS ANGELES, Nov. 5. — National Theatres has announced a quarterly cash dividend of 37½ cents per share on outstanding preferred stock, payable Dec. 1 to holders of record on Nov. 14.

# Col. Profit

(Continued from page 1)

one that cannot be passed on to the consumer. It does point out, however, the importance of the most aggressive policy possible, consistent with good management in the production, sale and merchandising of our product."

The Columbia president pointed out these significant factors which affected the industry during the year: The more successful motion pictures have reached unexpectedly high grosses in contrast with an economic trend that has lessened the available pocket money of the "man in the street;" the summer months witnessed a business upsurge; there has been a mounting "grass roots" effort to eliminate the 20 per cent Federal admission tax; strong newspaper editorial opposition to the government's 16 mm. suit has been voiced; there has been a notable increase in the foreign business of the industry.

The policy of Columbia, the president said, would be to continue the presentation of pictures in all categories—high, medium and low negative costs. He also stressed the growing importance of drive-ins as a source of revenue, pointing out that currently in excess of 20 per cent of all theatres are drive-ins. Cohn cited the possibility that the subscription television medium at some future time may become an adjunct to the corporation's business.

## Educators to Honor

(Continued from page 1)

leading school administrators.

Y. Frank Freeman, vice-president of Paramount Pictures and chairman of the board of the Association of Motion Picture Producers, and Dore Schary, M-G-M vice-president in charge of production, will respond for the industry.

Through Teaching Film Custodians, a non-profit educational affiliate of the MPAA, formed in 1937, some of Hollywood's finest films are circulated after commercial showings are completed.

## Grant to Coast

(Continued from page 1)

tion of full-scale production. While on the Coast he will confer with Sherrill C. Corwin, the company's board representative in Hollywood.

Meanwhile it was learned that Hal Olver, field exploiteer in New York, has resigned to take a position in the legitimate stage field. No successor has been named as yet.

## Elect Harold Tyler To State Legislature

ALBANY, N. Y., Nov. 5.—Harold I. Tyler, owner of the Delphia, Chittenango, was elected Assemblyman on the Republican ticket from Madison County yesterday. A former supervisor, he is the first exhibitor sent to the state legislature in recent years.

## Dobson Dies, 20th Atlanta Manager

ATLANTA, Nov. 5.—Fred W. Dobson, 20th Century-Fox branch manager here for the past 20 years, died of a heart attack Monday night. He had been ill for several months.

# These are the things that are well worth doing!





## Your ONCE-A-YEAR CONTRIBUTION TO THE CHRISTMAS SALUTE

### PUTS YOU IN THE BIG LEAGUE IN THE *TB Battle*

Once a year, and only once, your WILL ROGERS MEMORIAL HOSPITAL comes to you with the request for funds to maintain the institution for the ensuing fifty-two weeks... And *this is it* for 1952-53.

That your hospital is worthy of support is proved by the success it has achieved in fighting TB . . . by the services it has rendered to your fellow man during the twenty-six years you've owned it.

Its enviable record of over 90% of cases CURED . . . its average per-case cost of almost HALF the National estimated average ... *These* are the things well worth doing! *Saving* lives, *preventing* the spread, and *healing* the otherwise helpless. And this at *no cost* to the afflicted.

These are the things *you* are doing through *your* hospital. Yes, if you have any kind of job in the amusement industry, or allied to it, you share this glory. You share the protection and the responsibility too.

*Autograph* THE SALUTE SCROLL *and give*— "A DIME, A DOLLAR, OR AN ENDOWMENT"

So, sign the Christmas Salute Scroll where you work. Get others to do it too, and give a "dime, a dollar, or an endowment." The Christmas Salute is NOW ON—Give a lift in November and December.

*It's Your Hospital* **You share the glory, the protection, and the responsibility.**

Owned & operated by the amusement industry

*Variety Clubs*

# WILL ROGERS MEMORIAL HOSPITAL

National Office: 1501 Broadway, Room 1309, New York 36, N. Y.

*Saranac Lake*

**RKO RADIO PICTURES, Inc.**

**TRADE SHOWINGS of**

**Huntington Hartford's**

**"FACE TO FACE"**

**COMPRISING**

**"The Secret Sharer" and "The Bride Comes to Yellow Sky"**

ALBANY
Fox Scr. Rm. Thurs. 11/13 2:00 P.M.
1052 B'way
ATLANTA
RKO Scr. Rm. Thurs. 11/13 10:30 A.M.
195 Luckie St., N.W.
BOSTON
RKO Scr. Rm. Thurs. 11/13 10:30 A.M.
122-28 Arlington St.
BUFFALO
Mo. Pic. Oper.
Scr. Rm. Thurs. 11/13 2:30 P.M.
498 Pearl St.
CHARLOTTE
Fox Scr. Rm. Thurs. 11/13 2:00 P.M.
308 S. Church St.
CHICAGO
RKO Scr. Rm. Thurs. 11/13 2:00 P.M.
1300 S. Wabash Ave.
CINCINNATI
Palace Scr. Rm.
12 East 6th St. Thurs. 11/13 8:00 P.M.
CLEVELAND
Fox Scr. Rm. Thurs. 11/13 2:30 P.M.
2219 Payne Ave.
DALLAS
Rep. Scr. Rm. Thurs. 11/13 2:30 P.M.
412 S. Harwood St.
DENVER
Para. Scr. Rm. Thurs. 11/13 2:00 P.M.
2100 Stout St.
DES MOINES
Fox Scr. Rm. Thurs. 11/13 2:00 A.M.
1300 High St.
DETROIT
Blumenthals Scr.
Rm. Thurs. 11/13 2:30 P.M.
2310 Cass Ave.
INDIANAPOLIS
Univ. Scr.
Rm. Thurs. 11/13 1:00 P.M.
517 N. Illinois St.
KANSAS CITY
Para. Scr. Rm. Thurs. 11/13 2:30 P.M.
1800 Wyandotte St.
LOS ANGELES
RKO Scr. Rm. Thurs. 11/13 2:00 P.M.
1980 S. Vermont Ave.
MEMPHIS
Fox Scr. Rm. Thurs. 11/13 12:15 P.M.
151 Vance Ave.
MILWAUKEE
Warner Scr.
Rm. Thurs. 11/13 2:00 P.M.
212 N. Wisconsin Ave.
MINNEAPOLIS
Fox Scr. Rm. Thurs. 11/13 1:30 P.M.
1015 Currie Ave.
NEW HAVEN
Fox Scr. Rm. Thurs. 11/13 2:00 P.M.
40 Whiting St.
NEW ORLEANS
Fox Scr. Rm. Thurs. 11/13 10:30 A.M.
200 S. Liberty St.
NEW YORK
RKO Scr. Rm. Thurs. 11/13 2:30 P.M.
630 Ninth Ave.
OKLAHOMA
Fox Scr. Rm. Thurs. 11/13 10:30 A.M.
10 North Lee St.
OMAHA
Fox Scr. Rm. Thurs. 11/13 1:30 P.M.
1502 Davenport St.
PHILADELPHIA
RKO Scr. Rm. Thurs. 11/13 2:30 P.M.
250 N. 13th St.
PITTSBURGH
RKO Scr. Rm. Thurs. 11/13 1:30 P.M.
1809-13 Blvd. of Allies
PORTLAND
Star Scr. Rm. Thurs. 11/13 2:00 P.M.
925 N.W. 19th Ave.
ST. LOUIS
RKO Scr. Rm. Thurs. 11/13 11:30 A.M.
3143 Olive St.
SALT LAKE CITY
Fox Scr. Rm. Thurs. 11/13 1:30 P.M.
216 E. 1st St. South
SAN FRANCISCO
Fox Scr. Rm. Thurs. 11/13 2:00 P.M.
245 Hyde St.
SEATTLE
Jewel Box Scr.
Rm. Thurs. 11/13 1:00 P.M.
2318 2nd Ave.
SIOUX FALLS
Hollywood
Thea. Thurs. 11/13 10:00 A.M.
212 N. Philips Ave.
WASHINGTON
Film Center Scr.
Rm. Thurs. 11/13 2:00 P.M.
932 New Jersey Ave.

# Review

## "Sky Full of Moon"

*(Metro-Goldwyn-Mayer)*

CARLETON CARPENTER, Jan Sterling and Keenan Wynn are starred in this unpretentious, off-trail tale about a callow cowpoke on his first visit to Las Vegas that departs from a formula plot. It is well played by the trio and has appeal but sometimes wallows in sentimentality.

Norman Foster wrote and directed this with an eye towards the talents of the stars and featuring an anti-gambling slant. Carpenter comes to the big gambling town to win some rodeo events. He is shy some eight dollars for the bronco riding event and in his search for work or money enters the small gambling store owned by Wynn at which blonde and curvaceous Jan Sterling works.

Carpenter has an unusual run of luck with the "one-armed bandit" and Miss Sterling accompanies him while he tries to run up a big sum, half of which is to go to her. Carpenter's luck changes and he loses almost all of his money. Miss Sterling is fired by Wynn for reporting late to work and she convinces Carpenter to try "taking" the jackpot machine with a special drill. Carpenter cracks the machine honestly but drops the drill at Wynn's feet in the excitement and he and Miss Sterling leave town in her old car. Carpenter proposes to her but she considerately leaves him and his money. He returns, enters the contest and loses but goes back to work at a ranch, sadder but wiser.

Sidney Franklin, Jr. produced economically but there is no detraction from the story. It should be noted that drama rather than action is emphasized and at a slow pace.

Included in the cast are Elaine Stewart, Robert Burton, Emmett Lynn, and Douglas Dumbrille.

Running time, 73 minutes. General audience classification. For December release.

WALTER PASHKIN

# 12 More Apply to Join Pioneers

Approval of a second group of 12 applicants for membership in the Motion Picture Pioneers was announced here by Jack Cohn, president, as the committee rushed the processing of applications in time for this year's "Jubilee Dinner of the Pioneers" at the Hotel Astor on Tuesday, Nov. 25. New members will be inducted at the dinner, which will honor N. J. Blumberg, chairman of the board of directors of Universal Pictures, as "The Motion Picture Pioneer of 1952."

Included in the second group are Robert J. Fannon, Republic Pictures; George Gullette and Henry W. Hobart, both of New York and retired; William Meinhardt, Tacme Film Service; William Onie, Oxford Amusement Co., Cincinnati; A. A. (Jack) Renfro, Theatre Booking Service, Omaha; Edward Ruby, New York; William F. Ruffin, Ruffin Amusement Co., Covington, Tenn.; John A. Schnack, Electric Theatre, Larned, Kan.; David M. Sohmer, Lippert Pictures; Dudley M. Williston, Williston Theatre, Indianapolis, and Benjamin Wray of the Film Delivery Service.

## Dawson Speaks On Films, Audiences

The attitude of the upper cultural level audience towards motion pictures was termed "The Great Misunderstanding" by Mrs. Henry Dawson, who explained to an audience at the New School for Social Research here that ultra-sophisticated critics of films have misapplied critical standards derived from older and different cultures.

In her talk on "The Motion Picture and the Public," the associate director of community relations for the Motion Picture Association emphasized that American films reflect an American culture which is young and has different levels and needs.

# Eight Named for 'Movietime' Tours

CHARLOTTE, Nov. 5.—Eight Hollywood personalities will visit scores of Carolina communities in the annual "Movietime, U.S.A." tours starting Sunday. They are stars Bill Lundigan, Rod Cameron, Chill Wills, starlets Kathleen Crowley, Alice Kelley, Laura Elliott, and writers Douglas Morrow and Robert Hardy Andrews.

The group will arrive here in the afternoon and will remain in Charlotte for the annual banquet and dance of the 40th annual convention of the Theatre Owners Association of North and South Carolina. They will leave Charlotte the next morning.

## AA's 'Goldstein Drive' Extended

HOLLYWOOD, Nov. 5.—Sales results in bulk exceeding print availability has necessitated an extension of Allied Artist's "Morey Goldstein Sales Drive" through January. Goldstein will confer with company executives here next week.

Eastern members of Allied Artists' board of directors will arrive over the weekend to attend the meeting which will follow a stockholders meeting on Wednesday.

## Wisc. Allied Leads Convention List

**Milwaukee, Nov. 5.—With 106 listed thus far, Wisconsin Allied is said to lead the reservation list with the biggest delegation to attend the national Allied convention in Chicago, Nov. 15-17. They will have their own hospitality room at the convention, through the courtesy of Fox-Head Brewery, Waukesha.**

# Walter Brecher to N.Y. Rogers Post

Walter Brecher of Brecher Theatres has been named exhibitor chairman of the New York area for this year's "Christmas Salute," it was jointly announced by Abe Montague, president of Will Rogers Memorial Hospital, and Sam Switow, national exhibitor chairman.

In accepting the post, Brecher pointed out that "the accomplishments of the Will Rogers Memorial Hospital are attracting to it increasing and widespread interest. This is evidenced by gratifying early returns in the public-appeal coin-box operation. While this is separate and distinct from the industry's Christmas Salute, it indicates that the public recognizes the wonderful work of the Will Rogers Hospital.

"Certainly we in the industry, especially in the New York area, can do no less than give it our wholehearted support by seeing to it that all in the amusement industry sign the Christmas Salute scroll and make a contribution to help 'Care for Our Own' during the once-a-year campaign now in progress."

## Radio-TV Panel For Ampa Course

Tonight's subject for the Associated Motion Picture Advertisers' class in the series of 12 showmanship lectures will be "Publicity—Not the Printed Word." Blanche Livingston, in charge of publicity for RKO out-of-town theatres, will be chairman.

On the rostrum will be Harry Rausch, vice-president of Young and Rubicam in charge of radio and television publicity and promotion; Al Hollander, production facilities manager of DuMont Network; Gordon Kinney, radio and TV manager of the Advertising Council.

Arrangements have been made with DuMont Television Network to have the students make a tour of its studios.



FIRST IN FILM NEWS

# MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 89 NEW YORK, U. S. A., THURSDAY, NOVEMBER 6, 1952 TEN CENTS

# Federal Policies Toward Business Due for Change

## *Eisenhower Administration Leans to Lower Taxes, Fewer Controls, Less Interference, But Tariff Policy Could Bring Retaliation*

By J. A. OTTEN

WASHINGTON, Nov. 5.—Barring an all-out war, business generally—and including the motion picture industry—can look for a slightly easier time at the hands of the Federal Government during the next few years. How this will be translated into specific acts affecting the film industry is still too early to say.

An Eisenhower Administration—regardless of how the still uncertain struggle for control of Congress goes — will probably mean lower taxes over the next few years, though not necessarily a cut in the admission tax. It will mean a more lenient anti-trust policy, though not necessarily any dropping of the 16mm. case. It will mean fewer controls on business, though not necessarily the complete ending right now of theatre construction controls.

An admission tax cut, a dropping of the 16mm. suit, ending of theatre construction controls are all definite possibilities—they're just not certain, part of the difficulty of translating broad trends into specific instances.

For example, a Republican administration will probably mean an initial economy wave. This, plus a natural tapering-off in defense spending toward the end of 1954, should make possible some small tax cuts. At this point, it looks almost certain that both the new administration and Congress will let the excess profits tax expire next June 30, on schedule. But not too many film industry firms have been affected by this tax.

There'll have to be a tax bill next

(*Continued on page 4*)

## Interest Grows For AAA Hand In Arbitration

### *Proponents Say Ass'n Could Be Cost-Saver*

A growing interest in having the American Arbitration Association administer the industry's proposed arbitration system is indicated in both exhibition and distribution circles. A sharp difference of opinion over the possibility of having the AAA in the picture prevailed in the early days of arbitration discussions, but it is reported that opponents and proponents of AAA participation are getting closer together, in favor of the association. As yet, no overtures have been made to the AAA nor has any advice been sought from the organization as to operational procedure.

Meanwhile, a pattern for the financing of a new arbitration system for the motion picture industry is reported to have been drawn up and to be under consideration. One of the principal obstacles in blueprinting a new system has been the matter of costs. Some

(*Continued on page 4*)

## Small, Bankers Trust In New Finance Deal

Bankers Trust Co. of New York has closed a new financing deal with Edward Small, who releases through United Artists.

While the amount involved was not revealed, Harry Watkins, vice president of Bankers Trust, said yesterday that completion of the deal was an indication of the bank's confidence in the management of UA.

## Canadian Industry Toasts Pioneers

TORONTO, Nov. 5.—Representatives of the Canadian film industry from all parts of the country paid tribute tonight at the 50th anniversary banquet sponsored by the Canadian Picture Pioneers to six early leaders of the theatre world in the Dominion.

Those honored with special scrolls were John Chuberg of Vancouver; George Anetakos and L. E. Ouimet of Montreal; Jule Allen of Toronto; Arch J. Mason of Springhill, N. S., and the late F. G. Spencer of St. John, N. B.

## *Texas COMPO Seeks State Tax Change*

**Dallas, Nov. 5. — Texas COMPO tomorrow will launch a campaign to have the state admission tax made applicable to prices of $1 instead of the 51 cents and over level now in effect. A 10-page booklet has been prepared to guide exhibitors in their approach to state legislators for support of the change.**

## Find Election Night Ballyhoo No Help

Despite the ballyhoo devoted to the message that important election returns would be broadcast to theatre patrons, New York theatres, in the main, suffered a dip at the box-office Election Night, a poll of circuits disclosed here yesterday.

Along Broadway, most first-run houses reported business good for matinees while grosses declined during the evening. With the exception of RKO Theatres, most other circuits reported neighborhood business down Election Night. RKO Theatres said that the box-office was lively both during the day and evening.

## Educators to Honor Film Studio Heads

HOLLYWOOD, Nov. 5.—A group of nationally known educators will honor studio heads tomorrow with a dinner and reception at the Beverly Hills Hotel for "the significant contributions" Hollywood films are making as teaching aids in schools throughout the United States.

Dr. Roy E. Simpson, California Superintendent of Public Instruction, will be host and will be joined in the tribute by many prominent educators, including Dr. Willard E. Givens, former executive secretary of the National Education Association; Dr. Mark May of Yale University; Dr. A. J. Stoddard, superintendent of Los Angeles schools; Roger Albright, director of educational services of the Motion Picture Association; members of the state board of education, and

(*Continued on page 4*)

## Blame Rising Costs For Col. Profit Dip

Increased costs of production and general operations were blamed for the dip in Columbia Pictures Corp. profits for the year ended June 30, 1952, despite the record income realized by the company in the 12 month period, according to a letter to stockholders by Harry Cohn, president.

Comparing the current year's operation with previous years, Cohn pointed out that gross income for 1952 was $59,081,213, the largest in the company's 30-year history. However, the net profit for 1952, it was reported, was $802,872, compared to $1,497,814 in 1951 when the gross income was $55,368,284.

Cohn cited the increase in labor costs as an example. Said he: "The added labor costs in the industry in Hollywood alone amount to $13,000,000 annually, of which our share has amounted to $1,400,000. Unlike many other industries, an increased cost is

(*Continued on page 4*)

## Public Relations Group for Canada

TORONTO, Nov. 5.—Formal start was made on a proposed motion picture institute of Canada as suggested by the Motion Picture Industry Council last week in Ottawa when the Motion Picture Theatres Association of Ontario in convention here enthusiastically endorsed the project, in which a prime mover is Nat Taylor of Toronto, head of 20th Century Theatres.

Plans call for a central bureau which would work for better box-office and improved public relations on a cooperative basis to meet the new threat of Canadian television.

## Grant to Coast on Studio Problems

Arnold Grant, chairman of the board of directors of RKO Radio Pictures, is expected to fly to the Coast today on RKO studio plans immediately following this afternoon's scheduled meeting of the RKO board here.

The board today is expected to appoint three new directors, filling the vacancies caused by the recent resignations of Ralph Stolkin, Abraham L. Koolish and William Gorman. Grant's mission to the Coast, delayed by the internal problems of the company in the East, is a two-fold one, to find a studio head and to map the resump-

(*Continued on page 4*)

# Personal Mention

DON HARTMAN, Paramount production chief, is due in New York from Hollywood Monday for 10 days of home office conferences.

•

JACK S. CONNOLLY, chief of the newsreel and special events branch of the U. S. Department of State, has been given the Superior Service Award, second highest decoration that a civilian can obtain in government.

•

HAROLD WIRTHWEIN, Allied Artists Western sales manager, has returned to Hollywood from San Francisco, accompanied by MEL HULLING, West Coast franchise owner.

•

JERRY PICKMAN, Paramount vice-president in charge of advertising and publicity, will return here today from the Rowley United Theatres convention in Dallas.

•

BERRY GREENBERG, Warner Brothers home office foreign department representative, has returned from a trip through the Far East.

•

F. J. A. MCCARTHY, Universal Southern and Canadian sales manager, left New York yesterday for Houston.

•

BERT ORDE, head of the motion picture department of *Redbook* magazine, has returned here from the Coast.

•

CHARLES P. SKOURAS, president of National Theatres, is scheduled to leave here for the Coast tomorrow.

•

BEN THAU, M-G-M studio executive, has delayed his arrival here from the Coast until tomorrow.

•

GEORGE STEVENS, Paramount producer-director, has arrived in New York from Hollywood.

•

ARTHUR CANTON, M-G-M Eastern field press representative, is in Boston from New York.

•

EDWARD L. FABIAN of Fabian Theatres has returned to New York from Albany.

## Sennett, Ritzes in Deal

HOLLYWOOD, Nov. 5.—Mack Sennett and the Ritz brothers have combined in a package deal centered on a story titled "Galloping Geese," which will be offered to a major studio. This would bring Sennett back to active production as a director. The story, to star Harry, Al and Jimmy Ritz, is backgrounded in Los Angeles.

## Lesser Bringing Print

Julian Lesser, president of Royal Productions, is scheduled to arrive in New York tomorrow from Hollywood with a print of his latest picture, "The Lost Hours." Distribution plans will be discussed with Seymour Poe, Lesser's New York representative. No release deal has been set. Made in England, the film stars Mark Stevens.

# Myers Charges FCC Is Not Encouraging to Theatre TV

WASHINGTON, Nov. 5.—The Federal Communications Commission did not give the industry much encouragement in its hopes for theatre television channels during the course of the recent theatre television hearing, Allied States Association general counsel Abram F. Myers said today.

In a bulletin to Allied members, Myers declared he must report that in his judgment "nothing occurred to indicate that the commissioners are inclined to allocate channels for theatre television."

On the contrary, Myers went on, "most of the questions propounded and observations made seemed to be quite discouraging."

Myers said he had carefully observed the first phase of the hearing and complimented the National Exhibitors Theatre Television Committee on an "excellent job." He added, however, that "the fight is not lost by any means" and that the Commission would be presented in the January portion of the hearing with facts "calculated to overcome" Commission objections.

Earlier this week the FCC derided talk from some segments of the industry which labeled as prejudiced the Commission's attitude toward theatre television.

## Spyros Skouras in Sydney from Tokyo

Spyros P. Skouras, 20th Century-Fox president, has arrived in Sydney, Australia, from Tokyo for a three-week survey of company interests and industry conditions in Australia and New Zealand, the company reported here yesterday.

Skouras is expected to meet with Ernest Turnbull of Hoyt's Theatres, in which 20th Century-Fox has interests, and other leading Australian theatremen and government officials. Discussions are also slated with Michael Moodabe of New Zeland's Amalgamated Theatres. Additionally, Skouras will address groups in his capacity as chairman of the extension committee of the World Brotherhood Movement. Following his stay in Sydney, Skouras will return to the United States by way of Europe, with a stopover in India.

## Disney Sets 65 16mm. Distribution Units

Walt Disney Productions has licensed 65 distribution units across the country to handle the 16mm. films for educational, church, club and other non-theatrical users that Disney will make available shortly after Jan. 1, according to Roy Disney, company president. Carl Nater, head of Disney's non-theatrical department, will be in charge of the setup.

Four subjects running from 18 to 27 minutes in length, as well as three separate comedy shorts, are included in the first list of releases. All will be in color.

## Stolkin, Corwin Sell Radio Interest

PORTLAND, Ore., Nov. 5.—Ralph Stolkin, Edward G. Burke and Sherrill Corwin, members of the syndicate which bought Howard Hughes' controlling stock interest in RKO Pictures, have sold their 33 per cent interest in the Portland and Seattle radio stations to employes of station KOIN, Portland, and to Ted R. Gamble, chairman and partner in the operations, and Arch Morton, Seattle station manager.

An amended application for television channel No. 6 has been filed with the Federal Communications Commission announcing the sale of the stock, Gamble said. Stolkin recently resigned as president and a director of RKO Pictures following unfavorable publicity in the *Wall Street Journal* concerning his past business activities.

## Los Angeles Leading 'Heineman Drive'

United Artists' "Bill Heineman Sales Drive" has moved into its home stretch, with the Los Angeles, New Orleans and New Haven exchanges holding down first places in the three exchange groups into which the company's branches have been divided for purposes of the drive, it was announced here by UA vice-president Max E. Youngstein, who is drive captain. Chicago, Cleveland and Vancouver, are the runners-up in the three groups, respectively.

The drive will end on Dec. 6. It began on June 15.

## 'Andersen' Premiere For Children Nov. 15

RKO Radio will stage a special invitational premiere of Samuel Goldwyn's "Hans Christian Andersen" at the Paris Theatre here on Nov. 15 for youngsters between the ages of six and 14, children of celebrities, press, radio, magazine and TV representatives.

Plans call for a full-scale premiere, with NBC's TV puppet personality, "Rootie Kazootie," as host and master of ceremonies. The regular premiere of the film will be held Nov. 24 at New York's Criterion Theatre.

## V. J. Orsinger Heads Variety in Capital

WASHHINGTON, Nov. 5.—Victor J. Orsinger, Washington attorney and former general manager of Lopert Theatres here, has been elected chief barker of the Variety Club of Washington. Also elected were Jerry Price, first assistant chief barker; Jack Fruchtman, second assistant; Alvin Q. Ehrlich, property master, and Sam Galanty, dough guy.

Delegates to Variety International's Mexico City meeting will be Nate Golden and Jake Flax, with Jerry Adams international canvasman.

# Newsreel Parade

*CORONATION preparations in England are highlighted in current newsreels. Also featured are forest fires in the East, bitter fighting in Korea, prison riots in Ohio, a British jet plane crash, and college football games.*

**MOVIETONE NEWS, No. 90**—Leathernecks in bitter fight for Korean hill. Boston battles a big pier blaze. British jet liner crashes in Rome. Fires menacing forests in East. Fashions in wool. Georgia Tech-Duke, Michigan State-Purdue football games.

**NEWS OF THE DAY, No. 220**—UN and Reds locked in deadly see-saw battle. Coronation preview. Borneo greets duchess. Police perform for Egypt's strong-man. Michigan State-Purdue, U.C.L.A.-California football games.

**PARAMOUNT NEWS, No. 23**—Coronation preparations in England. With Uncle Sam's Leathernecks in Korea. Aftermath of tension behind prison bars at Menard State Prison, Illinois and Ohio State Penitentiary in Ohio. Michigan State-Purdue, Texas-Southern Methodist football games.

**TELENEWS DIGEST, No. 45A**—Presidential campaign ends. Disputed air bases in Morocco. Latest test for RCAF fliers. Illinois-Michigan football game.

**UNIVERSAL NEWSREEL, No. 410**—Spectacular blaze in New York. Berlin blockade. Plane crash in France. Replica of crown jewels. Georgia Tech-Duke, Michigan State-Purdue, Yale-Dartmouth football games.

**WARNER PATHE, No. 25**—Ohio prison riot. Britain plans coronation. Egypt's strong-man reviews troops. Seal hunt on island off Australia. Los Angeles: around the clock fashions. UCLA-California, Georgia Tech-Duke football games.

## Hold Meeting on Cinerama Plans

A meeting on Cinerama plans was held here yesterday attended by Louis B. Mayer, board chairman of Cinerama Productions Corp.; Dudley Roberts, president, and Merian C. Cooper, general manager in charge of the program of production. A Cinerama spokesman said that no decisions had been reached on Cinerama production plans or on the selection of theatres for Cinerama exhibition.

## N. Y. Bijou to Para. For "Bali" Preview

Paramount has taken over the Bijou Theatre, New York, for a full day of special press and trade previews of "Road to Bali" on Nov. 14. Patterned after the Bijou previews of Cecil B. DeMille's "Greatest Show on Earth," the showings of the Bing Crosby-Bob Hope-Dorothy Lamour comedy will be held at 10:30 A.M. and at 2:30, 5:30 and 8:30 P.M.

## Dempsey at Teda Party

CHICAGO, Nov. 5.—Former heavyweight champion Jack Dempsey will be one of the attractions at the night club party to be held here Tuesday evening, Nov. 18, by the Theatre Equipment Dealers Association in connection with the joint TEDA-Theatre Equipment Supply Manufacturers trade show and convention to be held in association with the national Allied meeting at the Morrison Hotel here starting Saturday, Nov. 15.

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# ALAN LADD

VOTED 10-YEAR POPULARITY CHAMPION BY 'MODERN SCREEN'! (4,500,000 readers!)

**as Jim Bowie, the Louisiana bayou man... with a challenge on his lips- and his name on a knife.**

# VIRGINIA MAYO

**as the shameless belle of Natchez- with a weapon all her own!**




# The Iron Mistress

COLOR BY TECHNICOLOR

WITH JOSEPH CALLEIA SCREEN PLAY BY JAMES R. WEBB FROM THE NOVEL BY PAUL I. WELLMAN MUSIC BY MAX STEINER PRODUCED BY HENRY BLANKE DIRECTED BY GORDON DOUGLAS

## THIS WEEK THE WORLD PREMIERE CHICAGO THEATRE, CHICAGO! OVER 400 HOUSES FOR THANKSGIVING!

# Arbitration

(Continued from page 1)

distribution heads have claimed that they would not give their approval to assessments similar to those specified by the court during the three-year period of the original consent decree, stemming from the case of U. S. vs. Paramount, et al. At that time, the court ruled that the involved distributors should pay up to $340,000 a year for the operation of the system.

Proponents of AAA administration point out, however, that certain factors involved in the system prescribed under the consent decree would not be included in the new and proposed plan. One of these would be no provision for an appeal board. This board cost the distributors $90,000 a year. AAA advocates also assert that there would be no need for 31 arbitration offices, a costly item in the original setup. The AAA now operates 12 offices, eight on a full-time basis and four part time. These regional headquarters could handle film cases in the various territories, it is claimed. This would eliminate the need for arbitration offices in each of the exchange cities. Under consent decree arbitration, 31 full-time offices were in operation, although some branches, such as Seattle, never had a single case filed during the entire three-year period.

While the court-decreed budget for arbitration under the anti-trust case was $340,000, the AAA did not expend more than $200,000 a year. With the appeal board tapping the till for $90,000, actual operation costs were only around $110,000 yearly.

Some leaders of both Allied States and Theatre Owners of America have shown, unofficially, a leaning toward AAA as the administrative agency, but so far they have not been able to get together on a definite formula.

## Atkinson on His Own

ATLANTA, Nov. 5.—Eddie Atkinson, formerly in Atlanta with RKO Radio and other exchanges, will open a buying and booking office in Jacksonville, it is understood.




Enjoy the world's most luxurious air service
AT NO EXTRA FARE!

TWA's Ambassadors
nightly from
NEW YORK
LOS ANGELES
SAN FRANCISCO
via Chicago

Friendly lounge, superb cuisine, gracious hospitality in new, giant TWA Super Constellations. Sleeper berths at extra cost. See your travel agent or call Trans World Airlines.

ACROSS THE U.S. AND OVERSEAS...
FLY TWA


# Federal Business Policies

(Continued from page 1)

year, because the increases in the individual income tax authorized by Congress in 1951 expire Dec. 31, 1953. These increases will have to be renewed at their present levels or very close to them, to keep the budget remotely near balance. A tax bill, even if it deals with individual income taxes, would give the film industry a chance to lobby for a cut in the admissions tax next year. How much success this would have is uncertain —largely because the government would be losing enough revenue with the ending of the excess profits tax. A better bet for an admission tax cut would be in 1954, when Congress will have to consider what to do about various other excises which the 1956 tax law increased and which are to expire March 31, 1954.

### Better Leverage

The fact that 1954 is an election year would give the film industry even better leverage in its campaign.

Present increases in the corporate income tax rates don't expire until June 30, 1954. The outlook there would be for very slight reductions if any.

**If, as appears likely at this writing, the Republicans control the House, chairman of the tax-writing Ways and Means Committee would be Rep. Dan Reed of New York who, generally, has favored excise and corporate tax cuts. If, as also seems likely today, the Republicans take the Senate, too, Senator Millikin of Colorado would head the Finance Committee. He would probably favor tax cuts at the earliest opportunity.**

If the Democrats take the Senate, Finance Committee chairman George might move over to head the Foreign Relations committee, making Sen. Byrd of Virginia chairman of the finance group. Sen. Millikin of Colorado would head the committee in a Republican senate. All three senators would probably favor tax cuts at the earliest opportunity.

An Eisenhower Administration would probably try to avoid bothering business with a flood of anti-trust suits and control measures. Certainly, new anti-trust suits would be fewer for a long while, both because of the fact that the Republicans would be less likely to institute them and because it would take time for a new group of officials to get their teeth into the running of the Justice Department. But whether the Department could risk dropping suits already brought, such as the 16mm. suit, is hard to say. Certainly such a course would lay the Republicans open to sharp criticism from the Democrats.

**One of the names most frequently mentioned for the post of Attorney General is Governor Earl Warren of California, whose current job has made him very familiar with the problems of the film industry.**

A Republican House would undoubtedly put a damper on the House Judiciary Committee's repeated investigations of monopoly. It is likely that the Senate Small Business Committee's investigation of the film industry will be continued, no matter which party controls the Senate. The top Republican on the committee, Senator Tobey of New Hampshire, views these problems not much differently from Democratic chairman Sparkman.

The Eisenhower Administration will probably move to kill or weaken price and wage and other controls, but allocation controls, which form the basis of theatre construction controls, might be the last to go. However, these, too, might go early in 1953, especially if the Republicans control Congress. In any event, they'll certainly be relaxed rapidly and progressively.

**One of the places where party control could make the most difference is in the House Un-American Activities Committee. A Republican House would give the committee to Rep. Velde of Illinois, who has been one of the most outspoken critics of the film industry and the leader in the fight to continue the Hollywood investigation.**

The Eisenhower Administration, regardless of the control of Congress, would probably move toward a more protectionist tariff policy, which could very well set off retaliatory steps abroad harmful to the film industry. The Reciprocal Trade Agreement Act comes up for renewal next year, and further strings will probably be put on the program.

Changes in such business regulatory commissions as the Federal Communications Commission, the Securities and Exchange Commission and others will probably be gradual. Most of the commissioners have terms running for several years, and will probably hang on until the end. But some will go soon. For example, it is expected that FCC chairman Paul A. Walker, who is getting on in years, will quit at the end of this year. What sort of men General Eisenhower will pick to replace them is impossible to say.

**Because of the continuing terms of most FCC members there is little reason to believe the election will have any material effect on such pending matters as industry applications for theatre TV channels and the proposed merger of United Paramount Theatres and American Broadcasting Co.**

A Republican Senate might mean trouble for the film industry in one respect. Chairman of the Senate Commerce Committee would be Sen. Tobey, who has repeatedly criticized motion picture "monopolies," has attacked exclusive theatre telecasts, and put pressure on the Justice Department to get films for Phonevision.

There'll probably be some revision of the Taft-Hartley law at the coming Congress, and it's not unlikely that the new law will include a change long sought by the Hollywood unions —shortening the waiting period within which new workers must join the unions in union shop studios.

## NT Pfd. Dividend

LOS ANGELES, Nov. 5. — National Theatres has announced a quarterly cash dividend of 37½ cents per share on outstanding preferred stock, payable Dec. 1 to holders of record on Nov. 14.

# Col. Profit

(Continued from page 1)

one that cannot be passed on to the consumer. It does point out, however, the importance of the most aggressive policy possible, consistent with good management in the production, sale and merchandising of our product."

The Columbia president pointed out these significant factors which affected the industry during the year: The more successful motion pictures have reached unexpectedly high grosses in contrast with an economic trend that has lessened the available pocket money of the "man in the street;" the summer months witnessed a business upsurge; there has been a mounting "grass roots" effort to eliminate the 20 per cent Federal admission tax; strong newspaper editorial opposition to the government's 16 mm. suit has been voiced; there has been a notable increase in the foreign business of the industry.

The policy of Columbia, the president said, would be to continue the presentation of pictures in all categories—high, medium and low negative costs. He also stressed the growing importance of drive-ins as a source of revenue, pointing out that currently in excess of 20 per cent of all theatres are drive-ins. Cohn cited the possibility that the subscription television medium at some future time may become an adjunct to the corporation's business.

## Educators to Honor

(Continued from page 1)

leading school administrators.

Y. Frank Freeman, vice-president of Paramount Pictures and chairman of the board of the Association of Motion Picture Producers, and Dore Schary, M-G-M vice-president in charge of production, will respond for the industry.

Through Teaching Film Custodians, a non-profit educational affiliate of the MPAA, formed in 1937, some of Hollywood's finest films are circulated after commercial showings are completed.

## Grant to Coast

(Continued from page 1)

tion of full-scale production. While on the Coast he will confer with Sherrill C. Corwin, the company's board representative in Hollywood.

Meanwhile it was learned that Hal Olver, field exploiteer in New York, has resigned to take a position in the legitimate stage field. No successor has been named as yet.

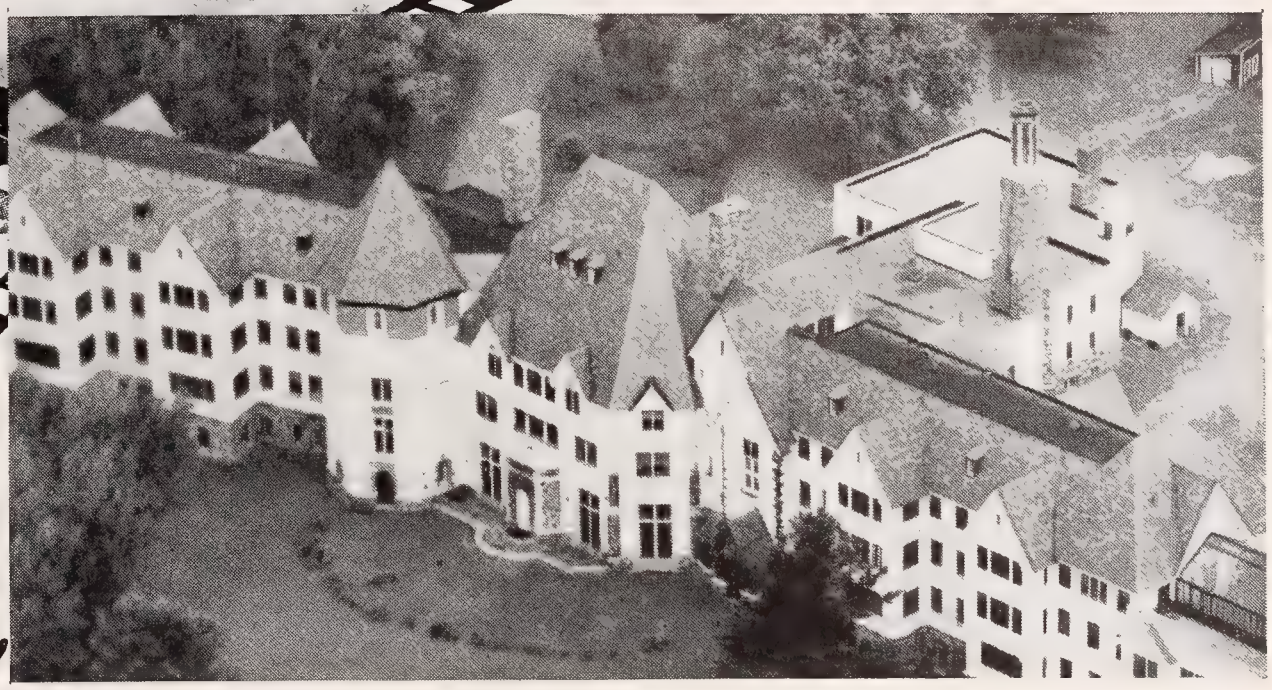
## Elect Harold Tyler To State Legislature

ALBANY, N. Y., Nov. 5.—Harold I. Tyler, owner of the Delphia, Chittenango, was elected Assemblyman on the Republican ticket from Madison County yesterday. A former supervisor, he is the first exhibitor sent to the state legislature in recent years.

## Dobson Dies, 20th Atlanta Manager

ATLANTA, Nov. 5.—Fred W. Dobson, 20th Century-Fox branch manager here for the past 20 years, died of a heart attack Monday night. He had been ill for several months.

# These are the things that are well worth doing!





## Your ONCE-A-YEAR CONTRIBUTION TO THE CHRISTMAS SALUTE

### PUTS YOU IN THE BIG LEAGUE IN THE *TB Battle*

Once a year, and only once, your WILL ROGERS MEMORIAL HOSPITAL comes to you with the request for funds to maintain the institution for the ensuing fifty-two weeks... And *this is it* for 1952-53.

That your hospital is worthy of support is proved by the success it has achieved in fighting TB... by the services it has rendered to your fellow man during the twenty-six years you've owned it.

Its enviable record of over 90% of cases CURED... its average per-case cost of almost HALF the National estimated average ... *These* are the things well worth doing! *Saving* lives, *preventing* the spread, and *healing* the otherwise helpless. And this at *no cost* to the afflicted.

These are the things *you* are doing through *your* hospital. Yes, if you have any kind of job in the amusement industry, or allied to it, you share this glory. You share the protection and the responsibility too.

*Autograph* THE SALUTE SCROLL *and give* – "A DIME, A DOLLAR, OR AN ENDOWMENT"

So, sign the Christmas Salute Scroll where you work. Get others to do it too, and give a "dime, a dollar, or an endowment." The Christmas Salute is NOW ON—Give a lift in November and December.

*It's Your Hospital* **You share the glory, the protection, and the responsibility.**

Owned & operated by the amusement industry

*Variety Clubs*

# WILL ROGERS MEMORIAL HOSPITAL

National Office: 1501 Broadway, Room 1309, New York 36, N.Y.

*Saranac Lake*

**RKO RADIO PICTURES, Inc.**

**TRADE SHOWINGS of**

**Huntington Hartford's**

**"FACE TO FACE"**

COMPRISING

**"The Secret Sharer" and "The Bride Comes to Yellow Sky"**

| | | | |
|---|---|---|---|
| ALBANY | | | |
| Fox Scr. Rm. 1052 B'way | Thurs. | 11/13 | 2:00 P.M. |
| ATLANTA | | | |
| RKO Scr. Rm. 195 Luckie St., N.W. | Thurs. | 11/13 | 10:30 A.M. |
| BOSTON | | | |
| RKO Scr. Rm. 122-28 Arlington St. | Thurs. | 11/13 | 10:30 A.M. |
| BUFFALO | | | |
| Mo. Pic. Oper. Scr. Rm. 498 Pearl St. | Thurs. | 11/13 | 2:30 P.M. |
| CHARLOTTE | | | |
| Fox Scr. Rm. 308 S. Church St. | Thurs. | 11/13 | 2:00 P.M. |
| CHICAGO | | | |
| RKO Scr. Rm. 1300 S. Wabash Ave. | Thurs. | 11/13 | 2:00 P.M. |
| CINCINNATI | | | |
| Palace Scr. Rm. 12 East 6th St. | Thurs. | 11/13 | 8:00 P.M. |
| CLEVELAND | | | |
| Fox Scr. Rm. 2219 Payne Ave. | Thurs. | 11/13 | 2:30 P.M. |
| DALLAS | | | |
| Rep. Scr. Rm. 412 S. Harwood St. | Thurs. | 11/13 | 2:30 P.M. |
| DENVER | | | |
| Para. Scr. Rm. 2100 Stout St. | Thurs. | 11/13 | 2:00 P.M. |
| DES MOINES | | | |
| Fox Scr. Rm. 1300 High St. | Thurs. | 11/13 | 2:00 A.M. |
| DETROIT | | | |
| Blumenthals Scr. Rm. 2310 Cass Ave. | Thurs. | 11/13 | 2:30 P.M. |
| INDIANAPOLIS | | | |
| Univ. Scr. Rm. 517 N. Illinois St. | Thurs. | 11/13 | 1:00 P.M. |
| KANSAS CITY | | | |
| Para. Scr. Rm. 1800 Wyandotte St. | Thurs. | 11/13 | 2:30 P.M. |
| LOS ANGELES | | | |
| RKO Scr. Rm. 1980 S. Vermont Ave. | Thurs. | 11/13 | 2:00 P.M. |
| MEMPHIS | | | |
| Fox Scr. Rm. 151 Vance Ave. | Thurs. | 11/13 | 12:15 P.M. |
| MILWAUKEE | | | |
| Warner Scr. Rm. 212 N. Wisconsin Ave. | Thurs. | 11/13 | 2:00 P.M. |
| MINNEAPOLIS | | | |
| Fox Scr. Rm. 1015 Currie Ave. | Thurs. | 11/13 | 1:30 P.M. |
| NEW HAVEN | | | |
| Fox Scr. Rm. 40 Whiting St. | Thurs. | 11/13 | 2:00 P.M. |
| NEW ORLEANS | | | |
| Fox Scr. Rm. 200 S. Liberty St. | Thurs. | 11/13 | 10:30 A.M. |
| NEW YORK | | | |
| RKO Scr. Rm. 630 Ninth Ave. | Thurs. | 11/13 | 2:30 P.M. |
| OKLAHOMA | | | |
| Fox Scr. Rm. 10 North Lee St. | Thurs. | 11/13 | 10:30 A.M. |
| OMAHA | | | |
| Fox Scr. Rm. 1502 Davenport St. | Thurs. | 11/13 | 1:30 P.M. |
| PHILADELPHIA | | | |
| RKO Scr. Rm. 250 N. 13th St. | Thurs. | 11/13 | 2:30 P.M. |
| PITTSBURGH | | | |
| RKO Scr. Rm. 1809-13 Blvd. of Allies | Thurs. | 11/13 | 1:30 P.M. |
| PORTLAND | | | |
| Star Scr. Rm. 925 N.W. 19th Ave. | Thurs. | 11/13 | 2:00 P.M. |
| ST. LOUIS | | | |
| RKO Scr. Rm. 3143 Olive St. | Thurs. | 11/13 | 11:30 A.M. |
| SALT LAKE CITY | | | |
| Fox Scr. Rm. 216 E. 1st St. South | Thurs. | 11/13 | 1:30 P.M. |
| SAN FRANCISCO | | | |
| Fox Scr. Rm. 245 Hyde St. | Thurs. | 11/13 | 2:00 P.M. |
| SEATTLE | | | |
| Jewel Box Scr. Rm. 2318 2nd Ave. | Thurs. | 11/13 | 1:00 P.M. |
| SIOUX FALLS | | | |
| Hollywood Thea. 212 N. Philips Ave. | Thurs. | 11/13 | 10:00 A.M. |
| WASHINGTON | | | |
| Film Center Scr. Rm. 932 New Jersey Ave. | Thurs. | 11/13 | 2:00 P.M. |


# Review

## "Sky Full of Moon"

*(Metro-Goldwyn-Mayer)*

CARLETON CARPENTER, Jan Sterling and Keenan Wynn are starred in this unpretentious, off-trail tale about a callow cowpoke on his first visit to Las Vegas that departs from a formula plot. It is well played by the trio and has appeal but sometimes wallows in sentimentality.

Norman Foster wrote and directed this with an eye towards the talents of the stars and featuring an anti-gambling slant. Carpenter comes to the big gambling town to win some rodeo events. He is shy some eight dollars for the bronco riding event and in his search for work or money enters the small gambling store owned by Wynn at which blonde and curvaceous Jan Sterling works.

Carpenter has an unusual run of luck with the "one-armed bandit" and Miss Sterling accompanies him while he tries to run up a big sum, half of which is to go to her. Carpenter's luck changes and he loses almost all of his money. Miss Sterling is fired by Wynn for reporting late to work and she convinces Carpenter to try "taking" the jackpot machine with a special drill. Carpenter cracks the machine honestly but drops the drill at Wynn's feet in the excitement and he and Miss Sterling leave town in her old car. Carpenter proposes to her but she considerately leaves him and his money. He returns, enters the contest and loses but goes back to work at a ranch, sadder but wiser.

Sidney Franklin, Jr. produced economically but there is no detraction from the story. It should be noted that drama rather than action is emphasized and at a slow pace.

Included in the cast are Elaine Stewart, Robert Burton, Emmett Lynn, and Douglas Dumbrille.

Running time, 73 minutes. General audience classification. For December release.

WALTER PASHKIN

## 12 More Apply to Join Pioneers

Approval of a second group of 12 applicants for membership in the Motion Picture Pioneers was announced here by Jack Cohn, president, as the committee rushed the processing of applications in time for this year's "Jubilee Dinner of the Pioneers" at the Hotel Astor on Tuesday, Nov. 25. New members will be inducted at the dinner, which will honor N. J. Blumberg, chairman of the board of directors of Universal Pictures, as "The Motion Picture Pioneer of 1952."

Included in the second group are Robert J. Fannon, Republic Pictures; George Gullette and Henry W. Hobart, both of New York and retired; William Meinhardt, Tacme Film Service; William Onie, Oxford Amusement Co., Cincinnati; A. A. (Jack) Renfro, Theatre Booking Service, Omaha; Edward Ruby, New York; William F. Ruffin, Ruffin Amusement Co., Covington, Tenn.; John A. Schnack, Electric Theatre, Larned, Kan.; David M. Sohmer, Lippert Pictures; Dudley M. Williston, Williston Theatre, Indianapolis, and Benjamin Wray of the Film Delivery Service.

## Dawson Speaks On Films, Audiences

The attitude of the upper cultural level audience towards motion pictures was termed "The Great Misunderstanding" by Mrs. Henry Dawson, who explained to an audience at the New School for Social Research here that ultra-sophisticated critics of films have misapplied critical standards derived from older and different cultures.

In her talk on "The Motion Picture and the Public," the associate director of community relations for the Motion Picture Association emphasized that American films reflect an American culture which is young and has different levels and needs.

## Eight Named for 'Movietime' Tours

CHARLOTTE, Nov. 5.—Eight Hollywood personalities will visit scores of Carolina communities in the annual "Movietime, U.S.A." tours starting Sunday. They are stars Bill Lundigan, Rod Cameron, Chill Wills, starlets Kathleen Crowley, Alice Kelley, Laura Elliott, and writers Douglas Morrow and Robert Hardy Andrews.

The group will arrive here in the afternoon and will remain in Charlotte for the annual banquet and dance of the 40th annual convention of the Theatre Owners Association of North and South Carolina. They will leave Charlotte the next morning.

## AA's 'Goldstein Drive' Extended

HOLLYWOOD, Nov. 5.—Sales results in bulk exceeding print availability has necessitated an extension of Allied Artist's "Morey Goldstein Sales Drive" through January. Goldstein will confer with company executives here next week.

Eastern members of Allied Artists' board of directors will arrive over the weekend to attend the meeting which will follow a stockholders meeting on Wednesday.

## Wisc. Allied Leads Convention List

**Milwaukee, Nov. 5.—With 106 listed thus far, Wisconsin Allied is said to lead the reservation list with the biggest delegation to attend the national Allied convention in Chicago, Nov. 15-17. They will have their own hospitality room at the convention, through the courtesy of Fox-Head Brewery, Waukesha.**

## Walter Brecher to N.Y. Rogers Post

Walter Brecher of Brecher Theatres has been named exhibitor chairman of the New York area for this year's "Christmas Salute," it was jointly announced by Abe Montague, president of Will Rogers Memorial Hospital, and Sam Switow, national exhibitor chairman.

In accepting the post, Brecher pointed out that "the accomplishments of the Will Rogers Memorial Hospital are attracting to it increasing and widespread interest. This is evidenced by gratifying early returns in the public-appeal coin-box operation. While this is separate and distinct from the industry's Christmas Salute, it indicates that the public recognizes the wonderful work of the Will Rogers Hospital.

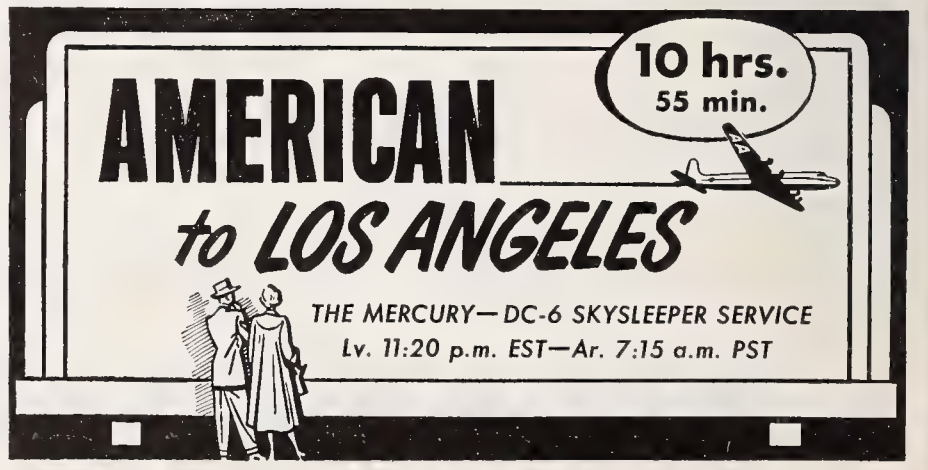
"Certainly we in the industry, especially in the New York area, can do no less than give it our wholehearted support by seeing to it that all in the amusement industry sign the Christmas Salute scroll and make a contribution to help 'Care for Our Own' during the once-a-year campaign now in progress."

## Radio-TV Panel For Ampa Course

Tonight's subject for the Associated Motion Picture Advertisers' class in the series of 12 showmanship lectures will be "Publicity—Not the Printed Word." Blanche Livingston, in charge of publicity for RKO out-of-town theatres, will be chairman.

On the rostrum will be Harry Rausch, vice-president of Young and Rubicam in charge of radio and television publicity and promotion; Al Hollander, production facilities manager of DuMont Network; Gordon Kinney, radio and TV manager of the Advertising Council.

Arrangements have been made with DuMont Television Network to have the students make a tour of its studios.

FIRST IN FILM NEWS

# MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 90 NEW YORK, U.S.A., FRIDAY, NOVEMBER 7, 1952 TEN CENTS

## Para. Reports 9 Months Net Is Up $458,000

### *Third Quarter Earnings Estimated at $4,663,000*

Paramount Pictures' net profit for the first nine months of 1952 increased $458,000 over the same period one year ago, the company's board of directors was told at a meeting held here yesterday.

**Consolidated earnings for the nine months ended Sept. 27, after taxes, are estimated at $4,663,000 and include non-recurring capital gains of $500,000. The earnings are equal to $1.99 per share and, excluding the capital gains, to $1.78 per share. Consolidated earnings for the first nine months of 1951 were estimated at $4,205,000 and represented $1.83 per share.**

Paramount estimates earnings for the third quarter ended Sept. 27 at $1,878,000 after provision for income

(*Continued on page 4*)

## Plan K. C.-St. Louis Television Channel

Plans for a microwave radio-relay route between Kansas City and St. Louis, supplying television channels, were disclosed here by the American Telephone & Telegraph Co., which has filed its application incorporating such plans with the Federal Communications Commission.

The proposed link would augment existing cable facilities, interconnecting Kansas City with Omaha and a new radio-relay route stretching South to Texas. At St. Louis it would tie in with coaxial cables extending

(*Continued on page 4*)

### *Record Turnout Due At Variety Luncheon*

**A record turnout is expected at the Variety Club of New York annual luncheon-meeting at the Paramount Caterers on Monday, chief barker William J. German reports. Close to 200 acceptances are already in. International chief barker Jack Beresin will be a guest speaker.**

## *Distributors Irked By Low Attendance at Trade Shows*

Exhibitor attendance at trade showings has dropped to a new low and unless the screenings get greater support some distributors may drop them completely, it was indicated here yesterday. One major company executive said that less than 50 exhibitors nationally are attending the showings and that this lack of interest might be the cause of adverse business in some localities. Current attendance, he said, is far below that of a year ago which, even then, was disappointing.

It is estimated that a national screening costs between $5,000 and $6,000, which includes screening room rentals, projectionists and publicity. In many cases, not a single exhibitor shows up.

At a recent meeting of executives of one large circuit, attended by more than 200 persons, a major company advertising manager asked how many in the room had been to the distributor's last screening. Only three men raised their hands. The advertising chief argued that it was conducive to good business to see all forthcoming product in order to prepare campaigns effectively.

Two years ago, Paramount dropped trade screenings for lack of attendance

(*Continued on page 4*)

## Dismisses Dubonnet Suit Versus ASCAP

Federal Judge Henry Goddard yesterday dismissed the application of the Dubonnet Music Publishing Co., seeking to amend the ASCAP decree so as to bar motion picture companies from the music publishing field.

Harold Lasser of the Department of Justice had informed the court during yesterday's hearing here that Dubonnet had failed to submit any evidence to him, supporting its application. The submission of such evidence had been requested by the court.

### *FWC Operators Get Welfare Plan*

SAN FRANCISCO, Nov. 6.—Fox West Coast Theatres has agreed to a new contract with IATSE projectionists Local No. 162 which calls for inclusion of a health and welfare plan. George Bowser, Spence Leve (Northern California manager), and Joe Tuohey represented FWC. The projectionists were represented by John Forde, Abe Lubfin, Merv Wagner and Steve B. Newman.

At the meeting, requested by FWC, which averted strike action, it was also agreed that all FWC theatres of Northern California would grant to the various locals of the "IA" the same health and welfare benefits.

## Exhibitor Forums For 20th's 'Venice'

A series of promotional briefings in every 20th Century-Fox exchange in the country has been launched by the company in cooperation with *Collier's* and *Look* magazines on behalf of "The Thief of Venice" national advertising campaign, it was announced here by Al Lichtman, director of distribution.

The meetings, to which scores of exhibitors have been invited, will detail information on the advertising barrage to be used in both magazines and explain how exhibitors may have their playdates listed in the ads to pinpoint local engagements.

Following preliminary meetings in Cincinnati, Indianapolis and St. Louis, sessions will be held Monday at New Haven, Boston, Buffalo, Albany, Philadelphia, Pittsburgh, San Francisco, Washington, Kansas City, Cleveland Chicago and Detroit.

Representatives of the magazines

(*Continued on page 4*)

### *End Harry Cohn's Cancellation Clause*

Recent settlement of the Columbia minority stockholders suit in New York Supreme Court contained a provision striking out the six-month cancellation clause between Harry Cohn, president, and the corporation, Charles Schwartz, secretary, has reported to stockholders.

A provision making Cohn's contract binding upon both parties until Feb. 10, 1955 has been substituted in its place, Schwartz stated. Other provisions in the settlement had been reported previously.

### *To Begin Alterations At Roxy Dec. 1*

The Roxy, National Theatres' Broadway showcase, will close for alterations on Dec. 1 and reopen on Dec. 18, with "Stars and Stripes Forever" and an ice show stage attraction. Prices at the box-office will remain the same as those prevailing currently.

These decisions were reached in a series of conferences attended by Charles P. Skouras, NT president;

(*Continued on page 4*)

## Hughes' RKO Theatre Stock Out of Trust

### *Two Provisions Govern Stipulation with Gov't*

Under a stipulation between Howard Hughes and the Department of Justice, Hughes yesterday was permitted to take his RKO Theatres stock out of trust, with two provisions. The theatres stock has been in trusteeship with the Irving Trust Co. since January, 1951.

**One provision requires Hughes to put the theatres stock back into trust if he re-takes the stock of RKO Radio Pictures or if the new purchasers of the company's control don't pay for the stock. Under this provision, if Hughes re-takes the pictures stock, he must put that stock or the theatres stock back into trust.**

The second provision stipulates that if Hughes becomes a creditor to the

(*Continued on page 4*)

## Confer on Skouras Theatres' Complaint

Discussions between distributor attorneys and counsel for Skouras Theatres on alleged complaints of the latter were held here yesterday.

The conference, it was learned, stemmed from Skouras Theatres' long-standing threat to file a multi-million dollar suit against major distributors, RKO Theatres and Metropolitan Playhouses, Inc. Named in the threatened action are all major dis-

(*Continued on page 4*)

### *Downing on Board of Rockefeller Center*

**Russell V. Downing, president and managing director of Radio City Music Hall, was elected yesterday to the board of directors of Rockefeller Center, Inc., it was announced by Nelson A. Rockefeller, chairman of the board.**

**Downing joined the Music Hall as treasurer in 1933, was named executive vice-president in 1948 and appointed president on March 12 of this year.**

# Personal Mention

J. MILTON SALZBURG, president of Pictorial and Cornell Films, has returned here from a six-week tour of Europe.

•

CHARLES C. MOSKOWITZ, Loew's vice-president and treasurer, will be guest of honor at a dinner given by the Alpha Epsilon Pi fraternity of New York University at the Hotel Pierre on Thursday.

•

ERIC JOHNSTON, president of the Motion Picture Association of America, returned to Washington yesterday after meeting here with the MPAA executive committee.

•

JACK REVILLE, M-G-M Charlotte branch manager, who has been ill for several weeks, has taken a vacation to further recuperate before resuming his duties.

•

BEN THAU, M-G-M studio executive, who was scheduled to arrive here from the Coast today, has indefinitely delayed his trip East.

•

JULIUS LAMM, manager of Warner's Uptown Theatre in Cleveland, is recuperating from removal of a cataract.

•

DOUG AMOS, Hartford division manager of Lockwood and Gordon Theatres, will leave for a Florida vacation next month.

•

HUGH OWEN, Paramount Eastern and Southern division manager, is back in New York from Boston and New Haven.

•

GEORGE WELTNER, president of Paramount International, will leave New York today for a five-week tour of Europe.

•

MAX BERCUTT, Warner Brothers exploiteer, is in Denver from San Francisco.

•

JAMES C. SHANKLIN, Ronceverte, W. Va., exhibitor, is vacationing at Hot Springs, Ark.

•

RAOUL WALSH, Warner Brothers director, will return this week to Hollywood from England .

•

JOSEPH A. WALSH, head of Paramount branch operations, will return here today from Cincinnati.

•

MAX BIRNBAUM, manager of the Warner Brothers New Haven exchange, is recovering from illness.

•

DAVID J. LUSTIG of the Columbia exploitation department is in Hartford from New York.

•

HAROLD J. MIRISCH, Allied Artists vice-president, is in Chicago from Hollywood.

•

R. J. INGRAM, Columbia Southern district manager, has returned to Atlanta from Jacksonville.

# Says Other Industries Adopt Film Promotional Ideas

A wealth of promotional ideas now being used in many other industries, particularly in radio and television, have been taken from the motion picture industry, Harry Rauch, Young and Rubican advertising agency vice-president, declared here last night at the weekly showmanship course held by the Associated Motion Picture Advertisers at the Hotel Woodstock.

Rauch, who is in charge of radio and television publicity and promotions, stated that in his belief radio and TV are not competitive to motion pictures, but are compatible, and they can be used to sell tickets at the box-office. Rauch stated that a million-dollar idea can be carried on a post-card, and gave as an example the recent Joan Davis junket to Hollywood—nothing new about it, he said, but it resolved into thousands and thousands of dollars worth of publicity.

Allowing the class to participate in an unexpected deal between radio and a picture company, Rauch spotted Sid Mesibov, exploitation director of Paramount Pictures in the audience, and on the spot conducted a tie-up with him on Bob Hope who is on radio for Jello via Young and Rubicam, and in pictures for Paramount.

Gordon Kinney, radio and TV manager for the Advertising Council, explained visually how advertising works on TV; Al Hollander, promotion facilities manager of DuMont was another speaker; and Ira Morais of RKO Theatres answered questions on the theatre side.

Blanche Livingston, in charge of publicity for RKO Theatres out-of-town, was chairman of the event.

## Lapinere to Foreign MGM Publicity Post

Elias Lapinere will rejoin Loew's International Corp. on Jan. 1 as special publicity representative in Europe, working on top pictures only, David Lewis, regional director of Continental Europe, reports. Lapinere was with the organization before World War II. His first assignment will probably be on "Quo Vadis," it was said.

## WB Troy House Reopens

ALBANY, N. Y., Nov. 6.—Warners' American in Troy will be reopened tomorrow as a first run. The theatre, dark since June, featured subsequent run engagements for several years, but last spring it presented primary showings of foreign and exploitation films. Currently, the other Warner Troy houses, the Troy and Lincoln, are first runs.

## WB to Reopen Utica

ALBANY, N. Y., Nov. 6.—Warner Brothers will reopen the Utica, a Utica second run, Sunday. The theatre, which has been darkened and relighted several times in past two years, played art and first-run exploitation pictures last spring.

## Ready San Diego for 'Flat Top' Opening

SAN DIEGO, Nov. 6.—A campaign pronounced the most comprehensive in this town's history is whetting anticipation of the tri-theatre premiere of Allied Artists' "Flat Top" at the Fox, State and Loma Theatres on Wednesday.

The triple opening will follow the world premiere aboard the aircraft carrier *U.S.S. Princeton* in San Diego Bay Armistice Day, with a special train bringing 100 guests from Hollywood to join Navy personnel and civic officials in ceremonies to be broadcast and televised coastwide. An exploitation crew under John C. Flinn has the town plastered with billboards, placards, factory pay envelopes stuffed with heralds, local press conducting contests linked to picture, and complete news coverage of "Flat Top" events set for press, radio and video.

## Jules Buck Forms Production Firm

HOLLYWOOD, Nov. 6.—The formation of G-B Productions, Inc. in Paris and a production schedule calling for a minimum of two top-budget films within the next six months was announced by Jules Buck, recently resigned from 20th Century-Fox as a producer, and by David Getz and M. A. Getz. Buck will produce all of the films, which will be financed by the company itself.

The first production is scheduled to start in Germany in January.

## Tent to Honor Zucker

CLEVELAND, Nov. 6.—The local Variety Club is sponsoring a testimonial dinner on Monday in the Hollenden Hotel here in honor of Lester Zucker, former local Universal manager, recently promoted to Central division manager.

## Memorial for Stoneman

BOSTON, Nov. 6.—The unveiling of a memorial to the late E. Harold Stoneman will be held at 2:00 P. M. Sunday at the Adath Jeshurun Cemetery, West Roxbury, Mass. Stoneman was former president of Interstate Theatres Corp., treasurer of the "Jimmy Fund" and past chief barker of Variety Club of New England.

## W. R. Frank on Tour

BOSTON, Nov. 6.—W. R. Frank, president of W. R. Frank Productions, is on a nationwide tour of all offices of United Artists to acquaint branch managers, salesmen and bookers with his forthcoming "Medal of Honor" series of four half-hour films to be released by UA.

## 350 at Publicists Party

Some 350 representatives of the press attended the second annual party yesterday at the Vanderbilt Hotel here given by the Publicists Guild.

## RKO Pictures Board Meet Adjourns

**Due to unfinished business, the meeting of RKO Radio Pictures board of directors yesterday adjourned until next week. Arnold Grant, board chairman, in the meantime postponed his scheduled trip to the Coast.**

**No decision as yet has been reached on the appointment of three directors to fill the vacancies caused by the resignations of Ralph Stolkin, Abraham L. Koolish and William Gorman.**

## 'Forest' Premiere In Reno Monday

Paramount's "The Blazing Forest," Pine-Thomas color production, will have its premiere in Reno on Monday at the Majestic Theatre. The Reno New Golden Hotel will sponsor the event with proceeds to be turned over to the Reno Community Chest. Film stars John Payne, Rhonda Fleming, Richard Arlen, Susan Morrow, Roscoe Ates, producer Bill Thomas and members of the press will be flown from Hollywood.

## Close Half-a-Day For Armistice

A half holiday has been declared by several major film company home offices in observance of Armistice Day on Tuesday. Companies closing at 1:00 P.M. are Allied Artists, M-G-M, RKO Pictures, RKO Theatres, 20th Century-Fox, Universal-International and Warner Brothers. Columbia, Paramount, Republic, United Artists, United Paramount Theatres and the MPAA are still undecided.

## Herman Cohen Resigns

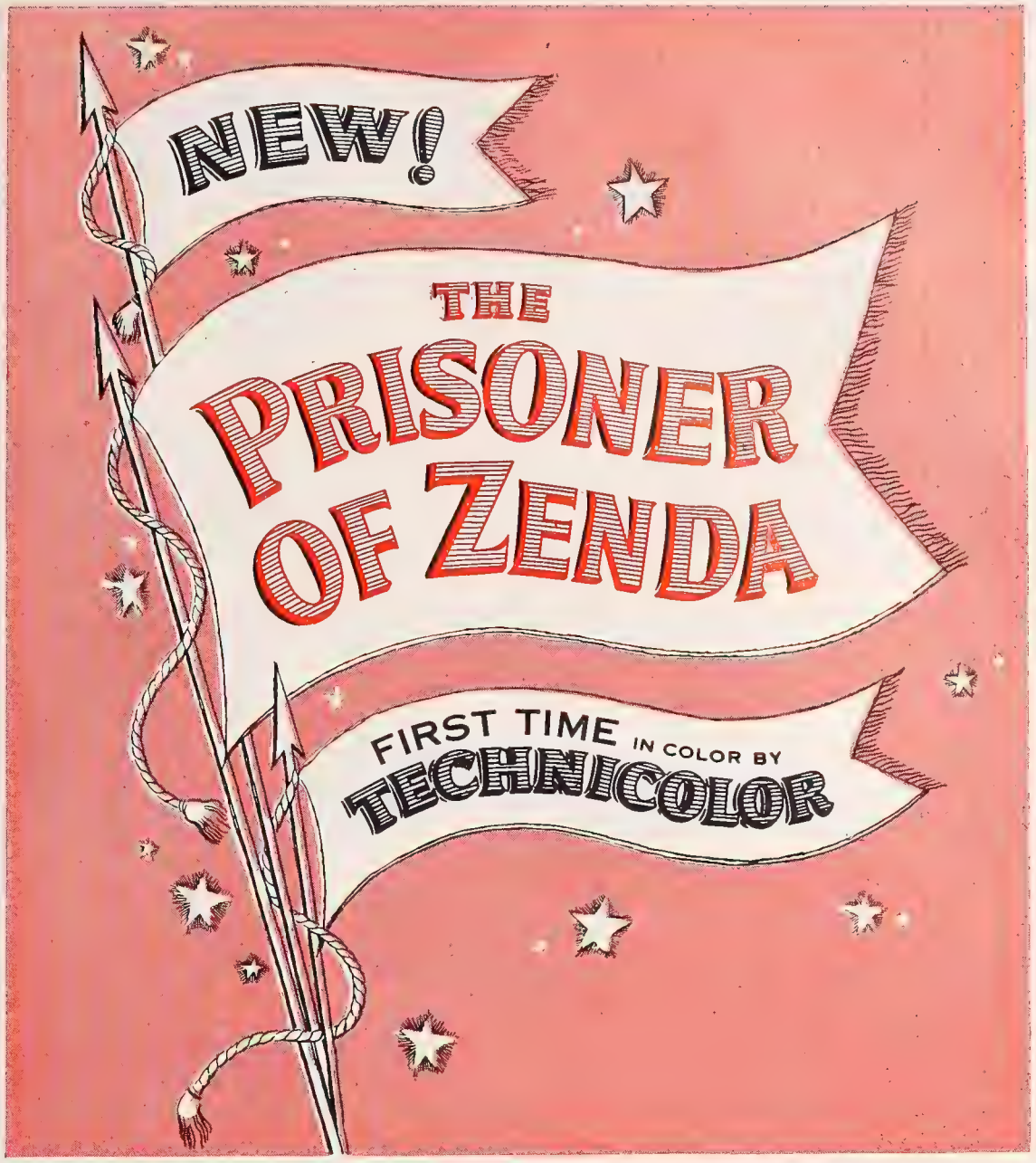
HOLLYWOOD, Nov. 6. — Herman Cohen has announced his resignation from the vice-presidency of Jack Broder Productions and Realart Pictures, effective Nov. 14.


NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"THE HAPPY TIME"
starring
Charles BOYER • Louis JOURDAN
A Columbia Picture
plus
SPECTACULAR STAGE PRESENTATION

Operation Secret
CORNEL WILDE · KARL MALDEN · STEVE COCHRAN
PARAMOUNT TIMES SQUARE
In Person
THE FOUR ACES
SUNNY GALE
JAY LAWRENCE · THE LANE BROS.
EXTRA
CHARLIE BARNET AND HIS ORCHESTRA
Midnight Feature


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# M-G-M's NEW BOX-OFFICE GIANT!

**The producers of the screen's greatest spectacles have done it again! The public which has packed theatres to see the wonders of "Quo Vadis," the magnitude of "Ivanhoe," now will revel in the spectacular excitement of the great adventure-romance "THE PRISONER OF ZENDA." In presenting this masterpiece of intrigue, love and daring for the first time in TECHNICOLOR, M-G-M stands ready to electrify the nation's movie-goers again with the kind of attraction they love!**

★

*M-G-M presents In Color By Technicolor "THE PRISONER OF ZENDA" starring STEWART GRANGER DEBORAH KERR • Louis Calhern • Jane Greer • Lewis Stone • Robert Douglas • and JAMES MASON as Rupert of Hentzau • Screen Play by John L. Balderston and Noel Langley • Adaptation by Wells Root from the novel by Anthony Hope and the dramatization by Edward Rose • Directed by Richard Thorpe • Produced by Pandro S. Berman*

# Para. Net

(*Continued from page* 1)

taxes. These earnings include the non-recurring capital gains of $500,000 after deducting taxes. These earnings are equal to 80 cents per share and, excluding capital gains, to 59 cents per share. Consolidated earnings for the quarter ended Sept. 29, 1951 were estimated at $1,373,000, equal to 60 cents per share.

The consolidated earnings do not include Paramount's share of net undistributed earnings of partially owned non-consolidated subsidiaries.

The board voted a quarterly dividend of 50 cents per share on the common stock, payable Dec. 20 to stockholders of record on Dec. 5.

## 20th's 'Venice'

(*Continued from page* 1)

will outline the over-all campaign to the showmen, and discuss mutual cooperation plans. In addition, they will present details of a contest for the most productive campaign on the film which will result in a first prize of a 10-day trip to Venice for two.

Other dates are: Wednesday, Omaha; Thursday, Denver; Friday, Salt Lake City; Nov. 17, Milwaukee, Minneapolis, Oklahoma City and Los Angeles; Nov. 18, Dallas and Portland; Nov. 19, Seattle and New Orleans; Nov. 20, Memphis; Nov. 21, Atlanta; Nov. 23, Des Moines; Nov. 24, Charlotte; Nov. 25, Jacksonville.

## Skouras Complaint

(*Continued from page* 1)

tributors with the exception of 20th Century-Fox and Loew's, which recently reached a settlement with Skouras Theatres.

Milton Weisman, counsel for Skouras Theatres, could not be reached for comment.

## TV Channel

(*Continued from page* 1)

East and South and with the planned radio-relay system to Chicago.

At the same time, A. T. & T. disclosed plans for making microwave facilities available to connect Holyoke and Springfield, Mass., and New Britain, Conn., to the nationwide television network.

## *Lurie Buys Curran*

SAN FRANCISCO, Nov. 6.—The 1,500-seat Curran Theatre has been bought by Louis R. Lurie at a cost of $800,000 from the Homer Curran estate and Wobber Brothers. The theatre will continue to operate under the same management.

## *Thaxter to Aid 'Dimes'*

The Greater New York March of Dimes committee has designated Warner Brothers' star Phyllis Thaxter to stimulate its recruiting drive for the annual "Mothers' March on Polio" in the borough of Manhattan.




# *Reviews*

## *"My Pal Gus"*

*(20th Century-Fox)*

RICHARD WIDMARK, Joanne Dru and Audrey Totter are starred in this highly engaging comedy that has the potentials of a box-office sleeper. While top billing goes to the stars, who do have considerable drawing power, the best laugh-getting lines are delivered by the "Gus" of the title, George Winslow, a little boy with an unchild-like, big voice who registered strongly in "Room for One More".

He is the focal point of the proceedings which concern a mother-less father-son relationship that has been appealingly set forth by writers Fay and Michael Kanin. It is the kind of film that can be exploited for its comic values, with the Winslow face and voice an asset, or for the serious side of parent relationships, which is stressed.

Director Robert Parrish has effectively interwoven a romantic sub-plot with the story which deals with the efforts of Widmark, a successful, rags-to-riches bon-bon manufacturer, to understand and love his son, Winslow. Both were left four years previous by money-hungry, brassy Miss Totter. She returns to "shake down" Widmark with the knowledge that his Mexican divorce won't stand up in court.

In the meantime Widmark has fallen in love with Miss Dru, who runs a school for children at which Winslow is happily enrolled. Widmark takes Miss Totter to court and wins a divorce but Winslow is awarded to Miss Totter and Miss Dru's reputation is besmirched by false charges and newspaper headlines. Winslow's evolution from an ill-tempered brat to a "pal", and Miss Dru's love, cause Widmark to give his fortune to Miss Totter in exchange for her signing away any claim to Winslow.

Stanley Rubin produced and has cleverly utilized several smart-looking exteriors while relying mainly on simple sets. The stars perform capably and they are notably supported by Joan Banks and Regis Toomey. Included in the cast are Ludwig Donath, Ann Morrison, and Lisa Golm.

A little exploitation should go a long way on this entertaining comedy that will strongly appeal to the family trade.

Running time, 83 minutes. General audience classification. For December release.

WALTER PASHKIN

## *"Kansas City Confidential"*

*(Associated Players & Producers—U. A.)*

AN action-melodrama dealing with a perfect $1,000,000 bank robbery planned by a retired police captain, this Edward Small production contains an ample amount of physical violence and sufficient suspense for the average action devotee. Its over-length detracts from the proceedings, which, despite the colorful title, are of a rather routine underworld nature.

John Payne is starred as a florist delivery truck driver with a minor police record who becomes involved when the robbery bandits get away in a facsimile of the florist's wagon. Payne is given a vicious going over frequently in the film and one is administered by the police who pick him up. Upon recovering he vows vengeance on the hold-up gang, mistakenly convinced they have deliberately framed him.

Retired police captain Preston Foster actually master-minded the robbery. His daughter, Coleen Gray, is a law student. Payne's trail leads him to the thieves' rendezvous at a Mexican resort town where they are to divide the money. It develops that Foster actually staged the hold-up to double-cross the thieves, collect the reward, and make fools of the police force against which he bore a grudge. Meanwhile Payne and Miss Gray have fallen in love. The shapely Dona Drake complicates things but all ends happily for Miss Gray and Payne after a gun battle at the finale in which the gang perishes and Foster absolves Payne of any gangster connections.

Phil Karlson directed, from a screenplay by George Bruce and Harry Essex, based on a story by Harold R. Greene and Rowland Brown.

Also in the cast are Neville Brand, Lee Van Cleef, Jack Elam, Howard Negley, Mario Siletti, Helen Kleeb, Vivi Janis, Ted Ryan, George Wallace, and Don Orlando.

Running time, 98 minutes. General audience classification. November release.

## *Lease Keith's in 'Cincy'*

CINCINNATI, Nov. 6.—Shor, Inc., consisting of Rube Shore, Peter Palazzolo and associates, local circuit operators, has negotiated a lease on the currently dark 1,500-seat Keith's Theatre in the downtown sector, at a reported consideration of approximately $500,000. The house, on which City Investing Co. and J. Clarence Davies Realty Co., New York, hold the leasehold, previously was operated by Midstates Theatres. Shor, Inc., which operates the Twin Drive-in, the only outdoor theatre in the city limits, the Forest Drive-in, and the Esquire and West Hills theatres, also has acquired the suburban Westwood from Louis Wiethe, operator of the Valley Theatre in nearby Roselawn. Wiethe will become a consultant with the Shor interests. Keith's will be reopened on Tuesday.

## *Ten Eyck Incorporates*

ALBANY, N. Y., Nov. 6.—Ten Eyck Television and Radio Corp. registered a certificate of incorporation with the Secretary of State to manufacture, buy, sell, deal in and install radio and TV equipment, including installations in theatres and hotels, with three incorporators from the Schine circuit offices in Gloversville. They are attorney Howard, M. Antevil, Alton Dockstader and Jean Mettler.

## *WB's Strachan Quits*

CLEVELAND, Nov. 6. — J. Knox Strachan, affiliated with Warner Theatres for the past 20 years, mostly as publicity director for theatres in the Ohio zone and more recently district manager in Lima, Sidney, Findlay and Mansfield, has resigned, effective Oct. 31, to become sales manager of the Allerton Hotel in Cleveland.

# Hughes' Stock

(*Continued from page* 1)

purchasers or if he becomes a guarantor of any part of the $8,000,000 loan, which he agreed to make upon the sale of the picture company stock to the Ralph Stolkin group, then he must put the theatre stock back into trust.

In 1948, Hughes acquired 24 per cent, or 929,020 shares, of RKO stock from Atlas Corp. Upon the divorcement of RKO's theatre and picture operations in 1951, Hughes received 929,020 shares in both the picture and the new theatre company, subsequently adding almost 100,000 shares of RKO Pictures stock. The theatre shares were held in trust by the Irving Trust Co., New York, under a restriction of the RKO divorcement which permitted Hughes to retain ownership of his stock in either, but not both firms.

## *'Huge Potential' in Arabian Countries*

HOLLYWOOD, Nov. 6. — American-made films are more popular than ever in the Arab-speaking countries, in the opinion of M-G-M producer Albert Lewin, who has returned from abroad.

"Hollywood films have a huge potential market there," he reported on his return from Marrakech, Casablanca and Rabet, French Morocco. Lewin completed six months' research and location scouting for "Saadia" to be filmed in North Africa early next spring for M-G-M.

"At present, most U. S., British and French companies do not dub their films shown in the Middle and Near East due to the expense involved but use Arabic subtitles. However," he said, "a very large proportion of the Arabs cannot read."

## Roxy Alterations

(*Continued from page* 1)

David Katz, the theatre's executive director; Arthur Knorr, stage production head, and others. The alteration job, estimated to cost about $185,000, will include the extension and piping of the Roxy stage for the ice show and changes in the marquee.

Katz will continue to buy and book films for the theatre.

## Trade Shows

(*Continued from page* 1)

and then restored them at exhibitor request. However, support of the showings lasted but a short time and attendance again has hit bottom.

## *Academy Names Powell*

HOLLYWOOD, Nov. 6.—Edward P. Powell has been named chairman of the music branch of the Academy of Motion Picture Arts and Sciences. Serving with him on the executive committee of the branch will be Johnny Green, Louis Lipstone, Daniele Amfitheatrof, Herschel Burke Gilbert, Ned Washington, Victor Young, Charles Wolcott and Jay Livingston.

## CORRECTION

**RKO-Radio Pictures, Inc. trade showing of "FACE TO FACE" for Des Moines will be held at the Fox Screening Room, 1300 High St., Nov. 13, at 10:30 A.M.**

# MUST SEE!

IF IT'S M-G-M IT'S BIG!

## TWO OF THE YEAR'S BIGGEST TRADE-SHOWS!



## "THE BAD AND THE BEAUTIFUL"

TRADE SHOW
NOV. 18th

This mighty attraction is already spoken about for the industry's highest awards, for Ten-Best Lists, for box-office immortality. You *MUST* see it!

You'll see STARS!

LANA TURNER
KIRK DOUGLAS
WALTER PIDGEON
DICK POWELL
Barry Sullivan
Gloria Grahame
Gilbert Roland
Leo G. Carroll
Vanessa Brown

M-G-M presents Lana Turner • Kirk Douglas • Walter Pidgeon • Dick Powell in "THE BAD AND THE BEAUTIFUL" co-starring Barry Sullivan • Gloria Grahame • Gilbert Roland • with Leo G. Carroll • Vanessa Brown • Screen Play by Charles Schnee • Based on a story by George Bradshaw • Directed by Vincente Minnelli • Produced by John Houseman

★

## "ABOVE AND BEYOND"

TRADE SHOW
NOV. 17th



This is the story, told for the first time, of Col. Paul Tibbets. It is the love story behind the Billion Dollar Secret, produced in spectacular magnificence by M-G-M. You *MUST* see it!

ROBERT TAYLOR *(fresh from "Q. V." and "Ivanhoe" triumphs)* and ELEANOR PARKER make screen history in the greatest love story of our time!

M-G-M presents "ABOVE AND BEYOND" starring Robert Taylor • Eleanor Parker • with James Whitmore Marilyn Erskine • Screen Play by Melvin Frank, Norman Panama and Beirne Lay, Jr. • Story by Beirne Lay, Jr. Produced and Directed by Melvin Frank and Norman Panama



## Cauldron boil . . . and kettle bubble . . .

Difficult though they may be, situations like these do come off, thanks to the care with which film and chemicals are keyed to specific photographic situation and production methods, thanks, also, to the rigid control of processing solution strength and temperature.

In this area—in production, distribution, and exhibition, too—representatives of the Eastman Technical Service for Motion Picture Film are proud to serve the industry.

To maintain this service, the Eastman Kodak Company has branches at strategic centers . . . invites inquiry from all members of the industry. Address: Motion Picture Film Department, Eastman Kodak Company, Rochester 4, N. Y. *East Coast Division*, 342 Madison Avenue, New York 17, N. Y. *Midwest Division*, 137 North Wabash Avenue, Chicago 2, Illinois. *West Coast Division*, 6706 Santa Monica Blvd., Hollywood 38, California.

NEWS WHILE IT IS NEWS

# MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 72. NO. 91 NEW YORK, U.S.A., MONDAY, NOVEMBER 10, 1952 TEN CENTS

## *Tradewise . . .*

By SHERWIN KANE

REFERENCE here last week to the remarks of Lowell Mason of the Federal Trade Commission on some absurdities inherent in judicial approaches to the subjects of "conscious parallelism of action" and treble damage suits, which have loomed so large in motion picture litigation, brought earnest comment and nostalgic reflection from Abram F. Myers, general counsel and chairman of the board of Allied States Association, no stranger, it develops, to the topic.

"This may seem a dull subject," Mr. Myers observes, "in an industry where the most important events are as episodic as a frame on a film, but I can think of no more important issue for discussion and such action as can be taken."

He cites a speech he made before the National Lime Association in 1949, relating to "conscious parallelism" as applied to the pricing of commodities by the basing point system. "There is no legal difference," Myers writes, "between inferring a conspiracy to fix prices

(*Continued on page 2*)

## UA, Chemical Bank Renew Finance Deal

Arthur B. Krim, United Artists president, announced here Friday that the Chemical Bank & Trust Co. and UA had renewed its agreement providing primary financing for a program of 10 pictures.

During the last 18 months, Chemical Bank has provided the financing for approximately 10 independent pictures released by UA and, according to Edward Van Pelt, who represented the bank in the negotiations, the arrangement will be continued. United

(*Continued on page 2*)

### *RKO UK Setup Will Not Be Changed*

**RKO Radio Pictures is highly pleased with the conduct of its United Kingdom division by Robert S. Wolff, UK managing director, and there is no intention of making any change in this management, New York correspondents of the British trade press were told at the weekend by Alfred Crown, RKO Radio foreign manager.**

## *'Should Have Tax Relief,' Legislator Tells Owners*

If the 20 per cent Federal admission tax "means the closing of large and small theatres, you're going to see this tax taken off. It's as simple as that." Such was the reaction expressed by Colorado Congressman Wayne N. Aspinall to the pleas of a group of Colorado exhibitors who met with him to ask for support in their fight to obtain repeal of the levy.

Congressman Aspinall told the showmen that repeal is the relief "which I think you should have, because one of the integral parts of our civilization—motion picture entertainment—is going out the window."

Colorado exhibitors won the pledge of a vote for repeal of the tax from Aspinall as the result of the meeting which was cited as an example of the proper procedure exhibitors should use in their campaign for repeal of the tax.

The meeting, described in a statement issued through the Council of Motion Picture Organizations here by Col. H. A. Cole and Pat McGee, co-chairmen of the National Tax Repeal Campaign Committee, was held shortly

(*Continued on page 4*)

## Johnston to Paris; French Pact Seen At Critical Stage

WASHINGTON, Nov. 9. — Motion Picture Association of America president Eric A. Johnston left here unexpectedly yesterday for Paris to take part in the negotiation of a new French-American film agreement.

He had been scheduled to leave yesterday on a one month tour of seven South American countries as chairman of the government's International Development Advisory Board. The State Department announced yesterday morning that this tour had been cancelled and that Johnston instead was leaving for France "on urgent business of the film industry."

This latter statement and the fact that Johnston cancelled the South American trip in favor of the Paris trip gave rise to a feeling among some observers that the French negotiations, which have been stalled for the

(*Continued on page 4*)

## *Cinerama Confabs to Be Held on Coast*

Conferences on Cinerama production plans are slated to be continued on the Coast next week, with the scheduled arrival there of L. B. Mayer, chairman of the board of Cinerama Productions Corp., Dudley Roberts, Jr., president, and Merian C. Cooper, general manager in charge of production.

Mayer left here Friday for Miami, where he will receive a citation from the Society of Industrial Realtors. From Miami, he plans to leave for the Coast.

## *Chicago Mayor Turns Down 'Miracle' Plea*

CHICAGO, Nov. 9.—Mayor Martin Kennelley has rejected the plea of the American Civil Liberties Union that the "Miracle" ban here be reversed and has upheld the decision of the police censor board that the picture is "immoral and obscene." ACLU attorneys have scheduled a meeting for this week to determine their next step in the campaign to permit the picture to be shown here.

## *Karl Herzog Resigns As Cinecolor Head*

HOLLYWOOD, Nov. 9.—Resignation of Karl Herzog as president, treasurer and director of Cinecolor Corp. was announced here today following a meeting of the board of directors. While no reason was given, it is understood that Herzog has been in ill health in recent months and that his retirement is due to doctor's orders.

Herzog also has resigned as president and director of Cinecolor Realty Corp. and chairman of the board and a director of Cinecolor, Ltd., London.

### *'Peter Pan' Gets 8 Weeks in Chi. Loop*

**Walt Disney's "Peter Pan" has been awarded an extended run of eight weeks in the Chicago Loop, according to a decision rendered by Federal Judge Michael Igoe in that city, it was disclosed here at the weekend by RKO Radio.**

**Attorney Aaron Stein represented Disney at the hearing and presented as witnesses Leo Samuels, Disney sales supervisor; Charles Levy, Eastern publicity director, and Sam Gorelick, RKO Radio's Chicago branch manager.**

**The theatre and opening date for the Chicago run have not been set.**

## See No Quick Move to End Hughes' Trust

### *Irving Trust Gets No Hughes Communication*

No indications that Howard Hughes will move immediately to take his RKO Theatres stock out of trust, pursuant to the recent stipulation with the Department of Justice, were discernible here at the weekend.

A representative of Irving Trust Co., trustee of Hughes' 929,020 shares of RKO Theatres stock, said he has received no communication from Hughes as to his intentions.

Neither has any move to resign been made by Ben-Fleming Sessel or William J. Wardall, two members of the RKO Theatres board of directors, representing Irving Trust Co. Thomas Slack, Hughes' attorney, who was here recently for conferences with executives of RKO Radio Pictures on Hughes' pledge to loan $8,000,000 to the film firm, has left for the Coast.

It was learned that the next meet-

(*Continued on page 4*)

## NEWS FLASHES

MINNEAPOLIS, Nov. 9.--Under president Benjamin Berger, a minimum of 40 members of North Central Allied will carry the fight against the "road-showing" of product to the floor of national Allied's convention in Chicago, Nov. 17-19. Berger called the "road-show" trend one of the most "dangerous problems" facing exhibitors.

•

MADISON, Wis., Nov. 9.--Wisconsin has ruled that drive-ins in construction must be laid out to provide an area between the boxoffice and the highway that can handle 10 per cent of capacity and a holdout area between the boxoffice and the ramps holding not less than 15 per cent of capacity.

# Personal Mention

DR. RENATO GUALINO, director general of Italian Films Export and chief executive of the new national distributing organization now being set up by IFE, will fly to Rome from here today.

•

ROTUS HARVEY, past president of Western Theatre Owners, was presented with a life membership in the Independent Theatre Owners of Montana by president FRED ARNST.

•

LARRY LAPIDUS, formerly with Warner Theatres in Albany, has joined the circuit's New England zone booking department in New Haven.

•

MORT EHRMAN, New York *Daily Mirror* news editor, and MRS. EHRMAN will arrive in Hollywood Wednesday for a look at upcoming product.

•

MORT BLUMENSTOCK, Warner Brothers vice-president in charge of advertising-publicity, will arrive here from Hollywood today.

•

B. B. ANDERSON and MRS. ANDERSON, South Carolina theatre owners, have returned home from a Florida vacation.

•

WILLIAM B. ZOELLNER, head of M-G-M short subject and newsreel sales, will leave here today for New Orleans.

•

BOB SNELL, with the United Artists publicity department for seven years, will leave for the Army on Nov. 17.

•

BRUCE W. ODLUM, on FREDERICK BRISSON'S staff, has arrived in New York en route to Madrid on Nov. 19.

•

JACK H. WIENER of M-G-M's field press representative staff. arrived in Atlanta yesterday from New York.

•

WILLIAM RICHARDSON, president of Astor Pictures of Georgia, has left for a fishing trip in Florida.

•

ZAMAH CUNNINGHAM is in New York from Hollywood.

## UA, Chemical Bank

(*Continued from page* 1)

Artists spokesmen said Friday that the company would have greater selectivity and control of each production project and that all details as to story and production would be screened first by UA before being submitted to the bank.

The 10 pictures are expected to be ready for release in the latter part of 1953 and in 1954.

### *No Paper Tomorrow*

***Motion Picture Daily* will not be published tomorrow, Armistice Day, a legal holiday.**

# Tradewise . . .

(*Continued from page* 1)

and a conspiracy not to license pictures to a particular exhibitor, based on mere uniformity without any evidence of collusion."

In his speech of more than three years ago, Myers traced the beginning of the doctrine to the appropriation by the Federal Trade Commission of the language of the Sherman Act in price fixing cases in the mid 1920s, one of which was upheld by the Supreme Court in 1927 (FTC v. Pacific States Paper Trade Association.)

"Thus," he said, "there was imported into the Federal Trade Commission Act what Mr. Justice Jackson has recently described as that 'elastic, sprawling and pervasive offense' of conspiracy."

Justice Jackson, Myers said, went on to say that the "modern crime of conspiracy is so vague that it almost defies definition" and that "loose practice as to this offense constitutes a serious threat to fairness in our administration of justice." He also pointed out, Myers said, that by charging conspiracy instead of the substantive offense the prosecutor is relieved of the necessity of proving a specific intent to commit that offense; further, that it even dispenses with the "necessity to infer any definite agreement, although that is the gist of the offense."

"From the standpoint of the prosecutor," Myers said, "a conspiracy charge greatly simplifies his problem. In administrative and civil proceedings he makes no effort to prove the conspiracy by direct evidence. He merely dumps into the record everything the parties have done that can have any possible relation to the charge; and if this evidence shows that any two or more of them have been proceeding along parallel lines, he will ask the Court or the Commission to infer that they were engaged in a conspiracy. And if that inference is drawn, as it generally is, then the overt acts and incriminating admissions of one conspirator, even if committed without the knowledge or consent of the others, will be accepted as proof against all. Against this background Justice Jackson concludes that 'A co-defendant in a conspiracy trial occupies an uneasy seat.' For, as he points out, 'It is difficult for the individual to make his own case stand on its own merits in the minds of jurors who are ready to believe that birds of a feather are flocked together.'"

In his speech, Myers went on to cite paradoxes that developed as a result of dispositions of various cases and concluded that "Parallel action to be safe must be the result of sheer coincidence and then only when it occurs among monks, hermits and denizens of the jungle with no knowledge of what is going on in the outside world."

Myers writes: "I still hope that a case—not necessarily a motion picture case—which squarely presents the issue, will reach the Supreme Court and that counsel will attack the unwarranted expansion of the offense of conspiracy along the lines of Justice Jackson's observations in the Krulewitch case."

It would seem that in the voluminous litigation files of this industry such a case might be found. If so, it would be well worth the test Myers suggests for, if successful, it would result in confining the general law of conspiracy to its originally intended function—to protect and preserve competition. As Myers says, "That would afford industries that want to obey the law all the protection they need."

## *Livingston to Aid Pioneers Publicity*

Milton Livingston, Universal trade press contact here, has been appointed to assist David A. Bader, national publicity director of the Motion Picture Pioneers, on the publicity for this year's "Jubilee Dinner" to be held at the Hotel Astor on Tuesday, Nov. 24.

N. J. Blumberg, chairman of the board of directors of Universal Pictures, will be honored at the "Jubilee Dinner" as the "Motion Picture Pioneer of 1952." George Jessel will be toastmaster of the dinner and Ned E. Depinet will be chairman.

## *Variety Meets Today*

Election of officers and a general discussion of new club quarters, projects for the forthcoming year, and a report of the past year's activities, are on the agenda for the annual luncheon and membership meeting of the Variety Club of New York, Tent No. 35, today at the Paramount Caterers.

## *Illinois Drive-In Files Equity Suit*

CHICAGO, Nov. 9.—Attorney Seymour Simon has filed an equity suit, asking relief from alleged withholding of pictures from the Family Drive-in, Clinton, Ill., until 30 days after they have played the McCollum circuit's Kaye and Clintonia, both also in Clinton, in Judge Phillip Sullivan's Chicago Federal District Court.

The suit, against the eight major film companies, Arthur Nelson and the McCollum circuit, asks no damages—merely a correction of the situation. The Family, owned by the Clinton Theatre Corp., is operated by Frank Stewart, who also operates the Rivoli, Danville, Ill., and the Family Drive-in, Urbana, Ill.

# *Newsreel Parade*

*GENERAL Eisenhower's landside Presidential election is highlighted in all current newsreels. All feature various details of the election, including coverage of the main candidates, Congressional elections, and the new President's leaving for a Georgia vacation. The following is a general summary of the reels:*

**MOVIETONE NEWS, No. 91** — Eisenhower elected in a landslide. Voting by Eisenhower, Nixon, Stevenson, Sparkman, Hoover, Baruch, Farley. Democratic headquarters in Illinois. Republican headquarters in New York. Times Square sign flashes results.

**NEWS OF THE DAY, No. 221**—Largest popular vote for a President. At polling places. Voting by Eisenhower, Nixon, Stevenson, and Sparkman. Election returns. Springfield concedes the election to Eisenhower. Truman calls for unity. "Ike" and Mamie leave for vacation.

**PARAMOUNT NEWS, No. 24**—Victory for Eisenhower Day. Eisenhower looks to unity for critical domestic and world problems. The candidates, other headline figures, and a review of the issues. Stevenson statement saluting the victor and requesting unity. Eisenhower and his wife receive returns in New York City.

**TELENEWS DIGEST, No. 45B**—Voting across the country. Overwhelming joy in Republican National Headquarters. Governor Stevenson concedes in Springfield. Eisenhower victory statement in New York.

**UNIVERSAL NEWSREEL, No. 411**—Ike's Landslide. Presidential and Vice-Presidential candidates casting their ballots. Board of Elections meetings. Voting by Truman, Hoover, Warren, Dewey, Lehman, crippled people, mothers with children. Armed Forces Services absentee ballots. Democratic and Republican National Headquarters.

**WARNER PATHE NEWS, No. 26**—Ike wins. Ballot casting by President Truman and all candidates. Early returns received at Democratic and Republican headquarters. Senatorial victors in their home states. Stevenson concedes at Springfield. Eisenhower victory speech. Eisenhower and his family leave for vacation.

## *Para. Underscores Ads*

Paramount is underscoring its trade paper preselling of "Road to Bali," starring Bing Crosby, Bob Hope and Dorothy Lamour, by calling the attention of exhibitors to a two-page color advertisement of the color in Technicolor musical which trade publications are running.

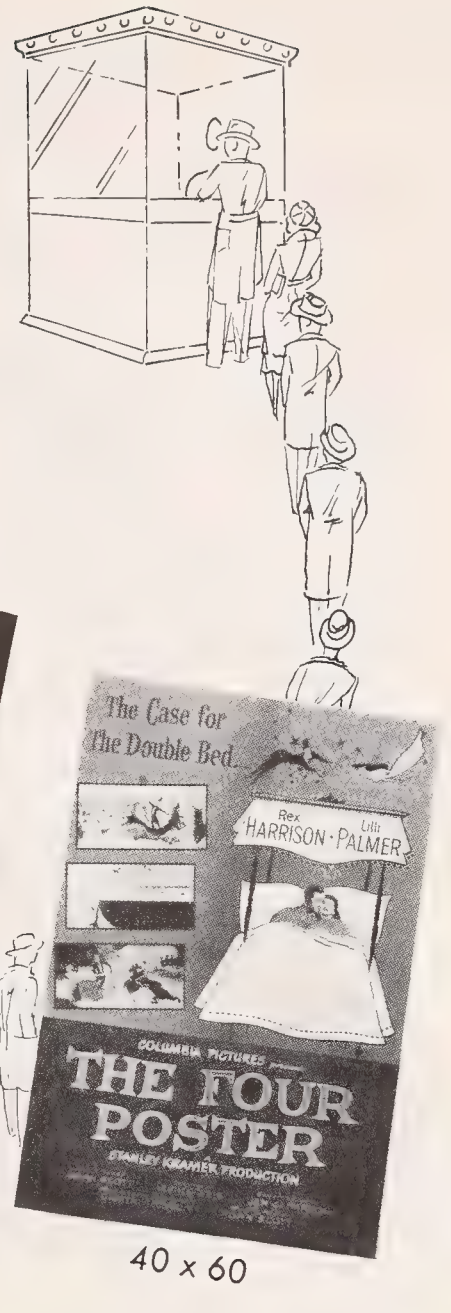

# NEW YORK THEATRES

**RADIO CITY MUSIC HALL**
Rockefeller Center
**"THE HAPPY TIME"**
starring
**Charles BOYER • Louis JOURDAN**
A Columbia Picture
plus
SPECTACULAR STAGE PRESENTATION

**Operation Secret**
CORNEL WILDE • KARL MALDEN • STEVE COCHRAN
PARAMOUNT TIMES SQUARE
In Person
THE FOUR ACES
SUNNY GALE
JAY LAWRENCE - THE LANE BROS
EXTRA
CHARLIE BARNET AND HIS ORCHESTRA
Midnight Feature


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40 x 60



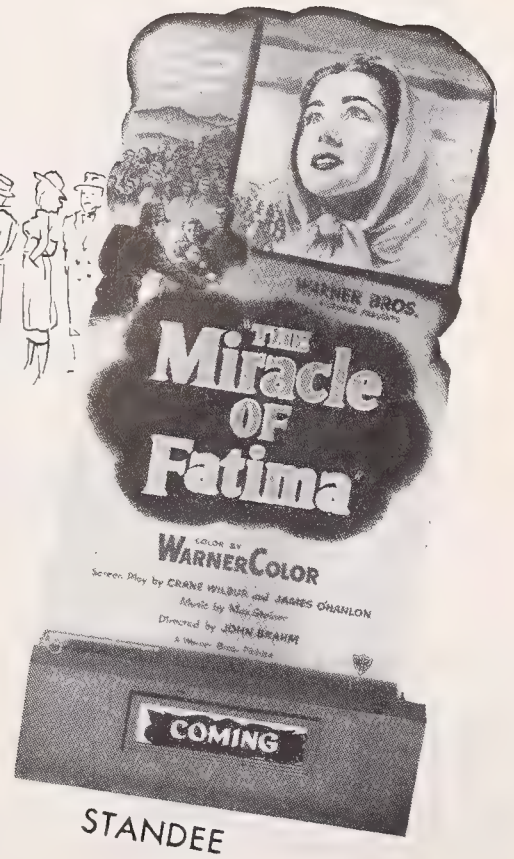

POSTING PAPER 24 SHEET




DISPLAYAWAY



NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY




STANDEE

# Hughes' Trust

(*Continued from page* 1)

ing of the board of RKO Theatres is slated for December and, barring any resignations, an earlier board meeting is not expected.

According to a report, yet unconfirmed, a provision in the recent Justice Department stipulation allows a Hughes' loan to RKO Pictures and at the same time allows Hughes to take his theatres' stock out of trust if the loan is repaid within a certain period of time, said to be within one or two years.

In the event Hughes chooses to reacquire his voting rights to his theatres' stock, two board members, replacing those representing the Irving Trust Co., would be selected by him, it is pointed out. Of the six board members, one is David J. Greene and another A. Louis Oresman, a member of the Greene group which staged a lively proxy battle last January to gain board representation. It is not known at this point whether the Justice Department would allow Hughes to acquire additional shares in RKO Theatres in the event another proxy contest develops and he wishes to add to his 24 per cent holdings in the company. The Greene group at the last proxy contest owned or controlled 350,000 shares. The two remaining board members are Sol A. Schwartz, president of the company, and Edward C. Raftery, counsel to the company.

The recent Justice Department stipulation which defines the conditions under which Hughes can take out his theatres stock from trusteeship was not viewed in trade quarters as any tip-off on the possible sale of the stock. Although the stock was trusteed, it was pointed out, since the divorcement of the company, Hughes always had the power to sell the stock and fought and won a decision by the courts upholding that right, and denying it to the trustee.

Hughes acquired 929,020 shares of RKO stock from the Atlas Corp. in 1948 for approximately $9,000,000 and, upon divorcement, received 929,020 shares in both the new picture and the new theatre company, subsequently adding almost 100,000 shares of RKO Pictures stock. He sold his interest in the picture company for $7,040,000 to the Ralph Stolkin group in September. The theatre stock is currently quoted on the New York stock exchange at 3¾, but it is believed that Hughes could receive about $5 per share for his controlling interest, or approximately $5,000,000 for the entire block, if he chooses to sell. In that event, his $9,000,000 investment would result in a $12,000,000 return, or an approximate profit of $3,000,000 on a four-year investment.

## *U-I Hosts Brazilian*

Universal-International gave a luncheon at the weekend in honor of Dr. Adhemar de Barros, former governor of the state of Sao Paulo, Brazil. Hosts for U-I were Nate Blumberg, Alfred E. Daff and Americo Aboaf.




# *TNT Lists 15 Theatres Taking Lees Telecast*

The list of 15 theatres that will participate in the James Lees & Sons national sales convention theatre telecast Dec. 8 was disclosed here at the weekend by Theatre Network Television, the agency which booked the event. The following TV-equipped houses will join the first commercial telecast, which will be held between 12:00 and 1:00 P.M.:

RKO Keith's, Washington; Warner's Stanley, Philadelphia; Guild, New York; Pilgrim, Boston; Loew's State, St. Louis; Harris, Pittsburgh; Hollywood, Detroit; RKO Albee, Cincinnati; Hippodrome, Cleveland; Gopher, Minneapolis; Telenews, Chicago; Paramount, Denver; Camark, Salt Lake City; Telenews, San Francisco, and the Orpheum in Los Angeles.

The programming and promotion of the event, which will be seen by an invited audience, mainly of Lees carpet dealers, was developed by Victor M. Ratner, director of Theatre Tele-Sessions, a subsidiary of TNT.

## 'Andersen' Benefit Entirely Cost-free

All organizations and individuals participating in the benefit world premiere of Samuel Goldwyn's "Hans Christian Andersen" at the Criterion Theatre here on Nov. 24 are donating their services, according to Maurice Bergman, publicity chairman for the Variety Clubs Will Rogers Memorial Hospital benefit committee.

"This is a unique benefit," said Bergman, "in that the entire gross proceeds will go to the hospital. Every ticket will be paid for, and no one is collecting a penny for his or her work in behalf of the premiere."

Goldwyn is donating the film, while Charles B. Moss, managing director of the Criterion, and his staff, are giving their services free for the evening. In addition, all members of Richard Walsh's IATSE will work without pay.

Among others who will contribute their services are Radio City Music Hall ushers; National Ticket Co., Donahue and Coe advertising agency; Morrill and McDermott, typographers; and Wilbar Photo Engraving.

"In addition," Bergman pointed out, "members of the industry are buying most of the tickets."

## Tax Relief

(*Continued from page* 1)

before election at Grand Junction, Colo., between Aspinall and 23 exhibitors, many of whom had traveled hundreds of miles to be present. At the end of the meeting, during which the exhibitors presented facts and figures about their operations to show the injustice of the tax, the Congressman not only pledged himself to vote for repeal but advised the exhibitors how the industry should proceed after Congress convenes to get the tax killed.

"This is the information I've been waiting to have for some time," said Aspinall after the theatre owners had told individually of their plight. He asked for financial affidavits, pledging himself to take their case before the House Ways and Means Committee.

The meeting was organized by Robert Walker, of Walker's Unitah Theatre, Fruita, Colo. Walker had obtained a commitment several weeks ago from the Congressman, but when Aspinall heard no complaints about the tax from other exhibitors in his district he indicated that he might not consider the commitment binding. Learning of the Congressman's changed attitude, Walker traveled over the district and explained to theatre owners that if the Congressman was to be convinced of the injustice of the tax he would have to be given facts and figures in a meeting of several exhibitors.

Commenting on the meeting, the statement from Cole and McGee said: "This successful meeting in Colorado gives emphasis to something we have recommended over and over since the start of this campaign. And that is that the best and surest way to obtain a commitment to vote for repeal is for a group of exhibitors to meet the Congressman and present their individual experiences with this tax."

## *Goldwyn's Stand on Subscription TV*

Samuel Goldwyn declared in New York on Friday that it would be at least five years before subscription TV was commercially feasible and that then pay-as-you-go TV would have a share of the motion picture market.

He denied published reports that he had said "within five years 50 per cent of the nation's theatres will be closed and the motion picture market will be shared equally by pay-as-you-go TV, regular TV and theatres."

## *Cohn Briefs NETTC On FCC Meeting*

Members of the National Exhibitors Theatre Television Committee were briefed on the recent Federal Communications Commission hearings here on Friday by Marcus Cohn, NETTC attorney, at a meeting at the Hotel Astor.

Sentiment was expressed that the industry's case before the FCC seeking theatre TV allocations was prepared excellently and optimism of receiving channels was voiced.

## Johnston to Paris

(*Continued from page* 1)

past few months, had reached a new critical point. However, an MPAA spokesman said he knew of no new developments.

The State Department said Johnston would be back from France sometime within the next two weeks, then would leave on a short visit to several Latin American countries, but would make this trip as MPAA president rather than as chairman of the Point Four board. Argentina and Brazil, where the film industry has been in trouble in recent years, are almost certain to be visited by Johnston.

Johnston was due to arrive in Paris today. He is being accompanied by MPAA vice president Joyce O'Hara.

# *In the THEATRE* Equipment World . . .

## . . . *with RAY GALLO*

OPENING Wednesday at the La Salle Hotel in Chicago will be the eighth annual convention of the popcorn industry. The theme of the three-day meeting will be "Popcorn, America's Newest Big Business," according to Thomas J. Sullivan, executive vice-president of the National Association of Popcorn Manufacturers. Of special interest to theatremen is a session set for Wednesday built around the handling, merchandising and selling of popcorn at theatre refreshment stands. A panel discussion will be held on the subject, "Getting Maximum Returns from Concessions Operations." Participating will be Harold J. Fitzgerald, head of the Fox Wisconsin Theatres, Milwaukee; Abner Horn, Rainbow, Inc., Lake Charles, La.; J. J. Fitzgibbons, Jr., Theatre Confections, Ltd., Toronto; Charles Manley, Manley, Inc., Kansas City; L. A. (Skip) Dunn, New England Theatres Service Corp., Boston.

•

**Another feature of the popcorn convention will be a display of late developments in supplies, machinery and equipment, arranged under the supervision of Irving Singer of the Rex Specialty Bag Co., Brooklyn, N. Y. general chairman of the convention will be Harry T. McNamara, vice-president and sales manager of Blue Star Foods, Inc., Rockford, Ill. Other officers include: Social chairman, Martin B. Coopersmith, Marjack Co., Inc., Washington; chairman and toastmaster of the opening luncheon, John J. Fitzgibbons, Jr.; ladies' program planning chairman, Mrs. Harry T. McNamara.**

•

*A major advertising drive to be centered around sponsorship of a new television production of the comic strip, "Terry and the Pirates," has been signed for by Canada Dry Ginger Ale, Inc., New York. Extensive use will also be made by the company of the Terry group of characters in newspaper and magazine advertising and in merchandising. First telecast of the new half-hour film will be aired nationally during the week of Nov. 23 and will continue on alternate weeks for a year. The number of stations carrying the show will increase weekly, reaching a total of 50 to 60.*

•

Appointment of two new officers of the Mosler Safe Co., Hamilton, Ohio, builders of safes and bank vaults, has been announced by Edwin H. Mosler, Jr., president of the firm. Elected executive vice-president was John Mosler, a vice-president since 1950. He assumes the post recently vacated by Harry H. Lynn, who was elected chairman of the board last August. Named as a vice-president was Martin S. Coleman, who will continue as treasurer, a position he has held since 1950.

# SEEING IS BELIEVING!

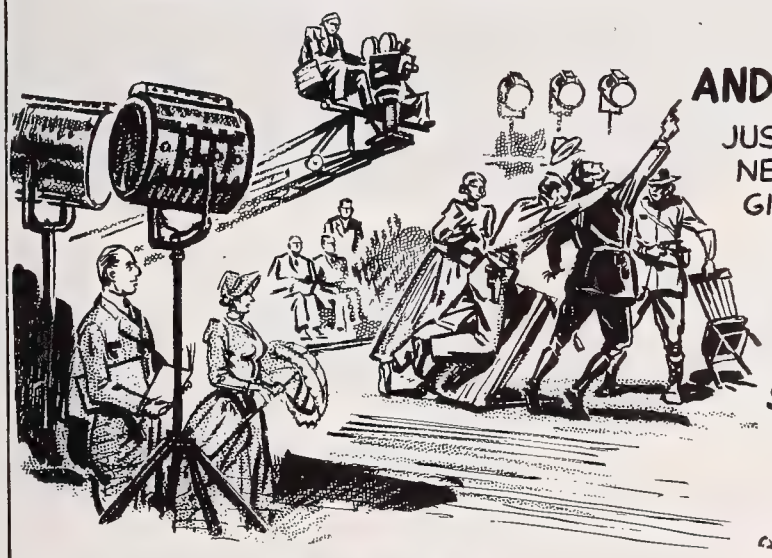
## THE BIRTH OF A NATION
AND
## THE BIRTH OF AN ART



IN **1915**
MOTION PICTURES GRADUATED FROM FASCINATING NOVELTY TO INTERNATIONALLY RECOGNIZED ART-FORM WITH RELEASE OF D.W. GRIFFITH'S
**"BIRTH OF A NATION".**
BIG BOX OFFICE WAS BORN, TOO. THE FILM HAS GROSSED OVER
**15 MILLION DOLLARS!**

## ANOTHER PIONEER

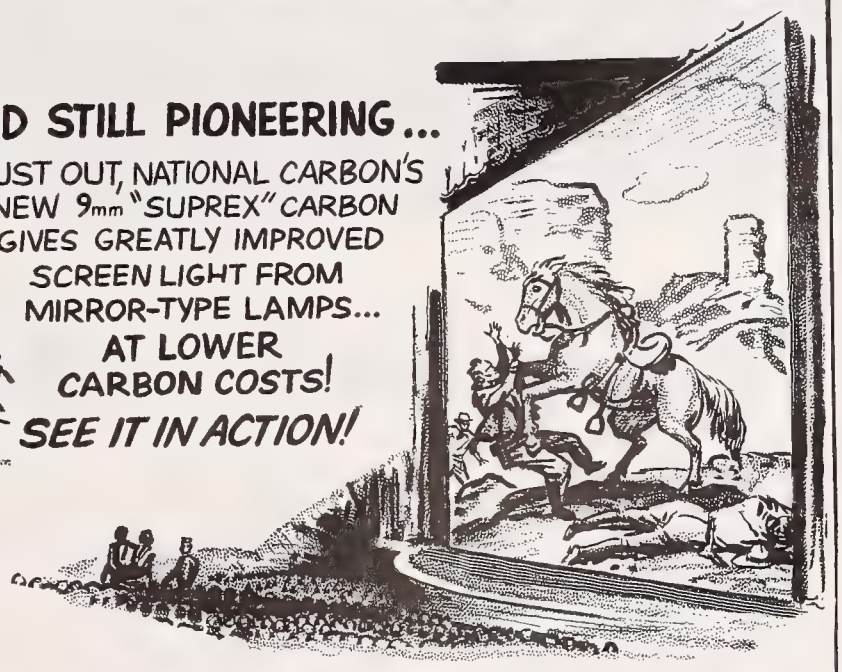
...THE "NATIONAL" CARBON ARC... HEIGHTENED THE DRAMATIC EFFECT AND VERSATILITY OF SUCH GRIFFITH "FIRSTS" AS CLOSE-UPS, BACK-LIGHTING, AND SHARP-SHADOW COMPOSITION.

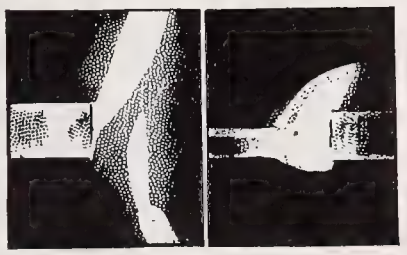


## AND STILL PIONEERING...

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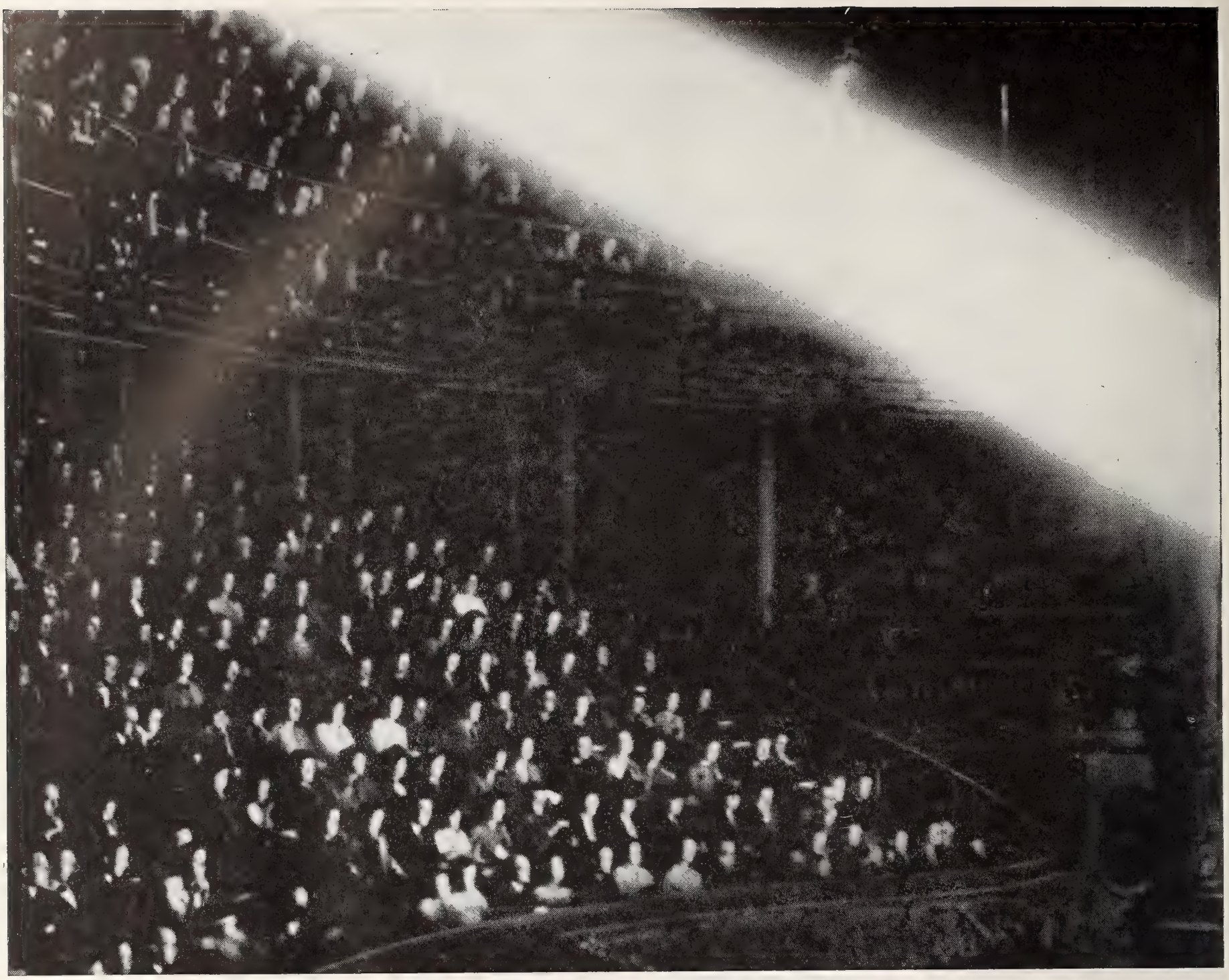


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*— SAVE YOUR COPPER DRIPPINGS!*

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*From *A Study of the Accumulative Audience of LIFE*, by Alfred Politz Research, Inc. Each week, 23,900,000 people read LIFE. In the course of 13 issues, this audience accumulates to 62,600,000. A "LIFE reader" is a person who has read one or more of 13 issues.

FIRST IN FILM NEWS

# MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 91 NEW YORK, U.S.A., MONDAY, NOVEMBER 10, 1952 TEN CENTS

## *Tradewise . . .*

By SHERWIN KANE

REFERENCE here last week to the remarks of Lowell Mason of the Federal Trade Commission on some absurdities inherent in judicial approaches to the subjects of "conscious parallelism of action" and treble damage suits, which have loomed so large in motion picture litigation, brought earnest comment and nostalgic reflection from Abram F. Myers, general counsel and chairman of the board of Allied States Association, no stranger, it develops, to the topic.

"This may seem a dull subject," Mr. Myers observes, "in an industry where the most important events are as episodic as a frame on a film, but I can think of no more important issue for discussion and such action as can be taken."

He cites a speech he made before the National Lime Association in 1949, relating to "conscious parallelism" as applied to the pricing of commodities by the basing point system. "There is no legal difference," Myers writes, "between inferring a conspiracy to fix prices

(*Continued on page 2*)

## UA, Chemical Bank Renew Finance Deal

Arthur B. Krim, United Artists president, announced here Friday that the Chemical Bank & Trust Co. and UA had renewed its agreement providing primary financing for a program of 10 pictures.

During the last 18 months, Chemical Bank has provided the financing for approximately 10 independent pictures released by UA and, according to Edward Van Pelt, who represented the bank in the negotiations, the arrangement will be continued. United

(*Continued on page 2*)

### *RKO UK Setup Will Not Be Changed*

**RKO Radio Pictures is highly pleased with the conduct of its United Kingdom division by Robert S. Wolff, UK managing director, and there is no intention of making any change in this management, New York correspondents of the British trade press were told at the weekend by Alfred Crown, RKO Radio foreign manager.**

## *'Should Have Tax Relief,' Legislator Tells Owners*

If the 20 per cent Federal admission tax "means the closing of large and small theatres, you're going to see this tax taken off. It's as simple as that." Such was the reaction expressed by Colorado Congressman Wayne N. Aspinall to the pleas of a group of Colorado exhibitors who met with him to ask for support in their fight to obtain repeal of the levy.

Congressman Aspinall told the showmen that repeal is the relief "which I think you should have, because one of the integral parts of our civilization—motion picture entertainment—is going out the window."

Colorado exhibitors won the pledge of a vote for repeal of the tax from Aspinall as the result of the meeting which was cited as an example of the proper procedure exhibitors should use in their campaign for repeal of the tax.

The meeting, described in a statement issued through the Council of Motion Picture Organizations here by Col. H. A. Cole and Pat McGee, co-chairmen of the National Tax Repeal Campaign Committee, was held shortly

(*Continued on page 4*)

## Johnston to Paris; French Pact Seen At Critical Stage

WASHINGTON, Nov. 9. — Motion Picture Association of America president Eric A. Johnston left here unexpectedly yesterday for Paris to take part in the negotiation of a new French-American film agreement.

He had been scheduled to leave yesterday on a one month tour of seven South American countries as chairman of the government's International Development Advisory Board. The State Department announced yesterday morning that this tour had been cancelled and that Johnston instead was leaving for France "on urgent business of the film industry."

This latter statement and the fact that Johnston cancelled the South American trip in favor of the Paris trip gave rise to a feeling among some observers that the French negotiations, which have been stalled for the

(*Continued on page 4*)

## *Cinerama Confabs to Be Held on Coast*

Conferences on Cinerama production plans are slated to be continued on the Coast next week, with the scheduled arrival there of L. B. Mayer, chairman of the board of Cinerama Productions Corp., Dudley Roberts, Jr., president, and Merian C. Cooper, general manager in charge of production.

Mayer left here Friday for Miami, where he will receive a citation from the Society of Industrial Realtors. From Miami, he plans to leave for the Coast.

## *Chicago Mayor Turns Down 'Miracle' Plea*

CHICAGO, Nov. 9.—Mayor Martin Kennelley has rejected the plea of the American Civil Liberties Union that the "Miracle" ban here be reversed and has upheld the decision of the police censor board that the picture is "immoral and obscene." ACLU attorneys have scheduled a meeting for this week to determine their next step in the campaign to permit the picture to be shown here.

## *Karl Herzog Resigns As Cinecolor Head*

HOLLYWOOD, Nov. 9.—Resignation of Karl Herzog as president, treasurer and director of Cinecolor Corp. was announced here today following a meeting of the board of directors. While no reason was given, it is understood that Herzog has been in ill health in recent months and that his retirement is due to doctor's orders.

Herzog also has resigned as president and director of Cinecolor Realty Corp. and chairman of the board and a director of Cinecolor, Ltd., London.

### *'Peter Pan' Gets 8 Weeks in Chi. Loop*

**Walt Disney's "Peter Pan" has been awarded an extended run of eight weeks in the Chicago Loop, according to a decision rendered by Federal Judge Michael Igoe in that city, it was disclosed here at the weekend by RKO Radio.**

**Attorney Aaron Stein represented Disney at the hearing and presented as witnesses Leo Samuels, Disney sales supervisor; Charles Levy, Eastern publicity director, and Sam Gorelick, RKO Radio's Chicago branch manager.**

**The theatre and opening date for the Chicago run have not been set.**

## See No Quick Move to End Hughes' Trust

### *Irving Trust Gets No Hughes Communication*

No indications that Howard Hughes will move immediately to take his RKO Theatres stock out of trust, pursuant to the recent stipulation with the Department of Justice, were discernible here at the weekend.

A representative of Irving Trust Co., trustee of Hughes' 929,020 shares of RKO Theatres stock, said he has received no communication from Hughes as to his intentions.

Neither has any move to resign been made by Ben-Fleming Sessel or William J. Wardall, two members of the RKO Theatres board of directors, representing Irving Trust Co. Thomas Slack, Hughes' attorney, who was here recently for conferences with executives of RKO Radio Pictures on Hughes' pledge to loan $8,000,000 to the film firm, has left for the Coast.

It was learned that the next meet-

(*Continued on page 4*)

## Allied Meet to Get Roadshow Attack

MINNEAPOLIS, Nov. 9.—North Central Allied will carry its fight against the "road-showing" of product to the floor of national Allied's convention in Chicago, Nov. 17-19, with a minimum of 40 NCA members leading the battle, under Benjamin Berger, NCA president.

Berger called the "so-called roadshow" trend "one of the most dangerous problems facing exhibitors today." He said that exhibitors must find a way of convincing film companies of the folly of the policy.

## *Wisconsin Tightens Drive-in Operations*

MADISON, Wisc., Nov. 9.—Stricter regulations governing the operation of drive-ins in this state have been adopted and will be applied under the authority of the state building.

Hereafter, drive-ins in construction must be layed out to provide an area between the highway and the box-office capable of handling 10 per cent of capacity of the theatre and a hold-out area between the ticket booth and the ramps of not less than 15 per cent of capacity of the theatre.

# Personal Mention

DR. RENATO GUALINO, director general of Italian Films Export and chief executive of the new national distributing organization now being set up by IFE, will fly to Rome from here today.

•

ROTUS HARVEY, past president of Western Theatre Owners, was presented with a life membership in the Independent Theatre Owners of Montana by president FRED ARNST.

•

LARRY LAPIDUS, formerly with Warner Theatres in Albany, has joined the circuit's New England zone booking department in New Haven.

•

MORT EHRMAN, New York *Daily Mirror* news editor, and MRS. EHRMAN will arrive in Hollywood Wednesday for a look at upcoming product.

•

MORT BLUMENSTOCK, Warner Brothers vice-president in charge of advertising-publicity, will arrive here from Hollywood today.

•

B. B. ANDERSON and MRS. ANDERSON, South Carolina theatre owners, have returned home from a Florida vacation.

•

WILLIAM B. ZOELLNER, head of M-G-M short subject and newsreel sales, will leave here today for New Orleans.

•

BOB SNELL, with the United Artists publicity department for seven years, will leave for the Army on Nov. 17.

•

BRUCE W. ODLUM, on FREDERICK BRISSON's staff, has arrived in New York en route to Madrid on Nov. 19.

•

JACK H. WIENER of M-G-M's field press representative staff, arrived in Atlanta yesterday from New York.

•

WILLIAM RICHARDSON, president of Astor Pictures of Georgia, has left for a fishing trip in Florida.

•

ZAMAH CUNNINGHAM is in New York from Hollywood.

## UA, Chemical Bank

(*Continued from page* 1)

Artists spokesmen said Friday that the company would have greater selectivity and control of each production project and that all details as to story and production would be screened first by UA before being submitted to the bank.

The 10 pictures are expected to be ready for release in the latter part of 1953 and in 1954.

### *No Paper Tomorrow*

***Motion Picture Daily* will not be published tomorrow, Armistice Day, a legal holiday.**

# Tradewise . . .

(*Continued from page* 1)

and a conspiracy not to license pictures to a particular exhibitor, based on mere uniformity without any evidence of collusion."

In his speech of more than three years ago, Myers traced the beginning of the doctrine to the appropriation by the Federal Trade Commission of the language of the Sherman Act in price fixing cases in the mid 1920s, one of which was upheld by the Supreme Court in 1927 (FTC v. Pacific States Paper Trade Association.)

"Thus," he said, "there was imported into the Federal Trade Commission Act what Mr. Justice Jackson has recently described as that 'elastic, sprawling and pervasive offense' of conspiracy."

Justice Jackson, Myers said, went on to say that the "modern crime of conspiracy is so vague that it almost defies definition" and that "loose practice as to this offense constitutes a serious threat to fairness in our administration of justice." He also pointed out, Myers said, that by charging conspiracy instead of the substantive offense the prosecutor is relieved of the necessity of proving a specific intent to commit that offense; further, that it even dispenses with the "necessity to infer any definite agreement, although that is the gist of the offense."

"From the standpoint of the prosecutor," Myers said, "a conspiracy charge greatly simplifies his problem. In administrative and civil proceedings he makes no effort to prove the conspiracy by direct evidence. He merely dumps into the record everything the parties have done that can have any possible relation to the charge; and if this evidence shows that any two or more of them have been proceeding along parallel lines, he will ask the Court or the Commission to infer that they were engaged in a conspiracy. And if that inference is drawn, as it generally is, then the overt acts and incriminating admissions of one conspirator, even if committed without the knowledge or consent of the others, will be accepted as proof against all. Against this background Justice Jackson concludes that 'A co-defendant in a conspiracy trial occupies an uneasy seat.' For, as he points out, 'It is difficult for the individual to make his own case stand on its own merits in the minds of jurors who are ready to believe that birds of a feather are flocked together.'"

In his speech, Myers went on to cite paradoxes that developed as a result of dispositions of various cases and concluded that "Parallel action to be safe must be the result of sheer coincidence and then only when it occurs among monks, hermits and denizens of the jungle with no knowledge of what is going on in the outside world."

Myers writes: "I still hope that a case—not necessarily a motion picture case—which squarely presents the issue, will reach the Supreme Court and that counsel will attack the unwarranted expansion of the offense of conspiracy along the lines of Justice Jackson's observations in the Krulewitch case."

It would seem that in the voluminous litigation files of this industry such a case might be found. If so, it would be well worth the test Myers suggests for, if successful, it would result in confining the general law of conspiracy to its originally intended function—to protect and preserve competition. As Myers says, "That would afford industries that want to obey the law all the protection they need."

## *Livingston to Aid Pioneers Publicity*

Milton Livingston, Universal trade press contact here, has been appointed to assist David A. Bader, national publicity director of the Motion Picture Pioneers, on the publicity for this year's "Jubilee Dinner" to be held at the Hotel Astor on Tuesday, Nov. 24.

N. J. Blumberg, chairman of the board of directors of Universal Pictures, will be honored at the "Jubilee Dinner" as the "Motion Picture Pioneer of 1952." George Jessel will be toastmaster of the dinner and Ned E. Depinet will be chairman.

## *Variety Meets Today*

Election of officers and a general discussion of new club quarters, projects for the forthcoming year, and a report of the past year's activities, are on the agenda for the annual luncheon and membership meeting of the Variety Club of New York, Tent No. 35, today at the Paramount Caterers.

## *Illinois Drive-In Files Equity Suit*

CHICAGO, Nov. 9.—Attorney Seymour Simon has filed an equity suit, asking relief from alleged withholding of pictures from the Family Drive-in, Clinton, Ill., until 30 days after they have played the McCollum circuit's Kaye and Clintonia, both also in Clinton, in Judge Phillip Sullivan's Chicago Federal District Court.

The suit, against the eight major film companies, Arthur Nelson and the McCollum circuit, asks no damages—merely a correction of the situation. The Family, owned by the Clinton Theatre Corp., is operated by Frank Stewart, who also operates the Rivoli, Danville, Ill., and the Family Drive-in, Urbana, Ill.

# *Newsreel Parade*

*GENERAL Eisenhower's landside Presidential election is highlighted in all current newsreels. All feature various details of the election, including coverage of the main candidates, Congressional elections, and the new President's leaving for a Georgia vacation. The following is a general summary of the reels:*

**MOVIETONE NEWS, No. 91** — Eisenhower elected in a landslide. Voting by Eisenhower, Nixon, Stevenson, Sparkman, Hoover, Baruch, Farley. Democratic headquarters in Illinois. Republican headquarters in New York. Times Square sign flashes results.

**NEWS OF THE DAY, No. 221**—Largest popular vote for a President. At polling places. Voting by Eisenhower, Nixon, Stevenson, and Sparkman. Election returns. Springfield concedes the election to Eisenhower. Truman calls for unity. "Ike" and Mamie leave for vacation.

**PARAMOUNT NEWS, No. 24**—Victory for Eisenhower Day. Eisenhower looks to unity for critical domestic and world problems. The candidates, other headline figures, and a review of the issues. Stevenson statement saluting the victor and requesting unity. Eisenhower and his wife receive returns in New York City.

**TELENEWS DIGEST, No. 45B**—Voting across the country. Overwhelming joy in Republican National Headquarters. Governor Stevenson concedes in Springfield. Eisenhower victory statement in New York.

**UNIVERSAL NEWSREEL, No. 411**—Ike's Landslide. Presidential and Vice-Presidential candidates casting their ballots. Board of Elections meetings. Voting by Truman, Hoover, Warren, Dewey, Lehman, crippled people, mothers with children. Armed Forces Services absentee ballots. Democratic and Republican National Headquarters.

**WARNER PATHE NEWS, No. 26**—Ike wins. Ballot casting by President Truman and all candidates. Early returns received at Democratic and Republican headquarters. Senatorial victors in their home states. Stevenson concedes at Springfield. Eisenhower victory speech. Eisenhower and his family leave for vacation.

## *Para. Underscores Ads*

Paramount is underscoring its trade paper preselling of "Road to Bali," starring Bing Crosby, Bob Hope and Dorothy Lamour, by calling the attention of exhibitors to a two-page color advertisement of the color in Technicolor musical which trade publications are running.


# NEW YORK THEATRES

**RADIO CITY MUSIC HALL**
Rockefeller Center
**"THE HAPPY TIME"**
starring
**Charles BOYER • Louis JOURDAN**
A Columbia Picture
plus
SPECTACULAR STAGE PRESENTATION

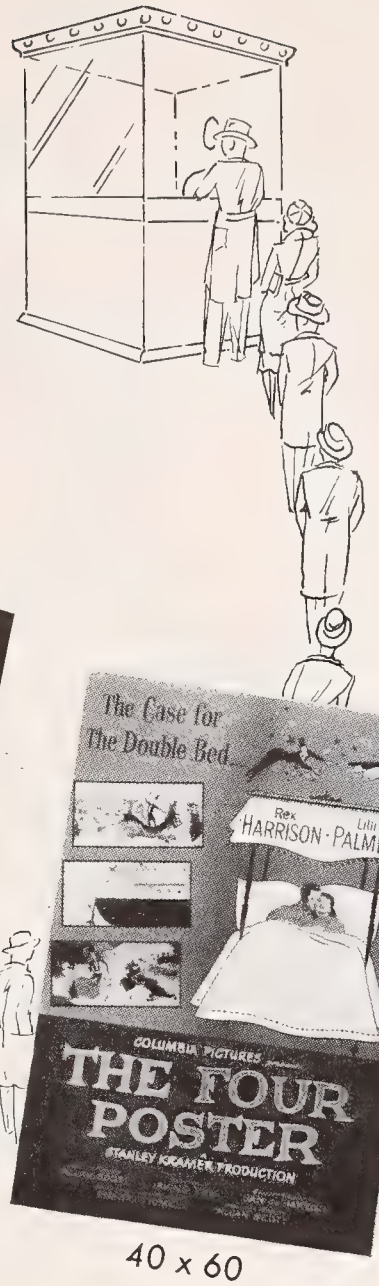
**Operation Secret**
CORNEL WILDE · KARL MALDEN · STEVE COCHRAN
PHYLLIS THAXTER
In Person
THE FOUR ACES
SUNNY GALE
JAY LAWRENCE • THE LANE BROS.
EXTRA
CHARLIE BARNET
AND HIS ORCHESTRA
PARAMOUNT TIMES SQUARE
Midnight Feature


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# Keep 'em coming

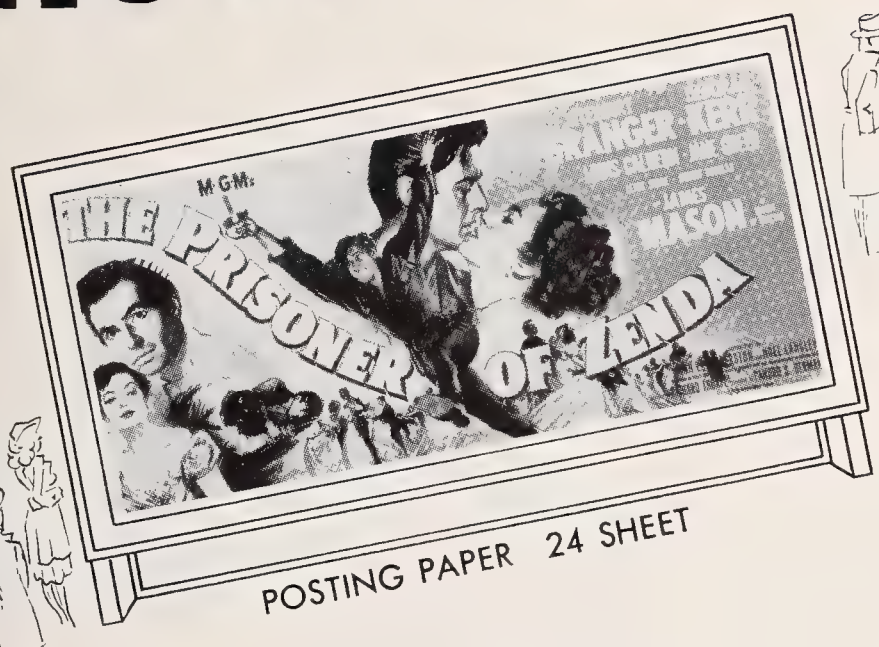
WITH

# SHOWMANSHIP!






40 x 60



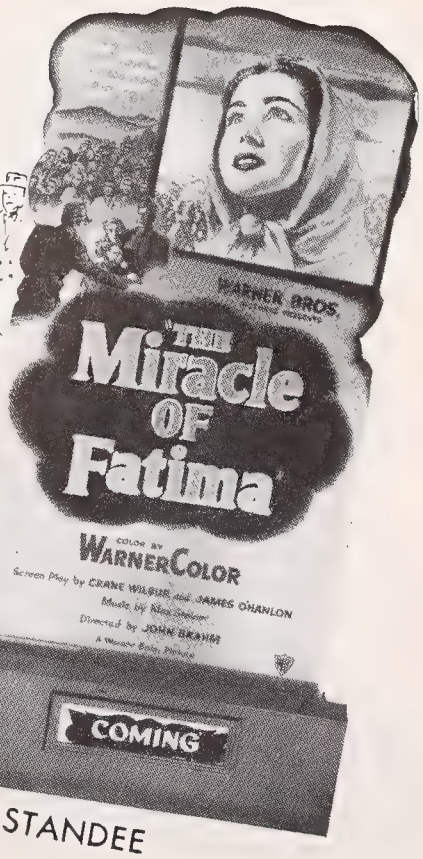

POSTING PAPER 24 SHEET




DISPLAYAWAY



NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY




STANDEE

# Hughes' Trust

(Continued from page 1)

ing of the board of RKO Theatres is slated for December and, barring any resignations, an earlier board meeting is not expected.

According to a report, yet unconfirmed, a provision in the recent Justice Department stipulation allows a Hughes' loan to RKO Pictures and at the same time allows Hughes to take his theatres' stock out of trust if the loan is repaid within a certain period of time, said to be within one or two years.

In the event Hughes chooses to reacquire his voting rights to his theatres' stock, two board members, replacing those representing the Irving Trust Co., would be selected by him, it is pointed out. Of the six board members, one is David J. Greene and another A. Louis Oresman, a member of the Greene group which staged a lively proxy battle last January to gain board representation. It is not known at this point whether the Justice Department would allow Hughes to acquire additional shares in RKO Theatres in the event another proxy contest develops and he wishes to add to his 24 per cent holdings in the company. The Greene group at the last proxy contest owned or controlled 350,000 shares. The two remaining board members are Sol A. Schwartz, president of the company, and Edward C. Raftery, counsel to the company.

The recent Justice Department stipulation which defines the conditions under which Hughes can take out his theatres stock from trusteeship was not viewed in trade quarters as any tip-off on the possible sale of the stock. Although the stock was trusteed, it was pointed out, since the divorcement of the company, Hughes always had the power to sell the stock and fought and won a decision by the courts upholding that right, and denying it to the trustee.

Hughes acquired 929,020 shares of RKO stock from the Atlas Corp. in 1948 for approximately $9,000,000 and, upon divorcement, received 929,020 shares in both the new picture and the new theatre company, subsequently adding almost 100,000 shares of RKO Pictures stock. He sold his interest in the picture company for $7,040,000 to the Ralph Stolkin group in September. The theatre stock is currently quoted on the New York stock exchange at 3¾, but it is believed that Hughes could receive about $5 per share for his controlling interest, or approximately $5,000,000 for the entire block, if he chooses to sell. In that event, his $9,000,000 investment would result in a $12,000,000 return, or an approximate profit of $3,000,000 on a four-year investment.

## U-I Hosts Brazilian

Universal-International gave a luncheon at the weekend in honor of Dr. Adhemar de Barros, former governor of the state of Sao Paulo, Brazil. Hosts for U-I were Nate Blumberg, Alfred E. Daff and Americo Aboaf.




# TNT Lists 15 Theatres Taking Lees Telecast

The list of 15 theatres that will participate in the James Lees & Sons national sales convention theatre telecast Dec. 8 was disclosed here at the weekend by Theatre Network Television, the agency which booked the event. The following TV-equipped houses will join the first commercial telecast, which will be held between 12:00 and 1:00 P.M.:

RKO Keith's, Washington; Warner's Stanley, Philadelphia; Guild, New York; Pilgrim, Boston; Loew's State, St. Louis; Harris, Pittsburgh; Hollywood, Detroit; RKO Albee, Cincinnati; Hippodrome, Cleveland; Gopher, Minneapolis; Telenews, Chicago; Paramount, Denver; Camark, Salt Lake City; Telenews, San Francisco, and the Orpheum in Los Angeles.

The programming and promotion of the event, which will be seen by an invited audience, mainly of Lees carpet dealers, was developed by Victor M. Ratner, director of Theatre Tele-Sessions, a subsidiary of TNT.

## 'Andersen' Benefit Entirely Cost-free

All organizations and individuals participating in the benefit world premiere of Samuel Goldwyn's "Hans Christian Andersen" at the Criterion Theatre here on Nov. 24 are donating their services, according to Maurice Bergman, publicity chairman for the Variety Clubs Will Rogers Memorial Hospital benefit committee.

"This is a unique benefit," said Bergman, "in that the entire gross proceeds will go to the hospital. Every ticket will be paid for, and no one is collecting a penny for his or her work in behalf of the premiere."

Goldwyn is donating the film, while Charles B. Moss, managing director of the Criterion, and his staff, are giving their services free for the evening. In addition, all members of Richard Walsh's IATSE will work without pay.

Among others who will contribute their services are Radio City Music Hall ushers; National Ticket Co., Donahue and Coe advertising agency; Morrill and McDermott, typographers; and Wilbar Photo Engraving.

"In addition," Bergman pointed out, "members of the industry are buying most of the tickets."

## Tax Relief

(Continued from page 1)

before election at Grand Junction, Colo., between Aspinall and 23 exhibitors, many of whom had traveled hundreds of miles to be present. At the end of the meeting, during which the exhibitors presented facts and figures about their operations to show the injustice of the tax, the Congressman not only pledged himself to vote for repeal but advised the exhibitors how the industry should proceed after Congress convenes to get the tax killed.

"This is the information I've been waiting to have for some time," said Aspinall after the theatre owners had told individually of their plight. He asked for financial affidavits, pledging himself to take their case before the House Ways and Means Committee.

The meeting was organized by Robert Walker, of Walker's Unitah Theatre, Fruita, Colo. Walker had obtained a commitment several weeks ago from the Congressman, but when Aspinall heard no complaints about the tax from other exhibitors in his district he indicated that he might not consider the commitment binding. Learning of the Congressman's changed attitude, Walker traveled over the district and explained to theatre owners that if the Congressman was to be convinced of the injustice of the tax he would have to be given facts and figures in a meeting of several exhibitors.

Commenting on the meeting, the statement from Cole and McGee said:

"This successful meeting in Colorado gives emphasis to something we have recommended over and over since the start of this campaign. And that is that the best and surest way to obtain a commitment to vote for repeal is for a group of exhibitors to meet the Congressman and present their individual experiences with this tax."

## Goldwyn's Stand on Subscription TV

Samuel Goldwyn declared in New York on Friday that it would be at least five years before subscription TV was commercially feasible and that then pay-as-you-go TV would have a share of the motion picture market.

He denied published reports that he had said "within five years 50 per cent of the nation's theatres will be closed and the motion picture market will be shared equally by pay-as-you-go TV, regular TV and theatres."

## Cohn Briefs NETTC On FCC Meeting

Members of the National Exhibitors Theatre Television Committee were briefed on the recent Federal Communications Commission hearings here on Friday by Marcus Cohn, NETTC attorney, at a meeting at the Hotel Astor.

Sentiment was expressed that the industry's case before the FCC seeking theatre TV allocations was prepared excellently and optimism of receiving channels was voiced.

## Johnston to Paris

(Continued from page 1)

past few months, had reached a new critical point. However, an MPAA spokesman said he knew of no new developments.

The State Department said Johnston would be back from France sometime within the next two weeks, then would leave on a short visit to several Latin American countries, but would make this trip as MPAA president rather than as chairman of the Point Four board. Argentina and Brazil, where the film industry has been in trouble in recent years, are almost certain to be visited by Johnston.

Johnston was due to arrive in Paris today. He is being accompanied by MPAA vice president Joyce O'Hara.

# In the THEATRE Equipment World . . .

## . . . with RAY GALLO

OPENING Wednesday at the La Salle Hotel in Chicago will be the eighth annual convention of the popcorn industry. The theme of the three-day meeting will be "Popcorn, America's Newest Big Business," according to Thomas J. Sullivan, executive vice-president of the National Association of Popcorn Manufacturers. Of special interest to theatremen is a session set for Wednesday built around the handling, merchandising and selling of popcorn at theatre refreshment stands. A panel discussion will be held on the subject, "Getting Maximum Returns from Concessions Operations." Participating will be Harold J. Fitzgerald, head of the Fox Wisconsin Theatres, Milwaukee; Abner Horn, Rainbow, Inc., Lake Charles, La.; J. J. Fitzgibbons, Jr., Theatre Confections, Ltd., Toronto; Charles Manley, Manley, Inc., Kansas City; L. A. (Skip) Dunn, New England Theatres Service Corp., Boston.

•

**Another feature of the popcorn convention will be a display of late developments in supplies, machinery and equipment, arranged under the supervision of Irving Singer of the Rex Specialty Bag Co., Brooklyn, N. Y. general chairman of the convention will be Harry T. McNamara, vice-president and sales manager of Blue Star Foods, Inc., Rockford, Ill. Other officers include: Social chairman, Martin B. Coopersmith, Marjack Co., Inc., Washington; chairman and toastmaster of the opening luncheon, John J. Fitzgibbons, Jr.; ladies' program planning chairman, Mrs. Harry T. McNamara.**

•

*A major advertising drive to be centered around sponsorship of a new television production of the comic strip, "Terry and the Pirates," has been signed for by Canada Dry Ginger Ale, Inc., New York. Extensive use will also be made by the company of the Terry group of characters in newspaper and magazine advertising and in merchandising. First telecast of the new half-hour film will be aired nationally during the week of Nov. 23 and will continue on alternate weeks for a year. The number of stations carrying the show will increase weekly, reaching a total of 50 to 60.*

•

Appointment of two new officers of the Mosler Safe Co., Hamilton, Ohio, builders of safes and bank vaults, has been announced by Edwin H. Mosler, Jr., president of the firm. Elected executive vice-president was John Mosler, a vice-president since 1950. He assumes the post recently vacated by Harry H. Lynn, who was elected chairman of the board last August. Named as a vice-president was Martin S. Coleman, who will continue as treasurer, a position he has held since 1950.

# SEEING IS BELIEVING!

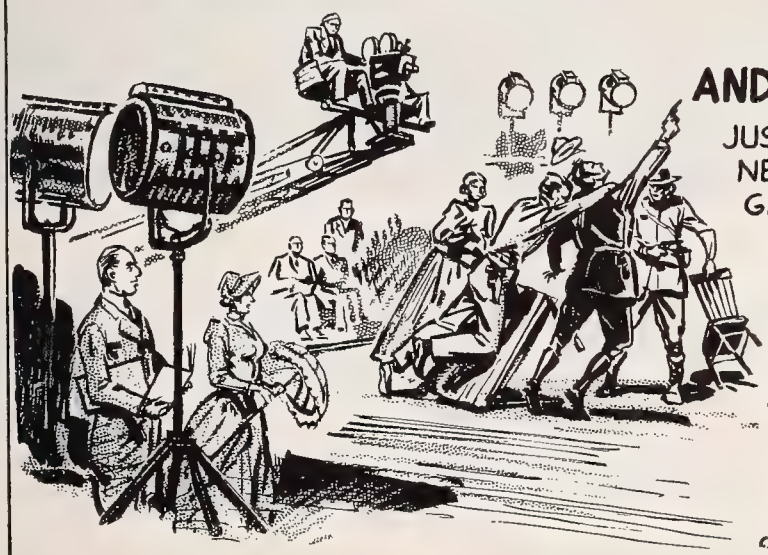
## THE BIRTH OF A NATION
AND
## THE BIRTH OF AN ART



IN **1915**
MOTION PICTURES GRADUATED FROM FASCINATING NOVELTY TO INTERNATIONALLY RECOGNIZED ART-FORM WITH RELEASE OF D.W. GRIFFITH'S **"BIRTH OF A NATION".**
BIG BOX OFFICE WAS BORN, TOO. THE FILM HAS GROSSED OVER **15 MILLION DOLLARS!**

## ANOTHER PIONEER

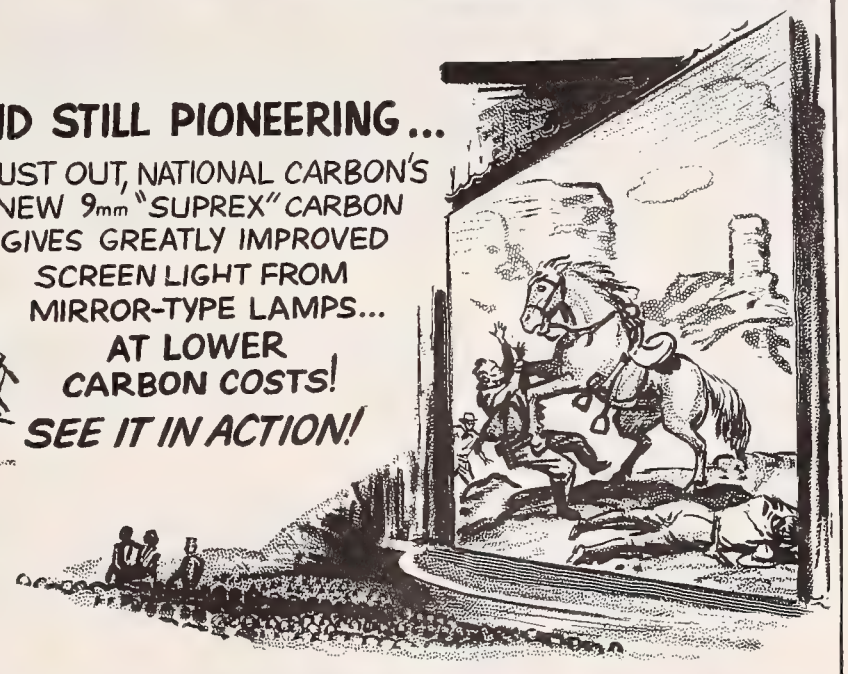
...THE "NATIONAL" CARBON ARC... HEIGHTENED THE DRAMATIC EFFECT AND VERSATILITY OF SUCH GRIFFITH "FIRSTS" AS CLOSE-UPS, BACK-LIGHTING, AND SHARP-SHADOW COMPOSITION.

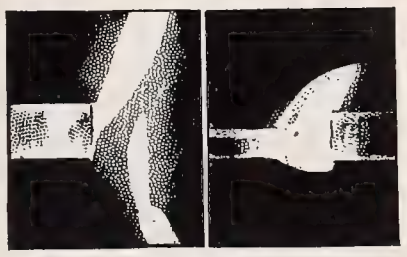


## AND STILL PIONEERING...

JUST OUT, NATIONAL CARBON'S NEW 9mm "SUPREX" CARBON GIVES GREATLY IMPROVED SCREEN LIGHT FROM MIRROR-TYPE LAMPS... AT LOWER CARBON COSTS!

*SEE IT IN ACTION!*





*GET IN THE SCRAP FOR DEFENSE*
*— SAVE YOUR COPPER DRIPPINGS!*

**THE "NATIONAL" CARBON ARC... NOTHING BRIGHTER UNDER THE SUN**

The terms "National" and "Suprex" are trade-marks of Union Carbide and Carbon Corporation

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**A Division of Union Carbide and Carbon Corporation**
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*District Sales Offices:* Atlanta, Chicago, Dallas, Kansas City, New York, Pittsburgh, San Francisco
IN CANADA: National Carbon Limited, Montreal, Toronto, Winnipeg



# This is the house that LIFE builds

**65%** of all U.S. movie-goers read LIFE*

*From *A Study of the Accumulative Audience of LIFE*, by Alfred Politz Research, Inc. Each week, 23,900,000 people read LIFE. In the course of 13 issues, this audience accumulates to 62,600,000. A "LIFE reader" is a person who has read one or more of 13 issues.

FIRST IN FILM NEWS

# MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 92 NEW YORK, U. S. A., WEDNESDAY, NOVEMBER 12, 1952 TEN CENTS

## Para. to Spend $30-Millions On 22 in '53

### *Hartman Says 4 Films To Be Made Overseas*

By AL STEEN

Paramount will produce 22 pictures at a cost of approximately $30,000,000 during 1953, Don Hartman, production head, said in New York Monday. Hartman is here for home office conferences in connection with product, promotion, budgets and an economy program that he expects to result in better picture quality. He may hop to Europe next Tuesday for parleys in London, Paris and Rome in regard



Don Hartman

(*Continued on page 6*)

## RKO Board Meets, Adjourns Again

The RKO Pictures board of directors met here yesterday and adjourned to an unspecified day later this week. No statement was issued following yesterday's meeting.

It was ascertained that new directors have not been named yet to fill the vacancies created by the resignations three weeks ago of Ralph Stolkin, A. H. Koolish and William Gorman, and that Arnold Grant, RKO Pictures board chairman, still has no definite date for a visit to Hollywood.

(*Continued on page 2*)

### *RKO Palace to Book Danny Kaye*

**Plans to headline Danny Kaye at the RKO Palace in January for a two-a-day engagement were disclosed here as Sol Schwartz, president of RKO Theatres, left New York for Hollywood on Monday.**

**While on the Coast, Schwartz is slated to complete negotiations for the booking.**

### *Robert Benjamin Heads UA Board*

**Robert S. Benjamin has been elected chairman of the board of directors of United Artists, it was announced here by Arthur B. Krim, president of UA. The post had been vacant.**



Robert Benjamin

**Benjamin will continue as president and a director of the J. Arthur Rank Organization and as a senior member of the New York law firm of Phillips, Nizer, Benjamin and Krim. Benjamin has tendered his resignation as a director of Universal Pictures.**

**Benjamin has been associated with United Artists since Feb., 1951, when Krim, his law partner, assumed the UA presidency.**

### *Wanger Signs New Allied Artists Pact*

Hollywood, Nov. 11. — Producer Walter Wanger today signed a new contract with Allied Artists continuing their association which was inaugurated one year ago. During the past year Wanger has produced four pictures for AA.

Wanger's next production for AA will be titled "Hajji Baba" and will be about 19th century Persia. It will have color by Technicolor.

## *ATO of Gulf States Seeks Government Aid on Film Deals*

New Orleans, Nov. 11.—Government aid and intervention to help solve problems facing the small, independent exhibitor in making film deals will be sought by Allied Theatre Owners of the Gulf States, it was revealed here by Abe Berenson, president of the ATOGS, who also is a member of the Allied national board.

Instead of the usual declarations of policy and resolutions that have come out of meetings in the past, Berenson and the members of his executive committee will ask for definite affirmative action to save the small exhibitor.

Berenson stated, "Very few pictures that were box-office, regardless of

(*Continued on page 2*)

## *20th Meet Here Today*

Twentieth Century-Fox sales division managers in the U. S. and Canada will begin a two-day merchandising meeting here today to set plans for productions slated for release later this year and during the first nine months of 1953. Al Lichtman, director of distribution, will deliver a welcoming address this morning after which a discussion of present conditions in the field will be held.

Tomorrow's sessions will include the announcement of a nine-month

(*Continued on page 6*)

## Allied Compo Renewal Tops Board Agenda

### *Majors' Arbitration Plan Also Featured*

Washington, Nov. 11. — Renewal of Allied States Association's membership in the Council of Motion Picture Organizations, including length of time and conditions, will be considered by the fall board meeting in Chicago this weekend.

General counsel Abram F. Myers today released the agenda for the meeting which starts Saturday morning, goes on all day Saturday and Sunday and into Monday morning. Meetings will be held at the Hotel Morrison. Allied's 1952 convention will start Monday, following the board meeting.

Continuation of Allied's membership in COMPO shares the board spotlight with such previously announced agenda items as a discussion of the distributors' arbitration plan and of Col. H. A. Cole's proposal that Allied

(*Continued on page 3*)

## Would 'Minimize' Coast 'Red' Probe

Washington, Nov. 11. — Rep. Velde (R., Ill.), who will be chairman of the House Un-American Committee in the new Congress, said today he hopes to "minimize" any further committee investigations of Communism in Hollywood. He declared they had taken too much of the committee's time which might have been better spent elsewhere. He said the industry had done fairly well in cleansing itself.

The committee announced that it would hold further Communism in Hollywood hearings here tomorrow and Thursday, but did not reveal the names of any witnesses.

## *Print Shortage Intolerable, Starr Tells Carolina Meet*

Charlotte, Nov. 11.—The matter of print shortages is the "most pressing and acute immediate problem facing us today," in the opinion of Alfred Starr, president of the Theatre Owners of America. Speaking at the annual convention of the Theatre Owners of North and South Carolina, Starr said that print shortages were brought about chiefly by multiple runs in a given area on the same clearance, resulting in day-and-date contracts which the distributor finds impossible to fulfill.

"It is just too easy for the distributor to charge the exhibitor with being the sole cause of this unhappy situation," Starr said. "It is true that many exhibitors demand equal clearance with other theatres over a wide area, but this demand stems logically from the fact that all exhibitors in that area are required to pay the same

(*Continued on page 6*)

## Fussell President Of Carolinas TOA

Charlotte, Nov. 11. — Delegates to the 40th annual convention here of the Theatre Owners of North and South Carolina elected Woodrow G. Fussell of Bladenboro, N. C. president to succeed Robert Bryant of Rock Hill, S. C. Bryant was elected first vice-president. A. Fuller

(*Continued on page 6*)

### *FCC Decision Due On UPT-ABC Case*

**Washington, Nov. 11.—Federal Communications Commission hearing examiner Leo Resnick is expected to hand down late this week or early next his long-awaited decision on the United Paramount-American Broadcasting merger.**

# Personal Mention

JEROME PICKMAN, Paramount vice-president in charge of advertising-publicity, will arrive in Hollywood today by plane from New York and will return in a few days.

•

D. JOHN PHILLIPS, executive director of Metropolitan Motion Picture Theatres Association, announces the birth of a son, JONATHAN WAYNE, to MRS. PHILLIPS Sunday at New York Hospital. MRS. PHILLIPS is an attorney for United Paramount Theatres.

•

HARRY M. POPKIN, RAOUL WALSH and MRS. WALSH, and DAVID ROSE, chairman and managing director of the Coronado Film Corp., and MRS. ROSE, arrived here yesterday from Europe aboard the *S.S. Queen Elizabeth.*

•

EUGENE ARNEEL, trade paper reporter, will be married to DORIS ANN KUTHY on Saturday at the Holy Family Roman Catholic Church in Flushing, N. Y.

•

MILTON R. RACKMIL, president of Universal, returned here yesterday from Europe aboard the *S.S. United States.*

•

HUGH OWEN, Paramount Eastern and Southern division manager, is in Charlotte from New York.

## 'Sound,' 'Secret,' in Good B'way Bows

"Breaking Through the Sound Barrier" and "Operation Secret" opened to good business on Broadway this week, marked by spotty box-office conditions at New York first-runs.

An excellent $37,000 is expected for the initial seven days of "Breaking Through the Sound Barrier" at the Victoria. At the Paramount, which also features a stage show, a pretty good $73,000 is seen for "Operation Secret." A nice $42,000 is due for the initial week of "Prisoner of Zenda" at the Capitol.

Holding up strong is "Limelight" at the Astor and the two-a-day 60th Street Trans-Lux. A fine $34,000 is forecast at the Astor, while a nice $10,900 is predicted for the 60th Street Trans-Lux.

"Plymouth Adventure" will have its premiere tomorrow at Radio City Music Hall, replacing "The Happy Time," which hit a fair $115,000 for its second and final week.

## *Seadler at Ampa Class*

Guest instructor at tomorrow night's session of Associated Motion Picture Advertisers' class in showmanship here will be Si Seadler, M-G-M advertising manager, it was announced yesterday by Harry K. McWilliams, AMPA president. The class starts at six o'clock in the Hotel Woodstock.

## *Order Release of Hughes RKO Trust*

**The Irving Trust Co. has been ordered to release from trust Howard Hughes' 929,020 shares of RKO Theatres stock, under an agreement reached between the Department of Justice and Hughes.**

**Hughes can now, and as long as he fulfills the stipulations to the agreement, vote his 24 per cent controlling interest in RKO Theatres.**

## RKO Board

(*Continued from page* 1)

Consequently, appointment of a production head and reactivation of the RKO Radio studio necessarily are deferred.

Meanwhile, reports persisted that the Stolkin group is continuing conferences with various individuals and groups on the possibility of disposing of the 24 per cent controlling stock interest in RKO Pictures acquired from Howard Hughes in September for $7,340,000.

### 219,884 RKO Pictures Shares Bought by Sherrill Corwin

WASHINGTON, Nov. 11.—Sherrill C. Corwin, RKO Pictures vice-president and studio head, bought 10,000 shares of RKO common and became the beneficial owner of an additional 209,884 shares during September, according to a report issued by the Securities and Exchange Commission.

The beneficially owned shares came from a total of 1,049,420 shares held by the Bank of America, National Trust and Savings Association, pledgee for Screen Associates, Inc., acting as the nominee for Corwin and others.

The transaction represented Corwin's share in the purchase by the Ralph Stolkin group of Howard Hughes' controlling interest in RKO Pictures, sold at $7 per share. The stock is held in escrow by the Bank of America until payments to Hughes are completed. The report said Corwin was listed for total RKO holdings of 219,884 shares.

The report covers transactions by industry officers and directors during the period from Sept. 11 to Oct. 9. During this period, according to the SEC, Howard Hughes liquidated his total RKO Pictures holdings with the sale of 1,013,420 shares of common to the Stolkin syndicate. Ned E. Depinet, former RKO president, also liquidated his holdings, selling 35,000 shares in the same transaction.

At RKO Theatres, David J. Greene added 1,500 shares of common to a trust which held 32,300 shares at the end of the period. In addition, he listed 16,450 shares in his own name, 10,000 through partnerships, and 3,600 through members of his family. A. Louis Oresman sold 1,000 shares of RKO Theatres common, leaving his holdings at 28,100; William F. Whitman and John E. Redmond each sold 1,200 shares, each retaining 1,300.

At Monogram W. Ray Johnston sold 3,700 shares of common.

# Lachman N.Y. Chief Barker

Edward Lachman was elected chief barker and other officials were selected without any opposition as the Variety Club of New York, Tent No. 35, held an election of officers at its annual membership luncheon-meeting on Monday. Lachman urged that Variety "serve by performing a public relations job for show business, being a super-COMPO in doing welfare activities."



**Edward Lachman**

Lachman outlined the main projects for the new year in his acceptance speech after being introduced by outgoing chief barker William German. He agreed with Murray Weiss, International Variety Club representative who spoke in place of Jack Beresin, that a charity and a clubhouse are the two fundamental things "necessary to keep interest in the (New York) club and keep it alive."

A five-man Heart Committee is to be formed to select a charity or charities.

Others elected were Edward L. Fabian, first assistant chief barker; Martin Levine, second assistant; Meinhardt, property master; Harold J. Klein, dough guy; and the following canvassmen: Bernard Brooks, Russell Downing, Nathan Furst, Jack Hoffberg, Martin Kornbluth, Jack Levin, Charles Lewis, Harold Newman, Walter Reade, Jr., Harold Rinzler, Burt Robbins, Morris Sanders, Sanford, Cy Seymour, David Snaper, Saul Trauner, George Waldman and Max Wolff.

## ATO of Gulf States

(*Continued from page* 1)

season or playing time, did the exhibitor any good because of exorbitant film rental and ridiculous playing time. Despite the distributors' awareness of the fallen box-office, they are still gouging and crushing every drop of life's blood from the independent exhibitor."

Speaking for his executive committee on national policy, Berenson further stated that the only salvation for this phase of the motion picture business would be to have government control, such as is exercised today on common carriers, public utilities and other allegedly monopolistic enterprises.

## *Blumenstock Here*

Mort Blumenstock, Warner Brothers vice-president in charge of advertising and publicity, has arrived in New York from Hollywood for home office conferences with Albert Warner, Ben Kalmenson and Samuel Schneider.

## *Newsreel Parade*

*TRYGVE LIE'S resignation of his United Nations position of Secretary General is highlighted in current newsreels. Also featured are President-elect Eisenhower's activities in Georgia, Queen Elizabeth's first opening of the British Parliament, and U. S. Marines fighting in Korea.*

**MOVIETONE NEWS, No. 92** — Eisenhower in Georgia names liaison aides. Trygve Lie quits at U.N. assembly meeting in New York. Queen Elizabeth opens Parliament. March of Dimes poster girl. Notre Dame-Oklahoma, Princeton-Harvard football games.

**NEWS OF THE DAY, No. 222**—Trygve Lie quits U.N. to speed Korea peace. Marines rout Reds in Korea hills. British Queen's first opening of Parliament. World's largest trailer. Israel loses its great leader. Notre Dame-Oklahoma, Princeton-Harvard football games.

**PARAMOUNT NEWS, No. 25** — Trygve Lie resigns U.N. position. Red Embassy party in Washington. Philip Murray dies. Dr. Chaim Weizmann mourned. Eyes on Eisenhower in Georgia. New York Giants-San Francisco 49ers football game.

**TELENEWS DIGEST, No. 46A**—Eisenhower relaxes in Georgia. Adlai assumes party leadership in Springfield. Newly developed floating cement demonstrated. General Franco addresses first National Congress of Spanish Civil War veterans. Two-story mansion trailer. Princeton-Harvard football game.

**UNIVERSAL NEWSREEL, No. 412**—Trygve Lie resigns United Nations position. Battlefront in Korea again ablaze. Queen opens Parliament session. President-elect picks administration aides in Georgia. Notre Dame-Oklahoma, Georgia Tech-Army football games.

**WARNER PATHE NEWS, No. 27**—Eisenhower and Nixon. Marines fight under heavy shell fire in Korea. Mau crises rocks Africa. Queens opens Parliament. New York Giants-San Francisco 49ers, Southern California-Stanford football games.

## Ted Mann Charges Decree Violations

WASHINGTON, Nov. 11.—Alleged malpractices in the Minneapolis area were outlined in a letter by Ted Mann, former president of North Central Allied, to the Senate Sub-committee on Small Business.

Mann charged that distributors were violating the U. S. Supreme Court order that pictures were to be bought one by one and that the purchase of one picture was not to be conditioned on the purchase of another. He further claimed that the distributors were continuing to fix admission prices, despite the fact that the Supreme Court had denied them that right. Mann, in his letter, said unless an exhibitor agreed to an advanced admission price requested by the distributor, the theatre owner was not awarded the picture.

## *Linet to Prepare Pioneers Program*

Henry A. (Hank) Linet has been appointed to create and produce a souvenir program and other matter for the "Jubilee Dinner" of the Motion Picture Pioneers to be held at the Hotel Astor on Tuesday evening, Nov. 25, it was announced by Jack Cohn, president of the Pioneers.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

## *Allied Registrants Now Total 575*

**Chicago, Nov. 11.—Registration for the national Allied convention here starting Monday has reached a total of 575 delegates, general convention chairman Jack Kirsch reports. A last minute rush from Chicago and downstate Illinois delegates is expected, he said.**

## Allied Board

(*Continued from page* 1)

leaders withdraw from all-industry undertakings to concentrate on getting better prices for Allied members. Another top agenda item will be a discussion of methods for increasing revenue of Allied regional units.

There is no telling the exact order in which items will be considered. Myers announced the less controversial ones would be taken up early Saturday, when many members will still be travelling to Chicago.

On arbitration, the board will hear the report of Allied's arbitration committee and the draft of the distributors' plan, and will either approve or reject the plan as submitted or give new instructions to the Allied committee.

Myers pointed out that the question of renewing Allied's membership in COMPO comes up automatically because it was last renewed in Oct. 1951 "until the next convention board meeting to be held sometime in the fall of 1952."

Ben Marcus, chairman of a special committee, will make a report on ways and means of increasing revenues of regional units by distributing fan magazines or other activities.

Other items on the agenda include:

Reports on distributor polices on film prices in the various territories, along with consideration of proposed remedies, "including appeals to appropriate committees of Congress";

Discussion of Motion Picture Association of America president Eric Johnston's speech before the Theatre Owners of America, in which he said film companies would produce for television;

Discussion of the government's 16mm. suit and of the industry's application to the Federal Communication Commission for theatre television frequencies;

"Continuing complaints of high prices and poor service" by National Screen Service, including discussion of a suggestion that film companies guarantee or help in getting the delivery of paper and trailers from National Screen;

Suggestions that Hollywood create a permanent display for use at state fairs and other exhibits;

Discussion of ASCAP's demands for royalty payments on public performances of copyrighted music not recorded on entertainment film;

A report on Cinerama by Allied president Wilbur Snaper;

Proposals for the location of the 1953 Allied convention;

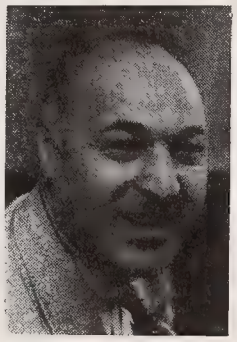
A report by Nathan Yamins on the experience of New England exhibitors at a hearing before the Commissioner of Public Safety on the use of acetate film; and

A discussion of methods employed by a Kansas City exhibitor to maintain order in his theatre.

# Television--Radio

## *with Pinky Herman*

THE rapid strides already made by Television in the American scheme of things can best be realized in the light that this new medium has closed a gap in less than four years which had taken its older brother, radio, a decade to do. In the national coverage of the Presidential election, the exciting descriptions, analysis of the ever-changing tabulations and the easy-to-follow charts and graphs depicting the comparative gains not only of the Presidential candidates but also the combatants for the Congressional seats, proved that sound plus sight, Television, is undoubtedly vastly superior as an enlightening medium to radio. However, the malodorous repetition of commershills (in this case that seems to be the correct spelling) oftentimes breaking into the middle of important sentences being uttered by John Cameron Swayze and John McCaffery, (NBC-TV) was downright annoying. No one argues with the right of a sponsor who lays down a bundle to take advantage of an assured audience, but when a can of Prestone is flashed on the screen incessantly and at most inopportune moments, then the good-will it might have established runs the risk of turning instead, into reverse reaction. In this case, instead of "Presto, the commercial is gone," it unfortunately seemed to be, "Prestone, it's here again." . . .



**Pinky Herman**

☆ ☆ ☆

*NBC, which made the first coast to coast broadcast of the Rose Bowl game back in* 1927 (*Alabama vs. Washington*) *and followed suit until* 1948, *will televise the* 1953 *classic New Year's Day. Sponsor will be Gillette and it will be seen in the East at* 4:45 *P.M.... With the signing by Norman Cloutier of the "Planet Man" to tee off Nov.* 15 *via WTAM, Cleveland, increasingly popular Palladium Productions adventure series, will be heard via* 100 *key outlets. . . . MBS Producer Larry Dorn has just completed a new Bible series of platters for Bibletone Records with Jack Berch, narrating. A 'natural' Larry shouldn't overlook is the standard, "Bible My Mother Left To Me." . . . Charles D. Beeland Co. and King Film Prod. have consolidated and the new TV firm, Beeland-King Film Productions will operate from Atlanta, Ga. . . . Melinda Markey, who recently scored in a "Dr. Christian" radio episode, is the daughter of Joan Bennett. . . . Barbara ("Mr. & Mrs. North" TVersion) Britton, will be seen in three new flickers, "The Raiders" (U.I.) "Ride the Man Down," (Republic) and Arch Oboler's three-dimensional "Bwana Devil." . . .*

☆ ☆ ☆

**Mike Wallace and his wife Buff Cobb will add another chore to their "Mike & Buff" duties. CBStarting Saturday they'll emcee the audience-participation quiz "There's One in Every Family" which becomes a six-time-a-week series. John Reed King continues as emcee on the Monday thru Friday broadcasts. . . . Fuller, Smith & Ross have signed Geo. F. Foley to shoot a 16mm. color film for Plymouth Cordage Co. Produced by John Ward, the flicker will be narrated by Thomas Mitchell. . . . Bill Cullen points out that Manhattan Island was sold by the Indians for only 24 dollars "BUT," stresses Bill, "in those days a dollar was a Dollar." . . . And WOR's likeable Bill Taylor comes up with a smart observation in "People are like pins—absolutely useless when they lose their heads." . . . Harry Wismer, the ace sportscaster, whose football radio and TV coverage reveals plenty of technical and inside savvy, was a star quarterback at Michigan State in his college days. . . . Mayor Fletcher Bowron of Los Angeles has proclaimed Nov. 15 as "Television City Day," in recognition of the opening of CBS' multi-million dollar TV plant there. . . . Perry Como will attend a dinner in his honor to be given by the Variety Club of Washington, D. C., Nov. 22, where a bust of the crooner will be unveiled, designating him as "the Showman of the Year." . . . "Your Show of Shows" will originate at the NBColonial Theatre, Broadway & 62nd St., starting with Saturday's program. The theatre has been completely renovated and is considered by NBC execs a "marvel of electronic progress in every aspect of engineering." . . . Bob Monroe's "Titus Moody Speaks," currently heard on Mutual, may become a television WORacle in January. . . .**

# *National Pre-Selling*

PHOTOPLAY announces the winners of its annual "Choose Your Star" contest in the December issue. Lori Nelson was chosen by readers as their favorite female star. She will have a top role in Universal-International's "Nothing but the Blues." Tab Hunter was the readers' choice for the best-liked male star. He played opposite Linda Darnell in United Artists' "Island of Desire."

•

**M-G-M will go all out on its newspaper advertising campaign for "Plymouth Adventure," scheduled to be re-released at Radio City Music Hall tomorrow. It will open in all other important situations during Thanksgiving week. A total circulation of almost 50,000,000 will be used in the nationwide campaign. *Pictorial Review, American Weekly, This Week, Metropolitan Group* and *Parade* will have full color and black-and-white ads on Nov. 16 and 23.**

•

*Paramount is arranging for intensified coverage of its pictures and its stars in national magazines. The Nov. 23 issue of* Parade *magazine will devote its cover to William Holden, star of "The Turning Point." The same issue will carry a feature story on both the star and the Paramount picture, which has been scheduled as the New York Globe Theatre's next attraction.*

•

*Woman's Home Companion* has a four-page picture and editorial story on Leslie Caron, the new M-G-M star. She recently completed two pictures for M-G-M, "The Story of Three Loves" and "Lili."

•

**Pictures taken on the set of Paramount's new picture, "Scared Stiff," starring Dean Martin and Jerry Lewis, are used in a seven-page story in the November issue of *Redbook*. The lead paragraph in the Martin and Lewis story tells of their visit to Hal Wallis' office during which one of the team used the producer's phones and "intercom" system while the other member of the team kept the producer from interfering with their fun.**

•

*The Rosemary Clooney story is told in the current issue of* Collier's. *Full color pictures are used along with text in a three-page story. "The Stars Are Singing" is her latest picture for Paramount.*

•

Mt. Kilimanjaro, which serves as a focal point for "The Snows of Kilimanjaro," is the subject of a special story-and-picture layout in the December issue of *Argosy*. The narrative of a five-man expedition storming the peak in East Africa is presented in a four-page spread with a full-page, full color painting of the famed mountain capping the article.

WALTER HAAS

## *Kreisler Heads IFA-TV*

B. Bernard Kreisler, former director of the advisory unit for foreign films of the Motion Picture Association of America, has been elected president of International Film Associates-Television.

Kreisler joined the organization last spring on resigning from MPAA.

# THE BIGGEST YOU'LL

## NEVER Such Wild Pageantry...



Robert Haggiag presents

# THE THIEF C

These are some of the leadi
will be playing "The Thief of Venice

COLORADO

INDIANA

CONNECT

DISTRICT OF COL

ALABAMA

ARIZONA

ARKANSAS

IDAHO

ILLINOI

## YOUR THEATI

in this powerful 2-PAG
issue of *Collier's*
with a combined reac

## IF YOU PLAY "

## BEFORE

**EXPLOITATION NATURAL!**

**IT'S BIG!**
**IT'S MAMMOTH!**
**Get behind this showmanship attraction!**

**GET INTO "THE THIEF OF VENICE" SHOWMANSHIP CONTEST! WIN FREE TRIP FOR TWO TO VENICE, ITALY**





Released thru
20th Century-Fox

# THERE'S NO SHOWMANSHIP LIKE

# SEE... IN '53!

3 YEARS IN THE MAKING!
...3 MILLIONS TO MAKE!
CAST OF TENS OF THOUSANDS!

## usty Adventure... Glorious Romance!

# F VENICE



WASHINGTON

SOUTH DAKOTA

eatres which
rting Jan. 31st, 1953.

NEW HIRE

WEST VIRGINIA

WISCONSIN

## NAME GOES HERE-

RE-SELLING AD in the JAN. 31
nd the FEB. 10 issue of **Look**
hip of more than 35,000,000

## E THIEF OF VENICE"

## MAR. 1, 1953*

*ee your 20th representative for details*

ALASKA

HAWAII

### ALL THIS... And More!

**THE RACE** of the galley slaves for Venice . . . under the cruel lash of the whipmaster!

**THE REVOLT** of the rabble against Prussian mercenaries!

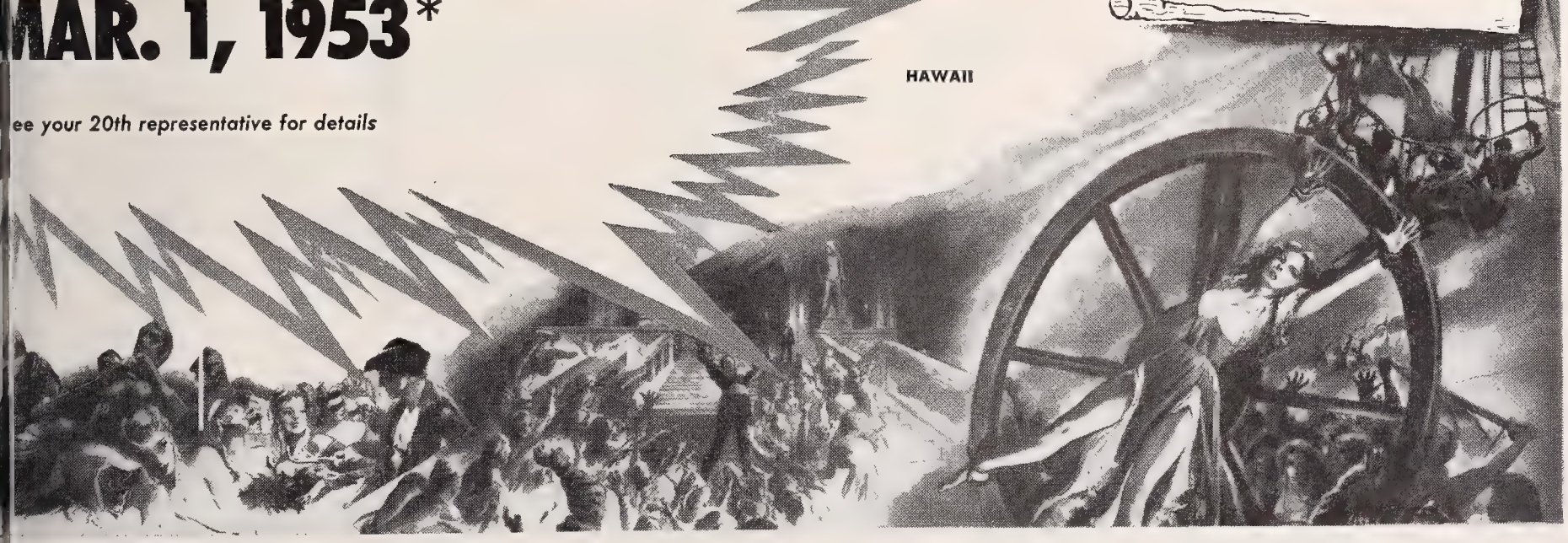
**MEDIEVAL TORTURE!** Tina—tortured on the wheel . . . The Thief—broken on the rack!

**THE THIEVES** against the might of the Chief Inquisitor!

**MARRIAGE PARADE OF** the Doge's daughter—tens of thousands on the screen!

**ANGEL'S ROOST** . . . fabulous hideaway of the cut-throats of Venice—where all law ends!

**THE INNOCENTS** swinging from the gallows—for the secret crimes of the Masked Assassins!



# CENTURY-FOX SHOWMANSHIP!

# Starr Tells

(*Continued from page* 1)

terms for the picture."

Starr said that any exhibitor had the right to ask himself why he should follow another theatre on a later run when both were paying the same terms. The TOA president asserted that in many cases the exhibitor would be glad to drop back to 60 days, 90 days or even six months if he were given an incentive to do so by getting lower film rentals.

"In my opinion," he said, "the distributor is almost entirely responsible for the shortage of prints that result from this unhappy condition, and it seems perfectly obvious to me that a change must be made lest the whole system of clerance fall apart and chaos replace it."

Starr accused the "senseless policy of the distributors of maintaining a uniform national policy as regards each picture" as being at the bottom of the situation. He said it was "fantastic" to reason that a picture worth 40 per cent in a large metropolitan theatre was also worth 40 per cent in a small town theatre. By making price and percentage concessions to the smaller marginal theatres that need help to survive, order can be restored to the industry, he said. By making similar concessions to subsequent run theatres, distributors can relieve the pressure of simultaneous demands for prints and at the same time give the public a longer interval of time in which to see a particular picture, Starr added.

Starr declared that the existing condition was almost intolerable and growing worse daily.

# *Name Fussell President*

(*Continued from page* 1)

Sams, Jr. of Statesville was named second vice-president, and Mrs. Walter Griffith was re-elected executive secretary and treasurer for her 25th term.

Herman M. Levy, TOA general counsel, thanked the Carolinas group for its approval of the TOA principle of arbitration. "It is most encouraging," he said, "This is the sixth TOA unit to take this action."

The theatre owners had voted to approve any arbitration decision approved by the TOA. "The basic intention of the proposed system was to provide a speedy, effective, and inexpensive tribunal for exhibitors, large and small, for grievances, large and small," he added. "It may be that the plan is subject to criticism for one reason or another; there may be room for improvement; it may be that, after a period of trial and error, amendments will be necessary or advisable. None of this, however, detracts from the justified conclusion that the plan is a good one, worthy of immediate approval by all segments of the industry."

Jack Braunagel, chairman of the TOA's drive-in theatre committee, said that one of the faults of drive-in operation is over emphasis on the sale of concessions rather than motion pictures. "Exhibitors," he said, "should know more about the product they exhibit in order to do a better selling job."

Bryant attacked the 20 per cent admission tax, describing it as a wartime levy carried over into peace.

"It has almost become a permanent emergency tax," Bryant said. "Only concerted and vigorous action by theatre owners throughout the country can bring about repeal of this discriminatory tax."

### Simons and Bernstecker Address Carolinas TOA Meet

CHARLOTTE, Nov. 11.—"Good pictures are not the only answer to the exhibitor's box office problem," Mike Simons, Loew's public relations executive, said at the theatre trade school here at the last day of the annual convention of the Theatre Owners of North and South Carolina. He said more attention should be given to the "once in a while patron."

"We must," he pointed out, "get back to the day when the customer is king."

Theatre advertising was discussed by Emil Bernstecker of Wilby-Kincey Theatres in Atlanta.

# Para. to Spend

(*Continued from page* 1)

to the European production schedule for next year.

Hartman said Paramount planned four pictures for overseas production in 1953. F. Scott Fitzgerald's "Babylon Revisited" will start in Paris in July or August, with William Wyler producing and Gregory Peck in the top role. Peck and Wyler have just completed "Roman Holiday" in Rome, and Hartman, if he goes overseas next week, will sit in on the early cutting. John Bolting's "Wings Across the Sea" will be made mostly in England, while "Elephant Walk" will be shot in Ceylon. "Legend of the Incas" is slated for production in Peru. Some low-budget films may be made in Italy under a co-production setup, but these plans have not been finalized. If the plan goes through, the pictures will be distributed by Paramount only in Europe.

Paramount will concentrate on the exploitation of new faces during the coming year. Hartman said the studio would give new contract players immediate opportunities for stardom, rather than trying to build them up over a five year period. Hartman brought with him tests of new players to show to home office executives.

# *Pitts Says Press Is Favorable to Films*

CHARLOTTE, Nov. 11.—A survey of 83 leading U. S. newspapers revealed that the ratio in favor of Hollywood, its people and its product was better than 10 to one, Dick Pitts, director of public relations of the Theatre Owners of America, told the 40th annual convention of the Theatre Owners of North and South Carolina here yesterday. Pitts said there was more than 10 times as much space devoted to the promotion of stars and pictures than there was to the alleged questionable side of the industry.

"On the other hand," Pitts continued, "while many newspapers surveyed were extremely generous with space, the majority was not. And that majority principally was in the smaller cities. Too many of them went for days and days with no mention of motion pictures whatever. If the space given by the minority was matched by the majority, the ratio in favor of motion pictures would be 50 to 1, or more," he added.

# 20th Meet

(*Continued from page* 1)

product schedule and vice-president Charles Einfeld's outlining of campaigns being developed for the films. W. C. Gehring, executive assistant general sales manager; Edwin W. Aaron, Western sales manager, and Arthur Silverstone, Eastern and Canadian sales manager, will join Lichtman in leading the discussions.

Also on today's agenda are the setting of plans for the handling of productions 20th-Fox is offering for Thanksgiving, Christmas and New Year's. Thanksgiving will bring Damon Runyon's "Bloodhounds of Broadway" and "Pony Soldier," while John Philip Sousa's "Stars and Stripes Forever" and Daphne du Maurier's "My Cousin Rachel" are scheduled as Yuletide attractions.

### Ends Dec. 27

Plans for these pictures and the continuing campaigns for Darryl F. Zanuck's "The Snows of Kilimanjaro" will be the main productions for 20th Century-Fox's "Anniversary Week" celebration to be held Thanksgiving week, and the "Branch Managers' Testimonial," which ends Dec. 27.

Division managers attending the meeting are Herman Wobber, Western; Harry Ballance, Southern; Martin Moskowitz, Empire State; M. A. Levy, Midwest; Glenn Norris, Atlantic; Tom McCleaster, Central and Peter Myers, Canadian. Also on hand will be Buck Stoner and Paul Wilson, assistant division managers in the Western and Southern territories, respectively.

Branch managers Jim Connolly, Boston; Ben Simon, New Haven, and Tom Gilliam, Chicago, will also be in attendance since their exchanges are now supervised by the home office.

Home office sales executives in attendance include Alex Harrison, Clarence Hill, Peter Levathes, Jack Bloom, Lem Jones, Francis X. Carroll, Morris Kaplan, Roger Ferri, Larry Ayers and Dave Ornstein.

Because of the overwhelming demand for seats, Paramount has cancelled the previously announced projection room screening and has engaged the . . .

BIJOU THEATRE

209 West 45th Street • West of Broadway

for its

NEW YORK CITY TRADE SHOW

of

"ROAD TO BALI"

Color by TECHNICOLOR

*starring* BING CROSBY

BOB HOPE • DOROTHY LAMOUR

FRIDAY, NOV. 14th

there will be

4 SCREENINGS AT THE BIJOU THEATRE

10:30 a.m.–2:30 p.m.–5:30 p.m.–8:30 p.m.

*Admission by Invitation Only*



See more...do more—
enjoy the best for less!

FLY TWA
to EUROPE in
THRIFT SEASON
and SAVE!

You can save more than $100 on a TWA ticket to Europe and return (through March 31). See your travel agent or call Trans World Airlines.

ACROSS THE U.S. AND OVERSEAS...

FLY TWA

NEWS WHILE IT IS NEWS

# MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 72. NO. 92 NEW YORK, U. S. A., WEDNESDAY, NOVEMBER 12, 1952 TEN CENTS

## Para. to Spend $30-Millions On 22 in '53

### *Hartman Says 4 Films To Be Made Overseas*

By AL STEEN

Paramount will produce 22 pictures at a cost of approximately $30,000,000 during 1953, Don Hartman, production head, said in New York Monday. Hartman is here for home office conferences in connection with product, promotion, budgets and an economy program that he expects to result in better picture quality. He may hop to Europe next Tuesday for parleys in London, Paris and Rome in regard



Don Hartman

(*Continued on page 6*)

## RKO Board Meets, Adjourns Again

The RKO Pictures board of directors met here yesterday and adjourned to an unspecified day later this week. No statement was issued following yesterday's meeting.

It was ascertained that new directors have not been named yet to fill the vacancies created by the resignations three weeks ago of Ralph Stolkin, A. H. Koolish and William Gorman, and that Arnold Grant, RKO Pictures board chairman, still has no definite date for a visit to Hollywood.

(*Continued on page 2*)

### *RKO Palace to Book Danny Kaye*

**Plans to headline Danny Kaye at the RKO Palace in January for a two-a-day engagement were disclosed here as Sol Schwartz, president of RKO Theatres, left New York for Hollywood on Monday.**

**While on the Coast, Schwartz is slated to complete negotiations for the booking.**

### *Robert Benjamin Heads UA Board*

**Robert S. Benjamin has been elected chairman of the board of directors of United Artists, it was announced here by Arthur B. Krim, president of UA. The post had been vacant.**



Robert Benjamin

**Benjamin will continue as president and a director of the J. Arthur Rank Organization and as a senior member of the New York law firm of Phillips, Nizer, Benjamin and Krim. Benjamin has tendered his resignation as a director of Universal Pictures.**

**Benjamin has been associated with United Artists since Feb., 1951, when Krim, his law partner, assumed the UA presidency.**

### *Wanger Signs New Allied Artists Pact*

HOLLYWOOD, Nov. 11. — Producer Walter Wanger today signed a new contract with Allied Artists continuing their association which was inaugurated one year ago. During the past year Wanger has produced four pictures for AA.

Wanger's next production for AA will be titled "Hajji Baba" and will be about 19th century Persia. It will have color by Technicolor.

## *ATO of Gulf States Seeks Government Aid on Film Deals*

NEW ORLEANS, Nov. 11.—Government aid and intervention to help solve problems facing the small, independent exhibitor in making film deals will be sought by Allied Theatre Owners of the Gulf States, it was revealed here by Abe Berenson, president of the ATOGS, who also is a member of the Allied national board.

Instead of the usual declarations of policy and resolutions that have come out of meetings in the past, Berenson and the members of his executive committee will ask for definite affirmative action to save the small exhibitor.

Berenson stated, "Very few pictures that were box-office, regardless of

(*Continued on page 2*)

## *20th Meet Here Today*

Twentieth Century-Fox sales division managers in the U. S. and Canada will begin a two-day merchandising meeting here today to set plans for productions slated for release later this year and during the first nine months of 1953. Al Lichtman, director of distribution, will deliver a welcoming address this morning after which a discussion of present conditions in the field will be held.

Tomorrow's sessions will include the announcement of a nine-month

(*Continued on page 6*)

## *Print Shortage Intolerable, Starr Tells Carolina Meet*

CHARLOTTE, Nov. 11.—The matter of print shortages is the "most pressing and acute immediate problem facing us today," in the opinion of Alfred Starr, president of the Theatre Owners of America. Speaking at the annual convention of the Theatre Owners of North and South Carolina, Starr said that print shortages were brought about chiefly by multiple runs in a given area on the same clearance, resulting in day-and-date contracts which the distributor finds impossible to fulfill.

"It is just too easy for the distributor to charge the exhibitor with being the sole cause of this unhappy situation," Starr said. "It is true that many exhibitors demand equal clearance with other theatres over a wide area, but this demand stems logically from the fact that all exhibitors in that area are required to pay the same

(*Continued on page 6*)

## Fussell President Of Carolinas TOA

CHARLOTTE, Nov. 11. — Delegates to the 40th annual convention here of the Theatre Owners of North and South Carolina elected Woodrow G. Fussell of Bladenboro, N. C. president to succeed Robert Bryant of Rock Hill, S. C. Bryant was elected first vice-president. A. Fuller

(*Continued on page 6*)

## Allied Compo Renewal Tops Board Agenda

### *Majors' Arbitration Plan Also Featured*

WASHINGTON, Nov. 11. — Renewal of Allied States Association's membership in the Council of Motion Picture Organizations, including length of time and conditions, will be considered by the fall board meeting in Chicago this weekend.

General counsel Abram F. Myers today released the agenda for the meeting which starts Saturday morning, goes on all day Saturday and Sunday and into Monday morning. Meetings will be held at the Hotel Morrison. Allied's 1952 convention will start Monday, following the board meeting.

Continuation of Allied's membership in COMPO shares the board spotlight with such previously announced agenda items as a discussion of the distributors' arbitration plan and of Col. H. A. Cole's proposal that Allied

(*Continued on page 3*)

## NEWS FLASHES

WASHINGTON, Nov. 11.--Rep. Velde (R. Ill.), in announcing House Un-American Activities Committee hearings here tomorrow and Thursday on Communism in Hollywood, said that he hopes to "minimize" further investigation of the film industry, which he felt had done a great deal to clear itself. He said the committee had spent too much time investigating the industry.

•

WASHINGTON, Nov. 11.--Leo Resnick, FCC hearing examiner, is expected to hand down late this week or early next his decision on the United Paramount-American Broadcasting merger and on the anti-trust status of all Paramount companies applying for television licenses.

# Personal Mention

JEROME PICKMAN, Paramount vice-president in charge of advertising-publicity, will arrive in Hollywood today by plane from New York and will return in a few days.

•

D. JOHN PHILLIPS, executive director of Metropolitan Motion Picture Theatres Association, announces the birth of a son, JONATHAN WAYNE, to MRS. PHILLIPS Sunday at New York Hospital. MRS. PHILLIPS is an attorney for United Paramount Theatres.

•

HARRY M. POPKIN, RAOUL WALSH and MRS. WALSH, and DAVID ROSE, chairman and managing director of the Coronado Film Corp., and MRS. ROSE, arrived here yesterday from Europe aboard the *S.S. Queen Elizabeth.*

•

EUGENE ARNEEL, trade paper reporter, will be married to DORIS ANN KUTHY on Saturday at the Holy Family Roman Catholic Church in Flushing, N. Y.

•

MILTON R. RACKMIL, president of Universal, returned here yesterday from Europe aboard the *S.S. United States.*

•

HUGH OWEN, Paramount Eastern and Southern division manager, is in Charlotte from New York.

## 'Sound,' 'Secret,' in Good B'way Bows

"Breaking Through the Sound Barrier" and "Operation Secret" opened to good business on Broadway this week, marked by spotty box-office conditions at New York first-runs.

An excellent $37,000 is expected for the initial seven days of "Breaking Through the Sound Barrier" at the Victoria. At the Paramount, which also features a stage show, a pretty good $73,000 is seen for "Operation Secret." A nice $42,000 is due for the initial week of "Prisoner of Zenda" at the Capitol.

Holding up strong is "Limelight" at the Astor and the two-a-day 60th Street Trans-Lux. A fine $34,000 is forecast at the Astor, while a nice $10,900 is predicted for the 60th Street Trans-Lux.

"Plymouth Adventure" will have its premiere tomorrow at Radio City Music Hall, replacing "The Happy Time," which hit a fair $115,000 for its second and final week.

## *Seadler at Ampa Class*

Guest instructor at tomorrow night's session of Associated Motion Picture Advertisers' class in showmanship here will be Si Seadler, M-G-M advertising manager, it was announced yesterday by Harry K. McWilliams, AMPA president. The class starts at six o'clock in the Hotel Woodstock.

## *Order Release of Hughes RKO Trust*

**The Irving Trust Co. has been ordered to release from trust Howard Hughes' 929,020 shares of RKO Theatres stock, under an agreement reached between the Department of Justice and Hughes.**

**Hughes can now, and as long as he fulfills the stipulations to the agreement, vote his 24 per cent controlling interest in RKO Theatres.**

## RKO Board

(*Continued from page* 1)

Consequently, appointment of a production head and reactivation of the RKO Radio studio necessarily are deferred.

Meanwhile, reports persisted that the Stolkin group is continuing conferences with various individuals and groups on the possibility of disposing of the 24 per cent controlling stock interest in RKO Pictures acquired from Howard Hughes in September for $7,340,000.

### 219,884 RKO Pictures Shares Bought by Sherrill Corwin

WASHINGTON, Nov. 11.—Sherrill C. Corwin, RKO Pictures vice-president and studio head, bought 10,000 shares of RKO common and became the beneficial owner of an additional 209,884 shares during September, according to a report issued by the Securities and Exchange Commission.

The beneficially owned shares came from a total of 1,049,420 shares held by the Bank of America, National Trust and Savings Association, pledgee for Screen Associates, Inc., acting as the nominee for Corwin and others.

The transaction represented Corwin's share in the purchase by the Ralph Stolkin group of Howard Hughes' controlling interest in RKO Pictures, sold at $7 per share. The stock is held in escrow by the Bank of America until payments to Hughes are completed. The report said Corwin was listed for total RKO holdings of 219,884 shares.

The report covers transactions by industry officers and directors during the period from Sept. 11 to Oct. 9. During this period, according to the SEC, Howard Hughes liquidated his total RKO Pictures holdings with the sale of 1,013,420 shares of common to the Stolkin syndicate. Ned E. Depinet, former RKO president, also liquidated his holdings, selling 35,000 shares in the same transaction.

At RKO Theatres, David J. Greene added 1,500 shares of common to a trust which held 32,300 shares at the end of the period. In addition, he listed 16,450 shares in his own name, 10,000 through partnerships, and 3,600 through members of his family. A. Louis Oresman sold 1,000 shares of RKO Theatres common, leaving his holdings at 28,100; William F. Whitman and John E. Redmond each sold 1,200 shares, each retaining 1,300.

At Monogram W. Ray Johnston sold 3,700 shares of common.

# Lachman N.Y. Chief Barker

Edward Lachman was elected chief barker and other officials were selected without any opposition as the Variety Club of New York, Tent No. 35, held an election of officers at its annual membership luncheon-meeting on Monday. Lachman urged that Variety "serve by performing a public relations job for show business, being a super-COMPO in doing welfare activities."



Edward Lachman

Lachman outlined the main projects for the new year in his acceptance speech after being introduced by outgoing chief barker William German. He agreed with Murray Weiss, International Variety Club representative who spoke in place of Jack Beresin, that a charity and a clubhouse are the two fundamental things "necessary to keep interest in the (New York) club and keep it alive."

A five-man Heart Committee is to be formed to select a charity or charities.

Others elected were Edward L. Fabian, first assistant chief barker; Martin Levine, second assistant; Meinhardt, property master; Harold J. Klein, dough guy; and the following canvassmen: Bernard Brooks, Russell Downing, Nathan Furst, Jack Hoffberg, Martin Kornbluth, Jack Levin, Charles Lewis, Harold Newman, Walter Reade, Jr., Harold Rinzler, Burt Robbins, Morris Sanders, Sanford, Cy Seymour, David Snaper, Saul Trauner, George Waldman and Max Wolff.

## ATO of Gulf States

(*Continued from page* 1)

season or playing time, did the exhibitor any good because of exorbitant film rental and ridiculous playing time. Despite the distributors' awareness of the fallen box-office, they are still gouging and crushing every drop of life's blood from the independent exhibitor."

Speaking for his executive committee on national policy, Berenson further stated that the only salvation for this phase of the motion picture business would be to have government control, such as is exercised today on common carriers, public utilities and other allegedly monopolistic enterprises.

## *Blumenstock Here*

Mort Blumenstock, Warner Brothers vice-president in charge of advertising and publicity, has arrived in New York from Hollywood for home office conferences with Albert Warner, Ben Kalmenson and Samuel Schneider.

## *Newsreel Parade*

*TRYGVE LIE'S resignation of his United Nations position of Secretary General is highlighted in current newsreels. Also featured are President-elect Eisenhower's activities in Georgia, Queen Elizabeth's first opening of the British Parliament, and U. S. Marines fighting in Korea.*

**MOVIETONE NEWS, No. 92** — Eisenhower in Georgia names liaison aides. Trygve Lie quits at U.N. assembly meeting in New York. Queen Elizabeth opens Parliament. March of Dimes poster girl. Notre Dame-Oklahoma, Princeton-Harvard football games.

**NEWS OF THE DAY, No. 222**—Trygve Lie quits U.N. to speed Korea peace. Marines rout Reds in Korea hills. British Queen's first opening of Parliament. World's largest trailer. Israel loses its great leader Notre Dame-Oklahoma, Princeton-Harvard football games.

**PARAMOUNT NEWS, No. 25** — Trygve Lie resigns U.N. position. Red Embassy party in Washington. Philip Murray dies. Dr. Chaim Weizmann mourned. Eyes on Eisenhower in Georgia. New York Giants-San Francisco 49ers football game.

**TELENEWS DIGEST, No. 46A**—Eisenhower relaxes in Georgia. Adlai assumes party leadership in Springfield. Newly developed floating cement demonstrated. General Franco addresses first National Congress of Spanish Civil War veterans. Two-story mansion trailer. Princeton-Harvard football game.

**UNIVERSAL NEWSREEL, No. 412** Trygve Lie resigns United Nations position. Battlefront in Korea again ablaze. Queen opens Parliament session. President-elect picks administration aides in Georgia. Notre Dame-Oklahoma, Georgia Tech-Army football games.

**WARNER PATHE NEWS, No. 27**—Eisenhower and Nixon. Marines fight under heavy shell fire in Korea. Mau crises rocks Africa. Queens opens Parliament. New York Giants-San Francisco 49ers, Southern California-Stanford football games.

## Ted Mann Charges Decree Violations

WASHINGTON, Nov. 11.—Alleged malpractices in the Minneapolis area were outlined in a letter by Ted Mann, former president of North Central Allied, to the Senate Sub-committee on Small Business.

Mann charged that distributors were violating the U. S. Supreme Court order that pictures were to be bought one by one and that the purchase of one picture was not to be conditioned on the purchase of another. He further claimed that the distributors were continuing to fix admission prices, despite the fact that the Supreme Court had denied them that right. Mann, in his letter, said unless an exhibitor agreed to an advanced admission price requested by the distributor, the theatre owner was not awarded the picture.

## *Linet to Prepare Pioneers Program*

Henry A. (Hank) Linet has been appointed to create and produce a souvenir program and other matter for the "Jubilee Dinner" of the Motion Picture Pioneers to be held at the Hotel Astor on Tuesday evening, Nov. 25, it was announced by Jack Cohn, president of the Pioneers.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

## *Allied Registrants Now Total 575*

**Chicago, Nov. 11.—Registration for the national Allied convention here starting Monday has reached a total of 575 delegates, general convention chairman Jack Kirsch reports. A last minute rush from Chicago and downstate Illinois delegates is expected, he said.**

## Allied Board

(*Continued from page* 1)

leaders withdraw from all-industry undertakings to concentrate on getting better prices for Allied members. Another top agenda item will be a discussion of methods for increasing revenue of Allied regional units.

There is no telling the exact order in which items will be considered. Myers announced the less controversial ones would be taken up early Saturday, when many members will still be travelling to Chicago.

On arbitration, the board will hear the report of Allied's arbitration committee and the draft of the distributors' plan, and will either approve or reject the plan as submitted or give new instructions to the Allied committee.

Myers pointed out that the question of renewing Allied's membership in COMPO comes up automatically because it was last renewed in Oct. 1951 "until the next convention board meeting to be held sometime in the fall of 1952."

Ben Marcus, chairman of a special committee, will make a report on ways and means of increasing revenues of regional units by distributing fan magazines or other activities.

Other items on the agenda include:

Reports on distributor polices on film prices in the various territories, along with consideration of proposed remedies, "including appeals to appropriate committees of Congress";

Discussion of Motion Picture Association of America president Eric Johnston's speech before the Theatre Owners of America, in which he said film companies would produce for television;

Discussion of the government's 16mm. suit and of the industry's application to the Federal Communication Commission for theatre television frequencies;

"Continuing complaints of high prices and poor service" by National Screen Service, including discussion of a suggestion that film companies guarantee or help in getting the delivery of paper and trailers from National Screen;

Suggestions that Hollywood create a permanent display for use at state fairs and other exhibits;

Discussion of ASCAP's demands for royalty payments on public performances of copyrighted music not recorded on entertainment film;

A report on Cinerama by Allied president Wilbur Snaper;

Proposals for the location of the 1953 Allied convention;

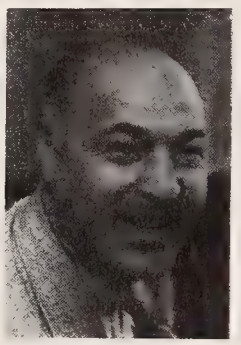
A report by Nathan Yamins on the experience of New England exhibitors at a hearing before the Commissioner of Public Safety on the use of acetate film; and

A discussion of methods employed by a Kansas City exhibitor to maintain order in his theatre.

# Television--Radio

## *with Pinky Herman*

THE rapid strides already made by Television in the American scheme of things can best be realized in the light that this new medium has closed a gap in less than four years which had taken its older brother, radio, a decade to do. In the national coverage of the Presidential election, the exciting descriptions, analysis of the ever-changing tabulations and the easy-to-follow charts and graphs depicting the comparative gains not only of the Presidential candidates but also the combatants for the Congressional seats, proved that sound plus sight, Television, is undoubtedly vastly superior as an enlightening medium to radio. However, the malodorous repetition of commershills (in this case that seems to be the correct spelling) oftentimes breaking into the middle of important sentences being uttered by John Cameron Swayze and John McCaffery, (NBC-TV) was downright annoying. No one argues with the right of a sponsor who lays down a bundle to take advantage of an assured audience, but when a can of Prestone is flashed on the screen incessantly and at most inopportune moments, then the good-will it might have established runs the risk of turning instead, into reverse reaction. In this case, instead of "Presto, the commercial is gone," it unfortunately seemed to be, "Prestone, it's here again." . . .



Pinky Herman

☆ ☆ ☆

*NBC, which made the first coast to coast broadcast of the Rose Bowl game back in* 1927 (*Alabama vs. Washington*) *and followed suit until* 1948, *will televise the* 1953 *classic New Year's Day. Sponsor will be Gillette and it will be seen in the East at* 4:45 *P.M.... With the signing by Norman Cloutier of the "Planet Man" to tee off Nov.* 15 *via WTAM, Cleveland, increasingly popular Palladium Productions adventure series, will be heard via* 100 *key outlets. . . . MBS Producer Larry Dorn has just completed a new Bible series of platters for Bibletone Records with Jack Berch, narrating. A 'natural' Larry shouldn't overlook is the standard, "Bible My Mother Left To Me." . . . Charles D. Beeland Co. and King Film Prod. have consolidated and the new TV firm, Beeland-King Film Productions will operate from Atlanta, Ga. . . . Melinda Markey, who recently scored in a "Dr. Christian" radio episode, is the daughter of Joan Bennett. . . . Barbara ("Mr. & Mrs. North" TVersion) Britton, will be seen in three new flickers, "The Raiders" (U.I.) "Ride the Man Down," (Republic) and Arch Oboler's three-dimensional "Bwana Devil." . . .*

☆ ☆ ☆

Mike Wallace and his wife Buff Cobb will add another chore to their "Mike & Buff" duties. CBStarting Saturday they'll emcee the audience-participation quiz "There's One in Every Family" which becomes a six-time-a-week series. John Reed King continues as emcee on the Monday thru Friday broadcasts. . . . Fuller, Smith & Ross have signed Geo. F. Foley to shoot a 16mm. color film for Plymouth Cordage Co. Produced by John Ward, the flicker will be narrated by Thomas Mitchell. . . . Bill Cullen points out that Manhattan Island was sold by the Indians for only 24 dollars "BUT," stresses Bill, "in those days a dollar was a Dollar." . . . And WOR's likeable Bill Taylor comes up with a smart observation in "People are like pins—absolutely useless when they lose their heads." . . . Harry Wismer, the ace sportscaster, whose football radio and TV coverage reveals plenty of technical and inside savvy, was a star quarterback at Michigan State in his college days. . . . Mayor Fletcher Bowron of Los Angeles has proclaimed Nov. 15 as "Television City Day," in recognition of the opening of CBS' multi-million dollar TV plant there. . . . Perry Como will attend a dinner in his honor to be given by the Variety Club of Washington, D. C., Nov. 22, where a bust of the crooner will be unveiled, designating him as "the Showman of the Year." . . . "Your Show of Shows" will originate at the NBColonial Theatre, Broadway & 62nd St., starting with Saturday's program. The theatre has been completely renovated and is considered by NBC execs a "marvel of electronic progress in every aspect of engineering." . . . Bob Monroe's "Titus Moody Speaks," currently heard on Mutual, may become a television WORacle in January. . . .

# *National Pre-Selling*

PHOTOPLAY announces the winners of its annual "Choose Your Star" contest in the December issue. Lori Nelson was chosen by readers as their favorite female star. She will have a top role in Universal-International's "Nothing but the Blues." Tab Hunter was the readers' choice for the best-liked male star. He played opposite Linda Darnell in United Artists' "Island of Desire."

•

**M-G-M will go all out on its newspaper advertising campaign for "Plymouth Adventure," scheduled to be re-released at Radio City Music Hall tomorrow. It will open in all other important situations during Thanksgiving week. A total circulation of almost 50,000,000 will be used in the nationwide campaign. *Pictorial Review, American Weekly, This Week, Metropolitan Group* and *Parade* will have full color and black-and-white ads on Nov. 16 and 23.**

•

*Paramount is arranging for intensified coverage of its pictures and its stars in national magazines. The Nov. 23 issue of* Parade *magazine will devote its cover to William Holden, star of "The Turning Point." The same issue will carry a feature story on both the star and the Paramount picture, which has been scheduled as the New York Globe Theatre's next attraction.*

•

*Woman's Home Companion* has a four-page picture and editorial story on Leslie Caron, the new M-G-M star. She recently completed two pictures for M-G-M, "The Story of Three Loves" and "Lili."

•

**Pictures taken on the set of Paramount's new picture, "Scared Stiff," starring Dean Martin and Jerry Lewis, are used in a seven-page story in the November issue of *Redbook*. The lead paragraph in the Martin and Lewis story tells of their visit to Hal Wallis' office during which one of the team used the producer's phones and "intercom" system while the other member of the team kept the producer from interfering with their fun.**

•

*The Rosemary Clooney story is told in the current issue of* Collier's. *Full color pictures are used along with text in a three-page story. "The Stars Are Singing" is her latest picture for Paramount.*

•

Mt. Kilimanjaro, which serves as a focal point for "The Snows of Kilimanjaro," is the subject of a special story-and-picture layout in the December issue of *Argosy*. The narrative of a five-man expedition storming the peak in East Africa is presented in a four-page spread with a full-page, full color painting of the famed mountain capping the article.

WALTER HAAS

## *Kreisler Heads IFA-TV*

B. Bernard Kreisler, former director of the advisory unit for foreign films of the Motion Picture Association of America, has been elected president of International Film Associates-Television.

Kreisler joined the organization last spring on resigning from MPAA.

# THE BIGGEST YOU'LL

## NEVER Such Wild Pageantry..



Robert Haggiag presents

# THE THIEF C

These are some of the leadi
will be playing "The Thief of Venic

COLORADO

INDIANA

CONNECT

DISTRICT OF COL

## YOUR THEAT

in this powerful 2-PAG
issue of *Collier*
with a combined rea

## IF YOU PLAY "
## BEFOR

ALABAMA

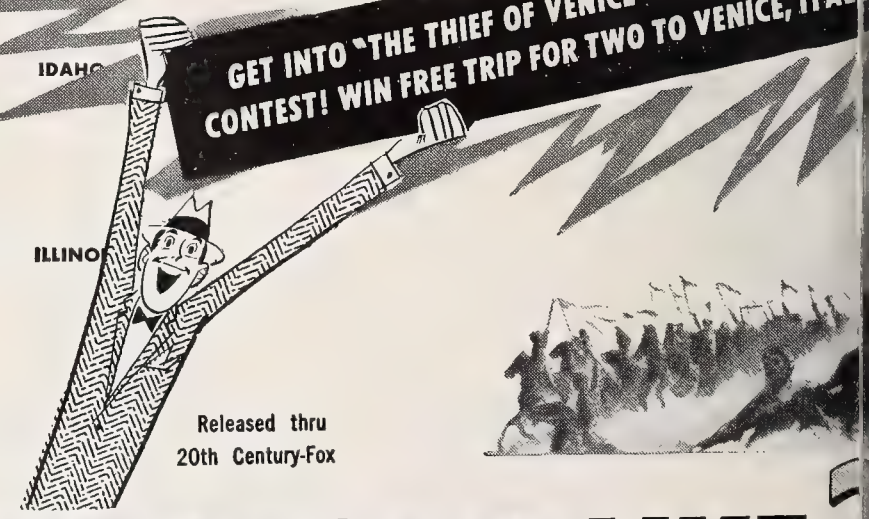
ARIZONA

ARKANSAS

IDAHO

ILLINO

GET INTO "THE THIEF OF VENICE" SHOWMANSHIP
CONTEST! WIN FREE TRIP FOR TWO TO VENICE, ITAL



Released thru
20th Century-Fox

## EXPLOITATION NATURAL!

IT'S BIG!
IT'S MAMMOTH!
Get behind this showmanship attraction!

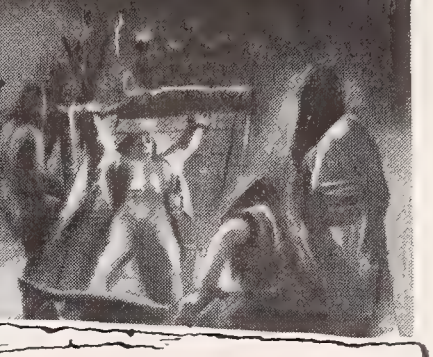
# THERE'S NO SHOWMANSHIP LIKE

# SEE... IN '53!

3 YEARS IN THE MAKING!
... 3 MILLIONS TO MAKE!
CAST OF TENS OF THOUSANDS!

## ...usty Adventure... Glorious Romance!

# ...VENICE



WASHINGTON

SOUTH DAKOTA

...eatres which
...rting Jan. 31st, 1953.

...NEW ...HIRE

WEST VIRGINIA

WISCONSIN

## ...NAME GOES HERE-

...RE-SELLING AD in the JAN. 31
...d the FEB. 10 issue of **Look**
...hip of more than 35,000,000

## ...E THIEF OF VENICE"

## ...MAR. 1, 1953*

...e your 20th representative for details

ALASKA

HAWAII

## ALL THIS... And More!

**THE RACE** of the galley slaves for Venice . . . under the cruel lash of the whipmaster!

**THE REVOLT** of the rabble against Prussian mercenaries!

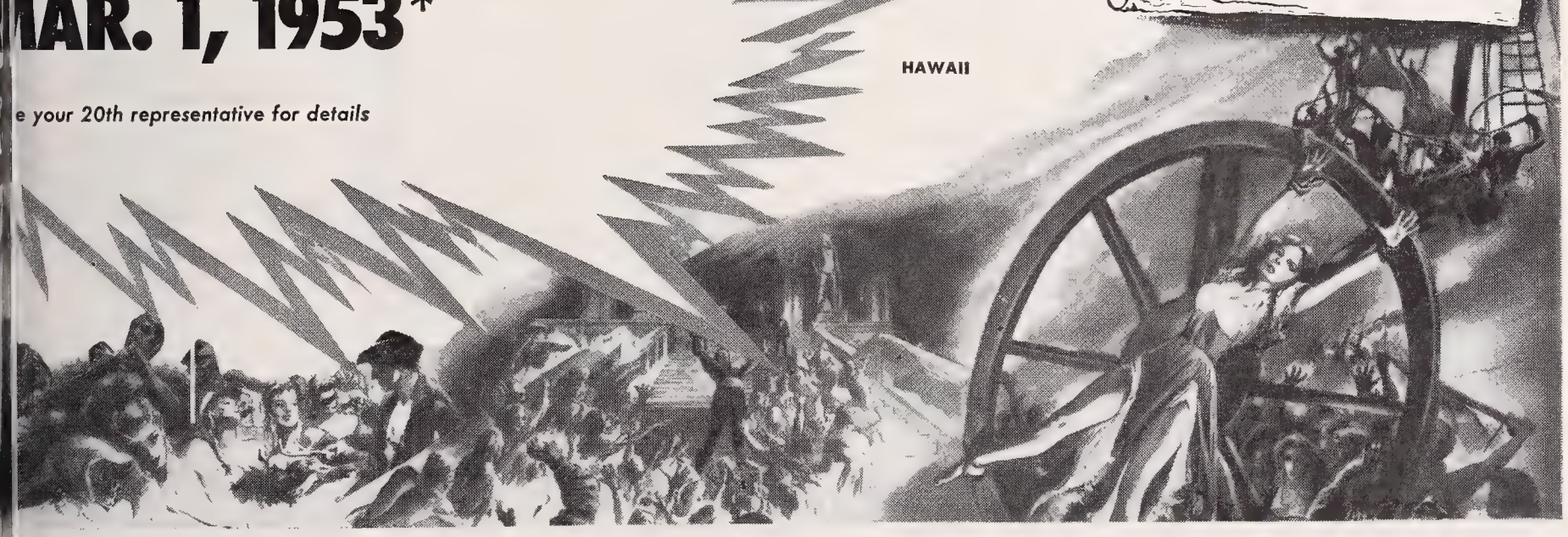
**MEDIEVAL TORTURE!** Tina—tortured on the wheel . . . The Thief—broken on the rack!

**THE THIEVES** against the might of the Chief Inquisitor!

**MARRIAGE PARADE OF** the Doge's daughter — tens of thousands on the screen!

**ANGEL'S ROOST** . . . fabulous hideaway of the cut-throats of Venice—where all law ends!

**THE INNOCENTS** swinging from the gallows—for the secret crimes of the Masked Assassins!



# CENTURY-FOX SHOWMANSHIP!

# Starr Tells

(*Continued from page* 1)

terms for the picture."

Starr said that any exhibitor had the right to ask himself why he should follow another theatre on a later run when both were paying the same terms. The TOA president asserted that in many cases the exhibitor would be glad to drop back to 60 days, 90 days or even six months if he were given an incentive to do so by getting lower film rentals.

"In my opinion," he said, "the distributor is almost entirely responsible for the shortage of prints that result from this unhappy condition, and it seems perfectly obvious to me that a change must be made lest the whole system of clerance fall apart and chaos replace it."

Starr accused the "senseless policy of the distributors of maintaining a uniform national policy as regards each picture" as being at the bottom of the situation. He said it was "fantastic" to reason that a picture worth 40 per cent in a large metropolitan theatre was also worth 40 per cent in a small town theatre. By making price and percentage concessions to the smaller marginal theatres that need help to survive, order can be restored to the industry, he said. By making similar concessions to subsequent run theatres, distributors can relieve the pressure of simultaneous demands for prints and at the same time give the public a longer interval of time in which to see a particular picture, Starr added.

Starr declared that the existing condition was almost intolerable and growing worse daily.

# *Name Fussell President*

(*Continued from page* 1)

Sams, Jr. of Statesville was named second vice-president, and Mrs. Walter Griffith was re-elected executive secretary and treasurer for her 25th term.

Herman M. Levy, TOA general counsel, thanked the Carolinas group for its approval of the TOA principle of arbitration. "It is most encouraging," he said, "This is the sixth TOA unit to take this action."

The theatre owners had voted to approve any arbitration decision approved by the TOA. "The basic intention of the proposed system was to provide a speedy, effective, and inexpensive tribunal for exihibitors, large and small, for grievances, large and small," he added. "It may be that the plan is subject to criticism for one reason or another; there may be room for improvement; it may be that, after a period of trial and error, amendments will be necessary or advisable. None of this, however, detracts from the justified conclusion that the plan is a good one, worthy of immediate approval by all segments of the industry."

Jack Braunagel, chairman of the TOA's drive-in theatre committee, said that one of the faults of drive-in operation is over emphasis on the sale of concessions rather than motion pictures. "Exhibitors," he said, "should know more about the product they exhibit in order to do a better selling job."

Bryant attacked the 20 per cent admission tax, describing it as a wartime levy carried over into peace.

"It has almost become a permanent emergency tax," Bryant said. "Only concerted and vigorous action by theatre owners throughout the country can bring about repeal of this discriminatory tax."

### Simons and Bernstecker Address Carolinas TOA Meet

CHARLOTTE, Nov. 11.—"Good pictures are not the only answer to the exhibitor's box office problem," Mike Simons, Loew's public relations executive, said at the theatre trade school here at the last day of the annual convention of the Theatre Owners of North and South Carolina. He said more attention should be given to the "once in a while patron."

"We must," he pointed out, "get back to the day when the customer is king."

Theatre advertising was discussed by Emil Bernstecker of Wilby-Kincey Theatres in Atlanta.

# Para. to Spend

(*Continued from page* 1)

to the European production schedule for next year.

Hartman said Paramount planned four pictures for overseas production in 1953. F. Scott Fitzgerald's "Babylon Revisited" will start in Paris in July or August, with William Wyler producing and Gregory Peck in the top role. Peck and Wyler have just completed "Roman Holiday" in Rome, and Hartman, if he goes overseas next week, will sit in on the early cutting. John Bolting's "Wings Across the Sea" will be made mostly in England, while "Elephant Walk" will be shot in Ceylon. "Legend of the Incas" is slated for production in Peru. Some low-budget films may be made in Italy under a co-production setup, but these plans have not been finalized. If the plan goes through, the pictures will be distributed by Paramount only in Europe.

Paramount will concentrate on the exploitation of new faces during the coming year. Hartman said the studio would give new contract players immediate opportunities for stardom, rather than trying to build them up over a five year period. Hartman brought with him tests of new players to show to home office executives.

# *Pitts Says Press Is Favorable to Films*

CHARLOTTE, Nov. 11.—A survey of 83 leading U. S. newspapers revealed that the ratio in favor of Hollywood, its people and its product was better than 10 to one, Dick Pitts, director of public relations of the Theatre Owners of America, told the 40th annual convention of the Theatre Owners of North and South Carolina here yesterday. Pitts said there was more than 10 times as much space devoted to the promotion of stars and pictures than there was to the alleged questionable side of the industry.

"On the other hand," Pitts continued, "while many newspapers surveyed were extremely generous with space, the majority was not. And that majority principally was in the smaller cities. Too many of them went for days and days with no mention of motion pictures whatever. If the space given by the minority was matched by the majority, the ratio in favor of motion pictures would be 50 to 1, or more," he added.

# 20th Meet

(*Continued from page* 1)

product schedule and vice-president Charles Einfeld's outlining of campaigns being developed for the films. W. C. Gehring, executive assistant general sales manager; Edwin W. Aaron, Western sales manager, and Arthur Silverstone, Eastern and Canadian sales manager, will join Lichtman in leading the discussions.

Also on today's agenda are the setting of plans for the handling of productions 20th-Fox is offering for Thanksgiving, Christmas and New Year's. Thanksgiving will bring Damon Runyon's "Bloodhounds of Broadway" and "Pony Soldier," while John Philip Sousa's "Stars and Stripes Forever" and Daphne du Maurier's "My Cousin Rachel" are scheduled as Yuletide attractions.

### Ends Dec. 27

Plans for these pictures and the continuing campaigns for Darryl F. Zanuck's "The Snows of Kilimanjaro" will be the main productions for 20th Century-Fox's "Anniversary Week" celebration to be held Thanksgiving week, and the "Branch Managers' Testimonial," which ends Dec. 27.

Division managers attending the meeting are Herman Wobber, Western; Harry Ballance, Southern; Martin Moskowitz, Empire State; M. A. Levy, Midwest; Glenn Norris, Atlantic; Tom McCleaster, Central and Peter Myers, Canadian. Also on hand will be Buck Stoner and Paul Wilson, assistant division managers in the Western and Southern territories, respectively.

Branch managers Jim Connolly, Boston; Ben Simon, New Haven, and Tom Gilliam, Chicago, will also be in attendance since their exchanges are now supervised by the home office.

Home office sales executives in attendance include Alex Harrison, Clarence Hill, Peter Levathes, Jack Bloom, Lem Jones, Francis X. Carroll, Morris Kaplan, Roger Ferri, Larry Ayers and Dave Ornstein.

Because of the overwhelming demand for seats, Paramount has cancelled the previously announced projection room screening and has engaged the . . .

**BIJOU THEATRE**

209 West 45th Street • West of Broadway

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**NEW YORK CITY TRADE SHOW**

of

**"ROAD TO BALI"**

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**BOB HOPE • DOROTHY LAMOUR**

**FRIDAY, NOV. 14th**

there will be

**4 SCREENINGS AT THE BIJOU THEATRE**

**10:30 a.m.–2:30 p.m.–5:30 p.m.–8:30 p.m.**

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**FLY TWA**
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You can save more than $100 on a TWA ticket to Europe and return (through March 31). See your travel agent or call Trans World Airlines.

ACROSS THE U.S AND OVERSEAS

FLY TWA

FIRST IN FILM NEWS

# MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 93 NEW YORK, U. S. A., THURSDAY, NOVEMBER 13, 1952 TEN CENTS

## French Pact Is Near the Closing Stage

### *Obtaining of 135 Dubbing Permits Still Uncertain*

A new French film agreement with American major companies was reported here yesterday to be at the closing point, with an announcement of details forthcoming within a few days. Eric Johnston, president of Motion Picture Association of America, and MPAA vice-president Joyce O'Hara are in Paris for the negotiations, having departed suddenly from New York last weekend for the parleys.

It was reported at the Motion Picture Export Association in New York yesterday that the "stage was set" for the culmination of the pact before the departure of Johnston and O'Hara for Paris. It was still problematical whether the American companies would achieve their goal of obtaining 135 dubbing permits, in view of the fact that the French government last summer cut the U. S. majors to a total of 90 permits.

If the American companies should

(*Continued on page 4*)

## Fox Talks Stymie RKO Board Action

Another meeting of the RKO Radio Pictures board of directors was held here yesterday, but it was adjourned without any action being taken on pressing problems. Pending the outcome of negotiations by a syndicate headed by Matthew Fox to buy the company's controlling stock from the Ralph Stolkin group in Chicago, no major action by the board is anticipated.

The board is slated to meet here again today. It is understood that

(*Continued on page 4*)

## Honor Goldwyn for 'Andersen' Benefit

Samuel Goldwyn, whose "Hans Christian Andersen" has been selected by the trustees of the Will Rogers Memorial Hospital for the first of an annual world premiere to help raise funds for the hospital, will be awarded an honor scroll at a luncheon to be given today at the Waldorf-Astoria Hotel. G. S. Eyssell, president of

(*Continued on page 4*)

## *TNT Set to Enter Bid for Marciano Return Bout*

Theatre Network Television "will be in there pitching" in order to get the projected return world heavyweight match between Rocky Marciano and Jersey Joe Walcott on theatre TV, Nat Halpern, TNT president, said here yesterday.

Halpern's statement came on the heels of the opening of preliminary talks between fight managers and the International Boxing Club looking toward a return bout. The first match, which saw Marciano wrest the crown from Walcott, drew an estimated $400,000 box-office in 50 theatres when it was telecast over a national closed circuit last September.

A representative for the IBC said it was still too early to tell whether home television or theatre television would be used for the return match. It is understood, however, that if it is theatre-televised, the price which will be sought by the IBC will be greater than the reported minimum guarantee of $105,000 for the September bout.

Discussions now underway with the managers center around the selection of a site and a date. Under considera-

(*Continued on page 4*)

### *Premiere of 'Jazz Singer' on Dec. 30*

**Hollywood, Nov. 12.—Warner Brothers has dated the world premiere of "The Jazz Singer" at the Fox Beverly Theatre in Beverly Hills on Tuesday night, Dec. 30.**

**The premiere will precede the special engagement there the next day on a continuous basis. The production will be nationally released early in February.**

## Dietz to Cite Hearst At AMPA Tribute

Howard Dietz, vice-president in charge of advertising-publicity for M-G-M, will be the principal speaker at an Associated Motion Picture Advertisers' luncheon honoring the Hearst publications at the Piccadilly Hotel on Nov. 20.



**Howard Dietz**

William Randolph Hearst, Jr., publisher of the New York *Journal American* and *American Weekly* and editor-in-chief of Hearst newspapers, will be the honor

(*Continued on page 4*)

## *$1,350 Weekly to Daff from 'U'*

WASHINGTON, Nov. 12.—A new seven-year contract between Universal and Alfred E. Daff, executive vice-president of the company, calling for a weekly salary of $1,350 the first year, was disclosed in a report filed with the Securities and Exchange Commission.

Dated Oct. 28, the contract will run from Jan. 1, 1953 to Dec. 1, 1959. Under its terms, Daff will receive $1,450 per week during the second year and $1,500 per week thereafter. It also calls for a month's vacation per year, cumulative if not taken in a 12-month period, and reimbursement for business expenses.

## Rank Financing for All His Production

LONDON, Nov. 12.—Beginning Jan. 1 the J. Arthur Rank Organization will initiate a production program backed entirely by its own resources.

The announcement is accepted here as foreshadowing the end of the National Film Finance Corp., the government agency which has assisted in the financing of British production through a group scheme under which individual producers worked on a salary basis. Of late, NFFC has accorded such assistance to Rank's producers but that will now cease, although his producers will continue to

(*Continued on page 4*)

## *Harold Mirisch Is Named to AA Board*

HOLLYWOOD, Nov. 12.—Allied Artists' board of directors today elected Harold Mirisch, company vice-president, to board membership, replacing William Hurlbut, former owner of the Detroit franchise, who recently sold the franchise to the company.

AA directors were among 175 persons, including company executives, visiting franchise holders, players and press people, who journeyed to San Diego where they were guests of the U. S. Navy aboard the aircraft carrier *S.S. Princeton* where "Flat Top" was premiered.

## Top Holiday Attendance Is 20th-Fox Aim

### *Slates Christmas and New Year's Releases*

In an effort to gain maximum theatre attendance during the Christmas holidays, 20th Century-Fox yesterday disclosed the holiday release of four pictures, described as top attractions. They are: "Stars and Stripes Forever," "My Cousin Rachel," "Ruby Gentry," and "The I Don't Care Girl."

**Al Lichtman, distribution director, led a discussion on the merchandising plans for the Christmas and New Year holiday releases at the opening session of the two-day meeting here of domestic and Canadian division sales managers. Lichtman said the four releases are intended to offer exhibitors a variety of entertainment to attract maximum audiences.**

Lichtman pointed out the heavy musical and military backing being

(*Continued on page 4*)

## Welfare Plan for Coast Film Workers

HOLLYWOOD, Nov. 12.—A health and welfare plan for the production branch of the industry, worked on by management and labor for more than a year, has been declared in effect as of last Friday following approval for income tax purposes by the Department of Internal Revenue.

The fund through which benefits will be paid is provided by employers who will contribute five cents per hour for each straight hour of working time by employes. Benefits cover a wide range, scaling down from a $1,000 group life insurance policy.

## Yarnall President Of Cinecolor

HOLLYWOOD, Nov. 12.—The Cinecolor board of directors elected W. R. Yarnall president and general manager succeeding Karl Herzog, who resigned last week. O. W. Murray was appointed vice-president and assistant general manager; H. B. Bruggemann was named technical director.

# Personal Mention

SOL SCHWARTZ, president of RKO Theatres Corp., is due back here today from the Coast.

•

MIKE SIMONS, home office assistant to H. M. RICHEY, M-G-M exhibitor relations head, is due back here today from the Theatre Owners of North and South Carolina convention in Charlotte.

•

HAL WALLIS and JOSEPH HAZEN are attending the Secretary of Defense's Joint Pavillion Orientation conference which opened yesterday in Washington and will run until Nov. 22.

•

ARTHUR W. KELLY, CHARLES CHAPLIN'S U. S. representative, has flown to London from here for conferences with CHAPLIN, and will return on Monday.

•

MAURICE SILVERSTEIN, Loew's International Latin America director, will leave his Mexico City headquarters tomorrow for a tour throughout his territory.

•

WILLIAM MELNIKER, head of Loew's International theatre department, left here yesterday for Australia to inspect M-G-M theatres there.

•

ROBERT T. OESTREICHER, brother of FRED OESTREICHER, Loew's publicity manager in Columbus, was elected Mayor of that city.

•

DAVID LIPTON, Universal vice-president in charge of advertising-publicity, will arrive here Monday from the Coast.

•

EDWARD A. WOLPIN, general professional manager of Famous Music, will leave here today for the Coast.

•

RUSSELL HOLMAN, Paramount Eastern production head, has returned here by plane from London.

•

JACK WARNER, Warner Brothers vice-president, is here from Hollywood.

•

LEE KOKEN, RKO Theatres vending head, left here yesterday for Chicago.

## *Meet Here Sunday On TV Film Strike*

HOLLYWOOD, Nov. 12. — A Screen Actors Guild committee composed of newly-elected president Walter Pidgeon, executive secretary John Dales, Jr., and counsel William Berger, will leave for New York this week to attend a meeting of New York members of the SAG at the Hotel Astor on Sunday, called for a vote on a strike against television and commercial producers, with whom contract negotiations recently broke down. Hollywood members of the SAG have voted to strike against New York tele-commercial producers but left the date open pending the New York meeting.

## Colosseum Plans For Convention in Atlanta Completed

ATLANTA, Nov. 12.—Final plans for the national convention of the Colosseum of Motion Picture Salesmen, to be held here Nov. 21-23 have been completed by Atlanta Loge No. 1. Because the salesmen's organization was founded in Atlanta by the late Frank W. Salley, a salesman for RKO Radio Pictures, in 1945, the conclave this year has been designated as the "Salley Memorial Convention."

Approximately 150 delegates and alternates are expected at the sessions which will be held at the Ansley Hotel. An executive committee meeting has been scheduled for the afternoon of Nov. 21.

Jim McCormick, president of the Atlanta loge, has designated the following committee heads to handle convention details: transportation, C. T. Jordan, Sr.; entertainment, Herb Legg; information, Harris Winn; credentials, Walt Walker; secretarial, Larry Terrell; speakers, Sid Reams; publicity, Jim Cronin.

## *Heiber to Detroit 'U' Manager's Post*

CLEVELAND, Nov. 12. — Universal-International district manager Peter Rosian reports that effective on a temporary basis, Edward Heiber, recently named Cleveland branch manager to succeed Lester Zucker, goes to Detroit as branch manager, and Edward R. Bergman, city salesman, is acting Cleveland branch manager.

The changes were necessitated by the recent automobile accident that befell Ben Robins, Universal Detroit manager.

## *Cinerama Heads to Coast for Meeting*

Dudley Roberts, Cinerama president, and Frank Smith, vice-president, will leave here at the weekend for Hollywood to meet with Louis B. Mayer, board chairman, and Merian C. Cooper, general manager of production. They will be joined in Hollywood Tuesday by Lynn Farnol, public relations director.

Max Gendel, Cinerama theatre publicity representative, has left here for Chicago to explore theatre installation possibilities there.

## *400 Openings in A Week for 'Plymouth'*

M-G-M has scheduled "Plymouth Adventure" for approximately 400 Thanksgiving week openings, said to be the greatest number in any seven-day period for a given picture in the history of the company. The color in Technicolor film will have its world premiere at Radio City Music Hall here today.

Howard Dietz, vice-president and director of advertising-publicity, and his staff are reportedly planning one of the most comprehensive campaigns for the film, to be highlighted by special ads in newspapers with a total circulation of close to 50,000,000.

## *Griffis' Book Goes On Stand Nov. 20*

**Stanton Griffis, chairman of Paramount's executive committee, describes his experiences as U. S. Ambassador to Spain in his new book of recollections, "Lying in State," which Doubleday & Co. will publish on Nov. 20. Griffis, while Ambassador to Spain, succeeded in breaking down strong resistance to the importation of American films.**

**Among the many industry and international figures discussed are Cecil B. DeMille, George Marshall, Dean Acheson, President Truman, Winston Churchill, Francisco Franco, and others.**

**Griffis formerly headed the American Red Cross in the Pacific and has also served as Ambassador to Poland, Egypt and Argentina.**

## U.K. Studio Union Head Visits Moscow

LONDON, Nov. 12.—George Elvin, head of the left-wing anti-American Association of Cine and Allied Technicians' studio union here, has left for a month's visit to Moscow, with settlement of the threatened studio work stoppage due for final action here.

The trade's Joint Industrial Council is scheduled to meet here to ratify the Producers' Association offer of wage increases involving members of the National Association of Theatrical and Kine Employes and Electrical Trades Union, as well as the ACT. The producers' offer came after unauthorized work stoppages at studios which threatened a shutdown because schedules could not be maintained.

Still to be decided is the producers' demand that the unions refrain from what is termed as restrictive practices, particularly those attaching to foreign location work. Inter-union differences may arise over the latter.

Elvin went to Moscow at the invitation of the Russian Trades Unions and under the auspices of the Society of Cultural Relations with the U.S.S.R. It is understood he was strongly criticized by sections of his union's membership who claimed, among other things, that a month was too long for him to be away on matters unrelated to the union's interests.

## *PSI-TV $2,300,000 European Deals Set*

Contracts for television film productions to be made in Europe and involving total budgets of $2,300,000 were disclosed here by Paul White, president of PSI-TV, Inc., upon his return from Europe.

He left last night for Mexico City and Hollywood to complete further production plans. These now encompass half-a-dozen European countries in addition to the films being made in Hollywood and Mexico.

## Associated With 'Reds' But Wasn't One, Says Burrows

WASHINGTON, Nov. 12.—Abe Burrows, Broadway and Hollywood writer, today denied to the House Un-American Activities Committee that he had ever belonged to the Communist Party.

Burrows admitted, however, he used to associate with Communists, that he had attended front meetings and had entertained and made contributions to various front organizations. But he insisted that he had never paid dues to the party or held a party card. "I have a stubborn pride in that I never took the final step," he declared.

Burrows later told the Committee that "my own sloppiness of action, my own thoughtlessness gave them the right to think I was a member." Asked by Rep. Velde (R., Ill.) whether he hadn't been "naive," Burrows said he would go farther than that "and say that I was stupid."

The writer appeared at his own request, to answer testimony given to the Committee by Owen Vinson, a one-time party member, who said he had known Burrows as a party member in Hollywood in 1945 and 1946.

The committee will meet again tomorrow to take testimony from Karen Morley. Miss Morley, identified frequently in hearings as a leader in the Communist movement in Hollywood, has been under subpoena for some time, but was only recently located and served.

## *Coursey 20th's New Atlanta Manager*

ATLANTA, Nov. 12.—Dan M. Coursey, 20th Century-Fox sales manager at the local branch, has been appointed branch manager. The promotion was made to fill a vacancy left by the death last week of branch manager Fred Dodson.

Coursey, a veteran of World War II, has been with the company since he began in the shipping department in 1936.

## *Fete Lester Zucker, U-I Division Head*

CLEVELAND, Nov. 12.—Lester Zucker, new Universal-International Midwest division manager, was given a testimonial dinner at the Hollenden Hotel with 125 attending. Sam Gaines, attorney and close friend of Zucker's, was master-of-ceremonies.

Home office officials who were present included Ray Moon and P. T. Dana.

## *Producer Rachmil Leaves RKO Radio*

HOLLYWOOD, Nov. 12.—Lewis J. Rachmil, RKO Radio producer since 1949, has resigned and will announce his new affiliation shortly. Prior to joining RKO, Rachmil was in charge of production at General Service Studios.

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STARRING

# DENNIS MORGAN

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PHILIP CAREY · RITA MORENO

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JAY NOVELLO · GEORGE O'HANLON

Written by TOM BLACKBURN · Produced by BRYAN FOY · Directed by NOEL SMITH

## ACTION-PACKE
## TRADE SHOW
## NOV. 20

ALBANY
Warner Screening Room
110 N Pearl St. • 8:00 P.M.

ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 2:00 P.M.

BOSTON
RKO Screening Room
122 Arlington St. • 2:30 P.M.

BUFFALO
Paramount Screening Room
464 Franklin St. • 8:00 P.M.

CHARLOTTE
20th Century Fox Screening Room
308 S. Church St. • 2:00 P.M.

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.

CINCINNATI
20th Century-Fox Screening Room
1638 Central Parkway 8:00 P.M.

CLEVELAND
Warner Screening Room
2300 Payne Ave. • 2:00 P.M.

DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 10:00 A.M.

DENVER
Paramount Screening Room
2100 Stout St. • 2:00 P.M.

DES MOINES
Paramount Screening Room
1125 High St • 12:45 P.M.

DETROIT
Film Exchange Building
2310 Cass Ave. • 2:00 P.M.

INDIANAPOLIS
20th Century-Fox Screening Room
326 No. Illinois St. • 1:00 P.M.

JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 2:00 P.M.

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 1:30 P.M.

LOS ANGELES
Warner Screening Room
2025 S. Vermont Ave. • 2:00 P.M.

MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 12:15 P.M.

MILWAUKEE
Warner Theatre Screening Room
212 W Wisconsin Ave. • 2:00 P.M.

MINNEAPOLIS
Warner Screening Room
1000 Currie Ave. • 2:00 P.M.

NEW HAVEN
Warner Theatre Projection Room
70 College St. • 2:00 P.M.

NEW ORLEANS
20th Century-Fox Screening Room
200 S Liberty St • 1:30 P.M.

NEW YORK
Home Office
321 W. 44th St. • 2:15 P.M.

OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. • 1:30 P.M.

OMAHA
20th Century-Fox Screening Room
1502 Davenport St. • 1:30 P.M.

PHILADELPHIA
Warner Screening Room
230 No. 13th St. • 2:30 P.M.

PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of Allies • 1:30 P.M.

PORTLAND
Jewel Box Screening Room
1947 N.W. Kearney St. • 2:00 P.M.

SALT LAKE
20th Century-Fox Screening Room
216 East 1st South • 2:00 P.M.

SAN FRANCISCO
Paramount Screening Room
205 Golden Gate Ave. • 1:30 P.M.

SEATTLE
Modern Theatre
2400 Third Ave. • 10:30 A.M.

ST. LOUIS
Sirenco Screening Room
3143 Olive St. • 1: P.M.

WASHINGTON
Warner Theatre Building
13th & E. Sts. N.W. • 7:30 P.M.

# 20th-Fox Aim

(*Continued from page* 1)

given "Stars and Stripes Forever." Premieres, he said, will spark the openings across the country during the Christmas period.

"My Cousin Rachel," starring Olivia de Havilland and Richard Burton, based on the Daphne Du Maurier novel, is being rushed into pre-release before the end of 1952, Lichtman said, in order to have it qualify for Academy honors. Also being advanced in release to Christmas Day, he added, is "Ruby Gentry," a Joseph Bernhard-King Vidor production, starring Jennifer Jones. "The I Don't Care Girl" stars Mitzi Gaynor, David Wayne and Oscar Levant and was produced by George Jessel.

**Led by Lichtman**

The sales discussions yesterday were led by Lichtman, W. C. Gehring, executive assistant general sales manager; Edwin W. Aaron, Western sales manager, and Arthur Silverstone, Eastern and Canadian sales manager. Also developing portions of the discussions were executive vice-president W. C. Michel and vice-president Charles Einfeld.

Lichtman will announce 20th-Fox's product slate for the first nine months of 1953 at today's meeting.

## RKO Board

(*Continued from page* 1)

Arnold Grant, board chairman and chief executive of the company, has postponed his trip to the Coast until current Chicago negotiations are climaxed. Undetermined, as talks continue between Fox and the Stolkin group, are the selection of a studio head and the appointment of three directors to the board, filling the vacancies created by the resignations of Stolkin, Abraham L. Koolish, and William Gorman.

In Chicago, Fox is heading the negotiations for the purchase of 1,048,420 shares of RKO Pictures, purchased in September by the Stolkin group for $7,345,940 from Howard Hughes and Ned E. Depinet, former president of the company, who owned 35,000 shares.

The current Chicago talks would also suspend negotiations on Hughes' commitment to loan RKO $8,000,000, it is believed.

Late reports yesterday were that the negotiations between Stolkin and Fox, the latter a partner in United Artists and head of Films for Television, had reached no conclusive stage in Chicago but could be climaxed or abandoned in short order, regardless. The Stolkin group also has discussed sale of its controlling stock interest in RKO with other individuals and groups.

## *Merge RKO Radio Publicity Divisions*

RKO Radio's foreign publicity department here will come under the jurisdiction of the domestic advertising-publicity department in the near future, it was reported yesterday. The foreign publicity setup currently is a part of the foreign department and operates independently of the domestic advertising-publicity personnel.

Rutgers Neilson heads the company's foreign publicity section, which is slated to come under the direction of Richard Condon, RKO Radio's advertising-publicity director.

# *Review*

## *"April in Paris"*

*(Warner Brothers)*

HERE is the rare musical film in which the score is tuneful, the production numbers are imaginative, enormously zestful, and appropriate without being over-elaborate, and the comedy is consistently, genuinely funny. It is a superlatively entertaining, gaily-mounted production in vivid color by Technicolor in which Ray Bolger, Doris Day, and Claude Dauphin dance, sing, and cavort in comic situations with wonderful ease and freshness. In addition to the exploitable stars and title, this should receive plenty of word-of-mouth advertising. It looms as one of the better box-office pictures of the year.

Jack Rose and Melville Shavelson have written a gag-loaded script that smartly spoofs such familiar targets as government bungling in administration, the amours of an ultra-romantic Frenchman, and gay Paris when it is not gay. David Butler's direction is first-rate except for one or two situations that were excessively milked for laughs. But most of the 101 minutes are deftly-paced grand fun. William Jacobs' tasteful and adroit production has cleverly made use of Parisian backgrounds and shipboard interiors.

Bolger portrays a State Department official who mistakenly invites a chorus girl, Miss Day, to the International Festival of Arts in Paris. The invite stands when press and public favor the move. Bolger is engaged to his boss' daughter, Eve Miller, a cold, domineering women. On the boat Bolger falls in love with Miss Day and they have a wedding ceremony performed but, unknown to them, it is not done by the true captain, so it is invalid.

Miss Miller is waiting when the boat docks but Bolger, fearing for his career, doesn't acknowledge his kissless bride. He and Miss Day part company but she arouses his jealousy by going around with Parisian entertainment idol Dauphin, who after going broke in New York, had worked his passage across as a ship's waiter. At the finale Bolger foregoes his diplomatic career and Miss Miller for Miss Day.

Dauphin's tongue-in-cheek performance as the amorous Frenchman who turns out to be a happily-married homebody is immensely appealing and it neatly serves to set up Bolger's dances and the songs by Miss Day. The latter two are at their best in the numbers staged and directed by LeRoy Prinz. Besides several fine versions of the title song, a top-notch job is done on "I'm Gonna Ring the Bell Tonight." Other songs in the Sammy Cahn-Vernon Duke score include "Give Me Your Lips," "It Must Be Good," "That's What Makes Paris, Paree" and "Life Is Such a Pleasure."

Others in the cast are George Givot, Paul Harvey, Herbert Farjeon, Wilson Millar, Raymond Largay, John Alvin, and Jack Lomas.

Running time, 101 minutes. General audience classification. Release date, Jan. 1.

WALTER PASHKIN

## Honor Goldwyn

(*Continued from page* 1)

Rockefeller Center, Inc., is chairman of the premiere event.

The hospital trustees are seeking to create the same type of premiere event as the annual British Royal Command Performance in London. Goldwyn is being honored as the first producer to make a film available for this purpose and for his help in establishing this American industry event.

A. Montague, president of the Will Rogers Memorial Hospital, will make the presentation to Goldwyn.

"Hans Christian Andersen" will have its Rogers Memorial benefit showing at the Criterion Theatre, New York, on Monday evening, Nov. 24. The picture will have a dual world premiere at both the Criterion and Paris theatres on Nov. 25.

## Rank Finance

(*Continued from page* 1)

work on terms at least equal to those now obtaining.

Rank declares his assumption of all production financial risks has been made possible by operation of the Eady plan.

He denies that any difference has arisen between NFFC and his company, asserting that his organization will continue to distribute product from producers which received NFFC aid.

Associated British Pictures Co. accepted the NFFC group financing scheme reluctantly and should it bow out of the plan along with Rank, little further justification for its continuance is seen. However, ABPC officials had no comment to make today.

## TNT Set

(*Continued from page* 1)

tion are New York, Chicago, San Francisco and Philadelphia, while alternate dates in February, March, or June are being weighed. An IBC spokesman said neither the networks, film companies, or theatre TV agencies have been sounded out as yet.

However, Al Weill, manager for Marciano, expressed a preference for the Yankee Stadium here and for theatre televising of the bout, which he said should be fought in June. He claimed that "we can get between $250,000 and $300,000 for theatre television, plus a percentage of the motion pictures" under such conditions. He argued against holding the bout in Chicago and home televising it in cities other than Chicago.

## Dietz to Cite

(*Continued from page* 1)

guest. AMPA will salute the Hearst publications "in appreciation of the cooperation which this organization has extended to our industry throughout the years," AMPA president Harry K. McWilliams announced.

Dietz will pay tribute to Hearst on behalf of AMPA. Many editorial and business department heads of the Hearst publications will be dais guests.

## *Para. Theatre Birthday*

The New York Paramount Theatre will celebrate its 26th anniversary on Wednesday, and in connection with a special event planned for the occasion the theatre is seeking men and women who were born in this city on that date in 1926.

# *NEWS in Brief . . .*

WASHINGTON, Nov. 12.—The Federal Trade Commission reports that the Academy of Motion Picture Arts and Sciences and the Bulova Watch Co. have signed a stipulation to stop using the words "Academy Award" or "Oscar" in the advertising of watches or any other commodity, unless certain conditions are fulfilled.

The nub of the FTC's objection apparently was that the terms were used in connection with items not actually given an award and were advertised in such a way as to leave the impression they actually had received an award from the Academy.

•

HOLLYWOOD, Nov. 12.—Plans to produce a series of six color featurettes in the Tri-Opticon third dimensional process were disclosed here by Sol Lesser, who holds all U. S. rights to the British-developed process.

Production will start the first of the year and the films will be ready for road-showing by mid-1953.

•

Charles Alexander Moses has been appointed special home office exploitation representative for RKO Radio, it was announced by Leon Brandt, exploitation manager. He replaces Hal Olver who resigned.

## French Pact

(*Continued from page* 1)

get a hike in their permit quotas, there is a possibility that they will be called upon to leave a larger amount of their earned revenues in France.

An MPEA spokesman said yesterday that whatever negotiations Johnston might conclude in France would not bind the Society of Independent Motion Picture Producers, which probably will hold separate parleys. Johnston would act only for MPEA members, although during the previous pact negotiations the SIMPP had its representative, Alfred Crown, on the scene. At last reports, SIMPP had made no immediate plans to send a representative to France. Crown now is with RKO Radio and it is likely that either James Mulvey, president of Samuel Goldwyn Productions, or Ellis Arnall, SIMPP president, or both, will talk for the association in Paris.

**Majors Will Meet Monday On Japanese Licenses**

Although Eric Johnston, president of the Motion Picture Association of America, is in Paris on negotiations for a new French film pact, it is expected that he will be back in New York in time to hold a scheduled meeting with major company executives on the allocation of Japanese import licenses on Monday. Johnston set a Nov. 17 date for the meeting at which the companies would announce their decisions as to how they would split up licenses for the second half of the fiscal year.

The 10 member companies of the Motion Picture Export Association face the problem of sharing 53 licenses and their decision as to distribution is expected at Monday's meeting. In the first half of the fiscal year, the companies were allowed 63 permits and the MPEA is pushing to have that number restored. Irving Maas, vice-president of the MPEA, is in Tokyo on negotiations for the increase.

# UNIVERSAL SETS 10 FOR RELEASE IN FOUR MONTHS FROM DECEMBER THROUGH MARCH

## Daff, Feldman List Schedule

Universal-International will release 10 pictures during December, January, February and March, eight in color by Technicolor, Alfred E. Daff, executive vice-president, and Charles J. Feldman, general sales manager, announce.

Detailing U-I's releases for December through March, they said the company's Christmas release will be "Against All Flags," in color by Technicolor, starring Errol Flynn and Maureen O'Hara. Also slated for December release is 'The Black Castle," starring Richard Greene, Stephen McNally, Boris Karloff, Lon Chaney and Paula Corday, which was given a Hallowe'en pre-release.

January will be U-I's "All Technicolor Month" highlighted by the release of Raoul Walsh's "The Lawless Breed," starring Rock Hudson and Julia Adams; "Meet Me At the Fair," starring Dan Dailey and Diana Lynn and "The Redhead From Wyoming," starring Maureen O'Hara and Alex Nicol.



Alfred Daff



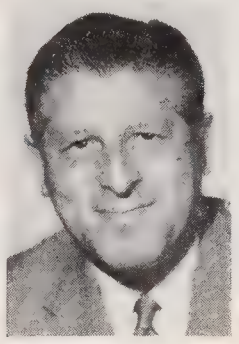
Charles J. Feldman

February will be headed by the release of "Mississippi Gambler," in color by Technicolor, starring Tyrone Power, Piper Laurie and Julia Adams. "Girls in the Night," successor to "City Across the River," and featuring Joyce Holden, Glenda Farrell, Harvey Lembeck and Leonard Freeman, and introducing Patricia Hardy, is the second February release. "City Beneath the Sea" starring Robert Ryan, Mala Powers, Anthony Quinn and Suzan Ball will have a series of pre-release openings in February and a regular release in March. It is in color by Technicolor.

"Seminole" will be released in March. It stars Rock Hudson, Barbara Hale, Anthony Quinn and Richard Carlson, and is in color by Technicolor. The second Technicolor March release will be "Gunsmoke" starring Audie Murphy, Susan Cabot and Paul Kelly.

## SEE 'BRILLIANT' FUTURE FOR FILMS

MILTON R. RACKMIL, president, and N. J. Blumberg, chairman of the board of Universal Pictures Co., issued the following joint statement as the company announced its releasing plans for the coming months:



Milton R. Rackmil



N. J. Blumberg

"Universal is inspired more than ever by the thought that the future of the motion picture business can be a brilliant one. We are a company of optimism and enthusiasm.

"However, we do not mean that these attributes make us unaware of the many problems that confront this industry.

"We believe that if our industry unites for the general welfare and attacks its problems with concerted effort, nothing but success can result.

"The main objective of Universal is to design its program of pictures so that the theatres of this country can prosper with us.

"In the final analysis the major problem is to get more people into the theatres by offering the public the best in entertainment and the best in publicizing and promotion of good pictures which will provide the entertainment the public seeks."

## *Universal Will Back Its New Films With Top Showmanship*

The pattern followed by Universal during the past year in publicizing its pictures to provide exhibitors with promotional impact at the point of sale will be extended during the coming months, David A. Lipton, vice-president in charge of advertising and publicity, announces.



David A. Lipton

U-I's advertising and promotional campaigns for 1953, according to Lipton, will be designed to achieve advance national penetration on pictures and personalities, as well as extend the point of sale activities at the theatre level.

"The extensive use of national magazine and Sunday supplement media to reach audiences, including *Look*, the *Saturday Evening Post*, *Collier's*, *Cosmopolitan*, *McCall's*, *Redbook*, *Woman's Home Companion*, *Seventeen*, fan magazines, *American Weekly*, *This Week* and *Parade*, which were used by U-I during the past year, will be continued and expanded where pictures lend themselves to this type of advertising treatment," Lipton said.

"In this accelerated program, Universal-International will not overlook the trade press, which we have found to be so effective in alerting the exhibitors of the nation to the values inherent in our pictures. Likewise, we will use daily newspapers to an even greater extent than in the past to reach the general public and to get them into the theatres where our pictures are showing.

"National commercial tie-ups also will be used to a greater extent to achieve advance penetration on pictures, with special emphasis being given to advertisers who not only use the national magazines but who can provide access to network television spots."

Universal-International, according to Lipton, will continue to use both television and radio for advance penetration and point of sale selling.

"We believe in the policy of launching our pictures aggressively and backing them right down the line," Lipton declared. He said U-I will continue with promotional campaigns in connection with key city and territorial premieres, using personalities, special events and territorial saturation advertising in the newspapers and on radio. Personalities will not only be used in the keys but in the sub-keys as well.

## 'U' Will Meet Public Wants

"Universal-International will continue to cater to the public taste in planning future productions and will continue to rely on the public's acceptance of its pictures," states William Goetz, production head.



William Goetz

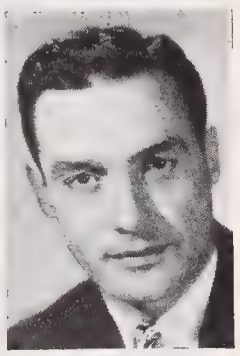
"It is not a case of anticipated trends," Goetz declared, "but merely conforming to the type of films the public wants and supports. It seems to us that the movie audience looks to Hollywood for entertainment and our platform will be to present a well-balanced program designed to serve this purpose.

"We naturally will keep in mind pleasing both the exhibitor and his customer. If we please the patrons we know we will please the exhibitor. We will make big pictures with the biggest box office names available. Jimmy Stewart, Alan Ladd, Gregory Peck, Tyrone Power, Victor Mature, Dan Dailey, Joel McCrea, Robert Ryan, Barbara Stanwyck, Loretta Young, Ann Blyth, Maureen O'Hara and Ann Sheridan will be seen in our pictures.

"We will also utilize the new stars we have developed on our lot, namely, Tony Curtis, Jeff Chandler, Audie Murphy, Rock Hudson, Piper Laurie, Shelley Winters and Suzan Ball," Goetz said.

## *Ed Muhl Bolsters Studio Operation*

**Hollywood, Nov. 12.— Edward Muhl, Universal-International vice-president and general manager of the studio, is one of the key members of the studio executive staff which is continuing to turn out popular box office product at realistic present-day budgets.**



Edward Muhl

**Muhl has been with Universal since 1927, when he joined the company's costs division in the accounting department. He was made business manager, then studio general manager.**

# SCENES FROM NEW UNIVERSAL FILMS





AT right, a scene from "Mississippi Gambler," for February release, and one of the most pretentious on the company's forthcoming schedule. It stars Tyrone Power, Piper Laurie and Julia Adams, and is in Technicolor. Above, a scene from "The Redhead from Wyoming," starring Maureen O'Hara and Alex Nicol, in a Technicolor outdoors production. Featured are Robert Strauss and Alexander Scourby.







ABOVE, a scene from the Technicolor "Seminole," an action story of the Everglades Indian wars in Technicolor, starring Rock Hudson, Barbara Hale, Anthony Quinn and Richard Carlson. At right, from "Meet Me at the Fair," also in Technicolor, and starring Dan Dailey and Diana Lynn. At left, scene from Raoul Walsh's "The Lawless Breed," starring Rock Hudson and Julia Adams, in color by Technicolor.





AGAINST All Flags," the Christmas-New Year's release, at left, stars Errol Flynn and Maureen O'Hara. A pirate adventure story, in Technicolor, U-I rates it among its best. Above, a scene from "City Beneath the Sea," starring Robert Ryan, Mala Powers, Anthony Quinn and Susan Ball. In Technicolor.

# EXHIBITORS OF NEW ENGLAND

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## SHERATON PLAZA HOTEL

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## TUESDAY, DECEMBER 9, 1952

Program will consist of Business Meetings—Film Clinics—
Luncheon—Cocktail Party—Banquet

In attendance will be officers of National Allied-Civic
Leaders—Industry Personalities and Stars

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# 'THE STEEL TRAP'

# TNT

# OPENS TO SMASH BUSINESS in BOSTON, PITTSBURGH, ROCHESTER, ALLENTOWN!




**"One for the money!"** — *Film Daily*

**"Solid boxoffice attraction!"** — *Motion Picture Daily*

**"Suspense-laden! Exploitation material and marquee value a-plenty!"** — *Boxoffice*

**"The suspense is breathtaking!"** — *Motion Picture Herald*

**"Gripping suspense mounting to the breaking point!"** — *Daily Variety*

**"Tense, fast-moving!"** — *Hollywood Reporter*

**"Terrific, nerve-wracking tension!"** — *Showmen's Trade Review*

JOSEPH COTTEN and TERESA WRIGHT in THE STEEL TRAP with Jonathan Hale • Walter Sande • Music written and directed b
DIMITRI TIOMKIN • Written and directed by ANDREW STONE • A BERT E. FRIEDLOB Production • Released by 20th Century-Fo

NEWS WHILE IT IS NEWS

# MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 72. NO. 93 NEW YORK, U. S. A., THURSDAY, NOVEMBER 13, 1952 TEN CENTS

## French Pact Is Near the Closing Stage

### *Obtaining of 135 Dubbing Permits Still Uncertain*

A new French film agreement with American major companies was reported here yesterday to be at the closing point, with an announcement of details forthcoming within a few days. Eric Johnston, president of Motion Picture Association of America, and MPAA vice-president Joyce O'Hara are in Paris for the negotiations, having departed suddenly from New York last weekend for the parleys.

It was reported at the Motion Picture Export Association in New York yesterday that the "stage was set" for the culmination of the pact before the departure of Johnston and O'Hara for Paris. It was still problematical whether the American companies would achieve their goal of obtaining 135 dubbing permits, in view of the fact that the French government last summer cut the U. S. majors to a total of 90 permits.

If the American companies should

(*Continued on page 4*)

## Fox Talks Stymie RKO Board Action

Another meeting of the RKO Radio Pictures board of directors was held here yesterday, but it was adjourned without any action being taken on pressing problems. Pending the outcome of negotiations by a syndicate headed by Matthew Fox to buy the company's controlling stock from the Ralph Stolkin group in Chicago, no major action by the board is anticipated.

The board is slated to meet here again today. It is understood that

(*Continued on page 4*)

## Honor Goldwyn for 'Andersen' Benefit

Samuel Goldwyn, whose "Hans Christian Andersen" has been selected by the trustees of the Will Rogers Memorial Hospital for the first of an annual world premiere to help raise funds for the hospital, will be awarded an honor scroll at a luncheon to be given today at the Waldorf-Astoria Hotel. G. S. Eyssell, president of

(*Continued on page 4*)

## *TNT Set to Enter Bid for Marciano Return Bout*

Theatre Network Television "will be in there pitching" in order to get the projected return world heavyweight match between Rocky Marciano and Jersey Joe Walcott on theatre TV, Nat Halpern, TNT president, said here yesterday.

Halpern's statement came on the heels of the opening of preliminary talks between fight managers and the International Boxing Club looking toward a return bout. The first match, which saw Marciano wrest the crown from Walcott, drew an estimated $400,000 box-office in 50 theatres when it was telecast over a national closed circuit last September.

A representative for the IBC said it was still too early to tell whether home television or theatre television would be used for the return match. It is understood, however, that if it is theatre-televised, the price which will be sought by the IBC will be greater than the reported minimum guarantee of $105,000 for the September bout.

Discussions now underway with the managers center around the selection of a site and a date. Under considera-

(*Continued on page 4*)

### *Premiere of 'Jazz Singer' on Dec. 30*

**Hollywood, Nov. 12.—Warner Brothers has dated the world premiere of "The Jazz Singer" at the Fox Beverly Theatre in Beverly Hills on Tuesday night, Dec. 30.**

**The premiere will precede the special engagement there the next day on a continuous basis. The production will be nationally released early in February.**

## Dietz to Cite Hearst At AMPA Tribute

Howard Dietz, vice-president in charge of advertising-publicity for M-G-M, will be the principal speaker at an Associated Motion Picture Advertisers' luncheon honoring the Hearst publications at the Piccadilly Hotel on Nov. 20.



**Howard Dietz**

William Randolph Hearst, Jr., publisher of the New York *Journal American* and *American Weekly* and editor-in-chief of Hearst newspapers, will be the honor

(*Continued on page 4*)

### *$1,350 Weekly to Daff from 'U'*

WASHINGTON, Nov. 12.—A new seven-year contract between Universal and Alfred E. Daff, executive vice-president of the company, calling for a weekly salary of $1,350 the first year, was disclosed in a report filed with the Securities and Exchange Commission.

Dated Oct. 28, the contract will run from Jan. 1, 1953 to Dec. 1, 1959. Under its terms, Daff will receive $1,450 per week during the second year and $1,500 per week thereafter. It also calls for a month's vacation per year, cumulative if not taken in a 12-month period, and reimbursement for business expenses.

## Rank Financing for All His Production

LONDON, Nov. 12.—Beginning Jan. 1 the J. Arthur Rank Organization will initiate a production program backed entirely by its own resources.

The announcement is accepted here as foreshadowing the end of the National Film Finance Corp., the government agency which has assisted in the financing of British production through a group scheme under which individual producers worked on a salary basis. Of late, NFFC has accorded such assistance to Rank's producers but that will now cease, although his producers will continue to

(*Continued on page 4*)

### *Harold Mirisch Is Named to AA Board*

HOLLYWOOD, Nov. 12.—Allied Artists' board of directors today elected Harold Mirisch, company vice-president, to board membership, replacing William Hurlbut, former owner of the Detroit franchise, who recently sold the franchise to the company.

AA directors were among 175 persons, including company executives, visiting franchise holders, players and press people, who journeyed to San Diego where they were guests of the U. S. Navy aboard the aircraft carrier *S.S. Princeton* where "Flat Top" was premiered.

## Top Holiday Attendance Is 20th-Fox Aim

### *Slates Christmas and New Year's Releases*

In an effort to gain maximum theatre attendance during the Christmas holidays, 20th Century-Fox yesterday disclosed the holiday release of four pictures, described as top attractions. They are: "Stars and Stripes Forever," "My Cousin Rachel," "Ruby Gentry," and "The I Don't Care Girl."

**Al Lichtman, distribution director, led a discussion on the merchandising plans for the Christmas and New Year holiday releases at the opening session of the two-day meeting here of domestic and Canadian division sales managers. Lichtman said the four releases are intended to offer exhibitors a variety of entertainment to attract maximum audiences.**

Lichtman pointed out the heavy musical and military backing being

(*Continued on page 4*)

## NEWS FLASHES

HOLLYWOOD, Nov. 12.--Production's health and welfare plan, worked on by management and labor for more than a year, has been declared in effect as of last Friday following approval for income tax purposes by the Department of Internal Revenue. The payment fund will be provided by employers.

•

HOLLYWOOD, Nov. 12.--W. R. Yarnall was elected president and general manager of Cinecolor by the board of directors today, succeeding Karl Herzog, who resigned last week. O. W. Murray was appointed vice-president and assistant general manager; H. B. Bruggemann was named technical director.

# Personal Mention

SOL SCHWARTZ, president of RKO Theatres Corp., is due back here today from the Coast.

•

MIKE SIMONS, home office assistant to H. M. RICHEY, M-G-M exhibitor relations head, is due back here today from the Theatre Owners of North and South Carolina convention in Charlotte.

•

HAL WALLIS and JOSEPH HAZEN are attending the Secretary of Defense's Joint Pavillion Orientation conference which opened yesterday in Washington and will run until Nov. 22.

•

ARTHUR W. KELLY, CHARLES CHAPLIN's U. S. representative, has flown to London from here for conferences with CHAPLIN, and will return on Monday.

•

MAURICE SILVERSTEIN, Loew's International Latin America director, will leave his Mexico City headquarters tomorrow for a tour throughout his territory.

•

WILLIAM MELNIKER, head of Loew's International theatre department, left here yesterday for Australia to inspect M-G-M theatres there.

•

ROBERT T. OESTREICHER, brother of FRED OESTREICHER, Loew's publicity manager in Columbus, was elected Mayor of that city.

•

DAVID LIPTON, Universal vice-president in charge of advertising-publicity, will arrive here Monday from the Coast.

•

EDWARD A. WOLPIN, general professional manager of Famous Music, will leave here today for the Coast.

•

RUSSELL HOLMAN, Paramount Eastern production head, has returned here by plane from London.

•

JACK WARNER, Warner Brothers vice-president, is here from Hollywood.

•

LEE KOKEN, RKO Theatres vending head, left here yesterday for Chicago.

## *Meet Here Sunday On TV Film Strike*

HOLLYWOOD, Nov. 12. — A Screen Actors Guild committee composed of newly-elected president Walter Pidgeon, executive secretary John Dales, Jr., and counsel William Berger, will leave for New York this week to attend a meeting of New York members of the SAG at the Hotel Astor on Sunday, called for a vote on a strike against television and commercial producers, with whom contract negotiations recently broke down. Hollywood members of the SAG have voted to strike against New York tele-commercial producers but left the date open pending the New York meeting.

## Colosseum Plans For Convention in Atlanta Completed

ATLANTA, Nov. 12.—Final plans for the national convention of the Colosseum of Motion Picture Salesmen, to be held here Nov. 21-23 have been completed by Atlanta Loge No. 1. Because the salesmen's organization was founded in Atlanta by the late Frank W. Salley, a salesman for RKO Radio Pictures, in 1945, the conclave this year has been designated as the "Salley Memorial Convention."

Approximately 150 delegates and alternates are expected at the sessions which will be held at the Ansley Hotel. An executive committee meeting has been scheduled for the afternoon of Nov. 21.

Jim McCormick, president of the Atlanta loge, has designated the following committee heads to handle convention details: transportation, C. T. Jordan, Sr.; entertainment, Herb Legg; information, Harris Winn; credentials, Walt Walker; secretarial, Larry Terrell; speakers, Sid Reams; publicity, Jim Cronin.

## *Heiber to Detroit 'U' Manager's Post*

CLEVELAND, Nov. 12. — Universal-International district manager Peter Rosian reports that effective on a temporary basis, Edward Heiber, recently named Cleveland branch manager to succeed Lester Zucker, goes to Detroit as branch manager, and Edward R. Bergman, city salesman, is acting Cleveland branch manager.

The changes were necessitated by the recent automobile accident that befell Ben Robins, Universal Detroit manager.

## *Cinerama Heads to Coast for Meeting*

Dudley Roberts, Cinerama president, and Frank Smith, vice-president, will leave here at the weekend for Hollywood to meet with Louis B. Mayer, board chairman, and Merian C. Cooper, general manager of production. They will be joined in Hollywood Tuesday by Lynn Farnol, public relations director.

Max Gendel, Cinerama theatre publicity representative, has left here for Chicago to explore theatre installation possibilities there.

## *400 Openings in A Week for 'Plymouth'*

M-G-M has scheduled "Plymouth Adventure" for approximately 400 Thanksgiving week openings, said to be the greatest number in any seven-day period for a given picture in the history of the company. The color in Technicolor film will have its world premiere at Radio City Music Hall here today.

Howard Dietz, vice-president and director of advertising-publicity, and his staff are reportedly planning one of the most comprehensive campaigns for the film, to be highlighted by special ads in newspapers with a total circulation of close to 50,000,000.

## *Griffis' Book Goes On Stand Nov. 20*

**Stanton Griffis, chairman of Paramount's executive committee, describes his experiences as U. S. Ambassador to Spain in his new book of recollections, "Lying in State," which Doubleday & Co. will publish on Nov. 20. Griffis, while Ambassador to Spain, succeeded in breaking down strong resistance to the importation of American films.**

**Among the many industry and international figures discussed are Cecil B. DeMille, George Marshall, Dean Acheson, President Truman, Winston Churchill, Francisco Franco, and others.**

**Griffis formerly headed the American Red Cross in the Pacific and has also served as Ambassador to Poland, Egypt and Argentina.**

## U.K. Studio Union Head Visits Moscow

LONDON, Nov. 12.—George Elvin, head of the left-wing anti-American Association of Cine and Allied Technicians' studio union here, has left for a month's visit to Moscow, with settlement of the threatened studio work stoppage due for final action here.

The trade's Joint Industrial Council is scheduled to meet here to ratify the Producers' Association offer of wage increases involving members of the National Association of Theatrical and Kine Employes and Electrical Trades Union, as well as the ACT. The producers' offer came after unauthorized work stoppages at studios which threatened a shutdown because schedules could not be maintained.

Still to be decided is the producers' demand that the unions refrain from what is termed as restrictive practices, particularly those attaching to foreign location work. Inter-union differences may arise over the latter.

Elvin went to Moscow at the invitation of the Russian Trades Unions and under the auspices of the Society of Cultural Relations with the U.S.S.R. It is understood he was strongly criticized by sections of his union's membership who claimed, among other things, that a month was too long for him to be away on matters unrelated to the union's interests.

## *PSI-TV $2,300,000 European Deals Set*

Contracts for television film productions to be made in Europe and involving total budgets of $2,300,000 were disclosed here by Paul White, president of PSI-TV, Inc., upon his return from Europe.

He left last night for Mexico City and Hollywood to complete further production plans. These now encompass half-a-dozen European countries in addition to the films being made in Hollywood and Mexico.

## Associated With 'Reds' But Wasn't One, Says Burrows

WASHINGTON, Nov. 12.—Abe Burrows, Broadway and Hollywood writer, today denied to the House Un-American Activities Committee that he had ever belonged to the Communist Party.

Burrows admitted, however, he used to associate with Communists, that he had attended front meetings and had entertained and made contributions to various front organizations. But he insisted that he had never paid dues to the party or held a party card. "I have a stubborn pride in that I never took the final step," he declared.

Burrows later told the Committee that "my own sloppiness of action, my own thoughtlessness gave them the right to think I was a member." Asked by Rep. Velde (R., Ill.) whether he hadn't been "naive," Burrows said he would go farther than that "and say that I was stupid."

The writer appeared at his own request, to answer testimony given to the Committee by Owen Vinson, a one-time party member, who said he had known Burrows as a party member in Hollywood in 1945 and 1946.

The committee will meet again tomorrow to take testimony from Karen Morley. Miss Morley, identified frequently in hearings as a leader in the Communist movement in Hollywood, has been under subpoena for some time, but was only recently located and served.

## *Coursey 20th's New Atlanta Manager*

ATLANTA, Nov. 12.—Dan M. Coursey, 20th Century-Fox sales manager at the local branch, has been appointed branch manager. The promotion was made to fill a vacancy left by the death last week of branch manager Fred Dodson.

Coursey, a veteran of World War II, has been with the company since he began in the shipping department in 1936.

## *Fete Lester Zucker, U-I Division Head*

CLEVELAND, Nov. 12.—Lester Zucker, new Universal-International Midwest division manager, was given a testimonial dinner at the Hollenden Hotel with 125 attending. Sam Gaines, attorney and close friend of Zucker's, was master-of-ceremonies.

Home office officials who were present included Ray Moon and P. T. Dana.

## *Producer Rachmil Leaves RKO Radio*

HOLLYWOOD, Nov. 12.—Lewis J. Rachmil, RKO Radio producer since 1949, has resigned and will announce his new affiliation shortly. Prior to joining RKO, Rachmil was in charge of production at General Service Studios.

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**Crazed beasts plundering the land! Gun answering gun, stampede upon stampede...and a handful defying the cattle kings in their ruthless bid for conquest!**

WARNER BROS.

# CATTLE TOWN

STARRING

## DENNIS MORGAN

with

PHILIP CAREY · RITA MORENO

PAUL PICERNI · AMANDA BLAKE · RAY TEAL

Written by

AY NOVELLO · GEORGE O'HANLON · TOM BLACKBURN

Produced by

BRYAN FOY

Directed by

NOEL SMITH

## ACTION-PACKED TRADE SHOW NOV. 20

ALBANY
Warner Screening Room
110 N. Pearl St. • 8:00 P.M.

ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 2:00 P.M.

BOSTON
RKO Screening Room
122 Arlington St • 2 30 P.M.

BUFFALO
Paramount Screening Room
464 Franklin St. • 8:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 2:00 P.M.

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1.30 P.M.

CINCINNATI
20th Century-Fox Screening Room
1638 Central Parkway 8:00 P.M.

CLEVELAND
Warner Screening Room
2300 Payne Ave. • 2:00 P.M.

DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 10.00 A.M.

DENVER
Paramount Screening Room
2100 Stout St. • 2:00 P.M.

DES MOINES
Paramount Screening Room
1125 High St. • 12:45 P.M.

DETROIT
Film Exchange Building
2310 Cass Ave. • 2.00 P.M.

INDIANAPOLIS
20th Century-Fox Screening Room
326 No. Illinois St. • 1:00 P.M.

JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 2:00 P.M.

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St • 1 30 P.M.

LOS ANGELES
Warner Screening Room
2025 S. Vermont Ave. • 2:00 P.M.

MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 12-15 P.M.

MILWAUKEE
Warner Theatre Screening Room
212 W Wisconsin Ave. • 2.00 P.M.

MINNEAPOLIS
Warner Screening Room
1000 Currie Ave. • 2:00 P.M.

NEW HAVEN
Warner Theatre Projection Room
70 College St. • 2:00 P.M.

NEW ORLEANS
20th Century-Fox Screening Room
200 S. Liberty St. • 1:30 P.M.

NEW YORK
Home Office
321 W. 44th St. • 2:15 P.M.

OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. • 1 30 P.M.

OMAHA
20th Century-Fox Screening Room
1502 Davenport St. • 1:30 P.M.

PHILADELPHIA
Warner Screening Room
230 No. 13th St. • 2:30 P.M.

PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of Allies • 1:30 P.M.

PORTLAND
Jewel Box Screening Room
1947 N.W. Kearney St. • 2:00 P.M.

SALT LAKE
20th Century-Fox Screening Room
216 East 1st South • 2:00 P.M.

SAN FRANCISCO
Paramount Screening Room
205 Golden Gate Ave. • 1:30 P.M.

SEATTLE
Modern Theatre
2400 Third Ave. • 10:30 A.M.

ST. LOUIS
Sirenco Screening Room
3143 Olive St. • 1: P.M.

WASHINGTON
Warner Theatre Building
13th & E. Sts. N.W. • 7 30 P.M.

# 20th-Fox Aim

(*Continued from page* 1)

given "Stars and Stripes Forever." Premieres, he said, will spark the openings across the country during the Christmas period.

"My Cousin Rachel," starring Olivia de Havilland and Richard Burton, based on the Daphne Du Maurier novel, is being rushed into pre-release before the end of 1952, Lichtman said, in order to have it qualify for Academy honors. Also being advanced in release to Christmas Day, he added, is "Ruby Gentry," a Joseph Bernhard - King Vidor production, starring Jennifer Jones. "The I Don't Care Girl" stars Mitzi Gaynor, David Wayne and Oscar Levant and was produced by George Jessel.

**Led by Lichtman**

The sales discussions yesterday were led by Lichtman, W. C. Gehring, executive assistant general sales manager; Edwin W. Aaron, Western sales manager, and Arthur Silverstone, Eastern and Canadian sales manager. Also developing portions of the discussions were executive vice-president W. C. Michel and vice-president Charles Einfeld.

Lichtman will announce 20th-Fox's product slate for the first nine months of 1953 at today's meeting.

# RKO Board

(*Continued from page* 1)

Arnold Grant, board chairman and chief executive of the company, has postponed his trip to the Coast until current Chicago negotiations are climaxed. Undetermined, as talks continue between Fox and the Stolkin group, are the selection of a studio head and the appointment of three directors to the board, filling the vacancies created by the resignations of Stolkin, Abraham L. Koolish, and William Gorman.

In Chicago, Fox is heading the negotiations for the purchase of 1,048,420 shares of RKO Pictures, purchased in September by the Stolkin group for $7,345,940 from Howard Hughes and Ned E. Depinet, former president of the company, who owned 35,000 shares.

The current Chicago talks would also suspend negotiations on Hughes' commitment to loan RKO $8,000,000, it is believed.

Late reports yesterday were that the negotiations between Stolkin and Fox, the latter a partner in United Artists and head of Films for Television, had reached no conclusive stage in Chicago but could be climaxed or abandoned in short order, regardless. The Stolkin group also has discussed sale of its controlling stock interest in RKO with other individuals and groups.

# *Merge RKO Radio Publicity Divisions*

RKO Radio's foreign publicity department here will come under the jurisdiction of the domestic advertising-publicity department in the near future, it was reported yesterday. The foreign publicity setup currently is a part of the foreign department and operates independently of the domestic advertising-publicity personnel.

Rutgers Neilson heads the company's foreign publicity section, which is slated to come under the direction of Richard Condon, RKO Radio's advertising-publicity director.

# *Review*

## *"April in Paris"*

*(Warner Brothers)*

HERE is the rare musical film in which the score is tuneful, the production numbers are imaginative, enormously zestful, and appropriate without being over-elaborate, and the comedy is consistently, genuinely funny. It is a superlatively entertaining, gaily-mounted production in vivid color by Technicolor in which Ray Bolger, Doris Day, and Claude Dauphin dance, sing, and cavort in comic situations with wonderful ease and freshness. In addition to the exploitable stars and title, this should receive plenty of word-of-mouth advertising. It looms as one of the better box-office pictures of the year.

Jack Rose and Melville Shavelson have written a gag-loaded script that smartly spoofs such familiar targets as government bungling in administration, the amours of an ultra-romantic Frenchman, and gay Paris when it is not gay. David Butler's direction is first-rate except for one or two situations that were excessively milked for laughs. But most of the 101 minutes are deftly-paced grand fun. William Jacobs' tasteful and adroit production has cleverly made use of Parisian backgrounds and shipboard interiors.

Bolger portrays a State Department official who mistakenly invites a chorus girl, Miss Day, to the International Festival of Arts in Paris. The invite stands when press and public favor the move. Bolger is engaged to his boss' daughter, Eve Miller, a cold, domineering women. On the boat Bolger falls in love with Miss Day and they have a wedding ceremony performed but, unknown to them, it is not done by the true captain, so it is invalid.

Miss Miller is waiting when the boat docks but Bolger, fearing for his career, doesn't acknowledge his kissless bride. He and Miss Day part company but she arouses his jealousy by going around with Parisian entertainment idol Dauphin, who after going broke in New York, had worked his passage across as a ship's waiter. At the finale Bolger foregoes his diplomatic career and Miss Miller for Miss Day.

Dauphin's tongue-in-cheek performance as the amorous Frenchman who turns out to be a happily-married homebody is immensely appealing and it neatly serves to set up Bolger's dances and the songs by Miss Day. The latter two are at their best in the numbers staged and directed by LeRoy Prinz. Besides several fine versions of the title song, a top-notch job is done on "I'm Gonna Ring the Bell Tonight." Other songs in the Sammy Cahn-Vernon Duke score include "Give Me Your Lips," "It Must Be Good," "That's What Makes Paris, Paree" and "Life Is Such a Pleasure."

Others in the cast are George Givot, Paul Harvey, Herbert Farjeon, Wilson Millar, Raymond Largay, John Alvin, and Jack Lomas.

Running time, 101 minutes. General audience classification. Release date, Jan. 1.

WALTER PASHKIN

# Honor Goldwyn

(*Continued from page* 1)

Rockefeller Center, Inc., is chairman of the premiere event.

The hospital trustees are seeking to create the same type of premiere event as the annual British Royal Command Performance in London. Goldwyn is being honored as the first producer to make a film available for this purpose and for his help in establishing this American industry event.

A. Montague, president of the Will Rogers Memorial Hospital, will make the presentation to Goldwyn.

"Hans Christian Andersen" will have its Rogers Memorial benefit showing at the Criterion Theatre, New York, on Monday evening, Nov. 24. The picture will have a dual world premiere at both the Criterion and Paris theatres on Nov. 25.

# Rank Finance

(*Continued from page* 1)

work on terms at least equal to those now obtaining.

Rank declares his assumption of all production financial risks has been made possible by operation of the Eady plan.

He denies that any difference has arisen between NFFC and his company, asserting that his organization will continue to distribute product from producers which received NFFC aid.

Associated British Pictures Co. accepted the NFFC group financing scheme reluctantly and should it bow out of the plan along with Rank, little further justification for its continuance is seen. However, ABPC officials had no comment to make today.

# TNT Set

(*Continued from page* 1)

tion are New York, Chicago, San Francisco and Philadelphia, while alternate dates in February, March, or June are being weighed. An IBC spokesman said neither the networks, film companies, or theatre TV agencies have been sounded out as yet.

However, Al Weill, manager for Marciano, expressed a preference for the Yankee Stadium here and for theatre televising of the bout, which he said should be fought in June. He claimed that "we can get between $250,000 and $300,000 for theatre television, plus a percentage of the motion pictures" under such conditions. He argued against holding the bout in Chicago and home televising it in cities other than Chicago.

# Dietz to Cite

(*Continued from page* 1)

guest. AMPA will salute the Hearst publications "in appreciation of the cooperation which this organization has extended to our industry throughout the years," AMPA president Harry K. McWilliams announced.

Dietz will pay tribute to Hearst on behalf of AMPA. Many editorial and business department heads of the Hearst publications will be dais guests.

# *Para. Theatre Birthday*

The New York Paramount Theatre will celebrate its 26th anniversary on Wednesday, and in connection with a special event planned for the occasion the theatre is seeking men and women who were born in this city on that date in 1926.

# *NEWS in Brief . . .*

WASHINGTON, Nov. 12.—The Federal Trade Commission reports that the Academy of Motion Picture Arts and Sciences and the Bulova Watch Co. have signed a stipulation to stop using the words "Academy Award" or "Oscar" in the advertising of watches or any other commodity, unless certain conditions are fulfilled.

The nub of the FTC's objection apparently was that the terms were used in connection with items not actually given an award and were advertised in such a way as to leave the impression they actually had received an award from the Academy.

•

HOLLYWOOD, Nov. 12.—Plans to produce a series of six color featurettes in the Tri-Opticon third dimensional process were disclosed here by Sol Lesser, who holds all U. S. rights to the British-developed process.

Production will start the first of the year and the films will be ready for road-showing by mid-1953.

•

Charles Alexander Moses has been appointed special home office exploitation representative for RKO Radio, it was announced by Leon Brandt, exploitation manager. He replaces Hal Olver who resigned.

# French Pact

(*Continued from page* 1)

get a hike in their permit quotas, there is a possibility that they will be called upon to leave a larger amount of their earned revenues in France.

An MPEA spokesman said yesterday that whatever negotiations Johnston might conclude in France would not bind the Society of Independent Motion Picture Producers, which probably will hold separate parleys. Johnston would act only for MPEA members, although during the previous pact negotiations the SIMPP had its representative, Alfred Crown, on the scene. At last reports, SIMPP had made no immediate plans to send a representative to France. Crown now is with RKO Radio and it is likely that either James Mulvey, president of Samuel Goldwyn Productions, or Ellis Arnall, SIMPP president, or both, will talk for the association in Paris.

**Majors Will Meet Monday On Japanese Licenses**

Although Eric Johnston, president of the Motion Picture Association of America, is in Paris on negotiations for a new French film pact, it is expected that he will be back in New York in time to hold a scheduled meeting with major company executives on the allocation of Japanese import licenses on Monday. Johnston set a Nov. 17 date for the meeting at which the companies would announce their decisions as to how they would split up licenses for the second half of the fiscal year.

The 10 member companies of the Motion Picture Export Association face the problem of sharing 53 licenses and their decision as to distribution is expected at Monday's meeting. In the first half of the fiscal year, the companies were allowed 63 permits and the MPEA is pushing to have that number restored. Irving Maas, vice-president of the MPEA, is in Tokyo on negotiations for the increase.

# UNIVERSAL SETS 10 FOR RELEASE IN FOUR MONTHS FROM DECEMBER THROUGH MARCH

## Daff, Feldman List Schedule

Universal-International will release 10 pictures during December, January, February and March, eight in color by Technicolor, Alfred E. Daff, executive vice-president, and Charles J. Feldman, general sales manager, announce.

Detailing U-I's releases for December through March, they said the company's Christmas release will be "Against All Flags," in color by Technicolor, starring Errol Flynn and Maureen O'Hara. Also slated for December release is 'The Black Castle," starring Richard Greene, Stephen McNally, Boris Karloff, Lon Chaney and Paula Corday, which was given a Hallowe'en pre-release.

January will be U-I's "All Technicolor Month" highlighted by the release of Raoul Walsh's "The Lawless Breed," starring Rock Hudson and Julia Adams; "Meet Me At the Fair," starring Dan Dailey and Diana Lynn and "The Redhead From Wyoming," starring Maureen O'Hara and Alex Nicol.



Alfred Daff



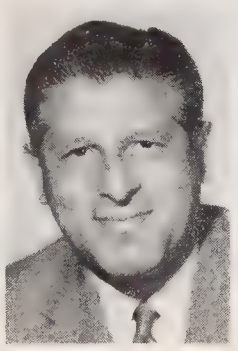
Charles J. Feldman

February will be headed by the release of "Mississippi Gambler," in color by Technicolor, starring Tyrone Power, Piper Laurie and Julia Adams. "Girls in the Night," successor to "City Across the River," and featuring Joyce Holden, Glenda Farrell, Harvey Lembeck and Leonard Freeman, and introducing Patricia Hardy, is the second February release. "City Beneath the Sea" starring Robert Ryan, Mala Powers, Anthony Quinn and Suzan Ball will have a series of pre-release openings in February and a regular release in March. It is in color by Technicolor.

"Seminole" will be released in March. It stars Rock Hudson, Barbara Hale, Anthony Quinn and Richard Carlson, and is in color by Technicolor. The second Technicolor March release will be "Gunsmoke" starring Audie Murphy, Susan Cabot and Paul Kelly.

## SEE 'BRILLIANT' FUTURE FOR FILMS

MILTON R. RACKMIL, president, and N. J. Blumberg, chairman of the board of Universal Pictures Co., issued the following joint statement as the company announced its releasing plans for the coming months:



Milton R. Rackmil



N. J. Blumberg

"Universal is inspired more than ever by the thought that the future of the motion picture business can be a brilliant one. We are a company of optimism and enthusiasm.

"However, we do not mean that these attributes make us unaware of the many problems that confront this industry.

"We believe that if our industry unites for the general welfare and attacks its problems with concerted effort, nothing but success can result.

"The main objective of Universal is to design its program of pictures so that the theatres of this country can prosper with us.

"In the final analysis the major problem is to get more people into the theatres by offering the public the best in entertainment and the best in publicizing and promotion of good pictures which will provide the entertainment the public seeks."

## *Universal Will Back Its New Films With Top Showmanship*

The pattern followed by Universal during the past year in publicizing its pictures to provide exhibitors with promotional impact at the point of sale will be extended during the coming months, David A. Lipton, vice-president in charge of advertising and publicity, announces.



David A. Lipton

U-I's advertising and promotional campaigns for 1953, according to Lipton, will be designed to achieve advance national penetration on pictures and personalities, as well as extend the point of sale activities at the theatre level.

"The extensive use of national magazine and Sunday supplement media to reach audiences, including *Look*, the *Saturday Evening Post*, *Collier's*, *Cosmopolitan*, *McCall's*, *Redbook*, *Woman's Home Companion*, *Seventeen*, fan magazines, *American Weekly*, *This Week* and *Parade*, which were used by U-I during the past year, will be continued and expanded where pictures lend themselves to this type of advertising treatment," Lipton said.

"In this accelerated program, Universal-International will not overlook the trade press, which we have found to be so effective in alerting the exhibitors of the nation to the values inherent in our pictures. Likewise, we will use daily newspapers to an even greater extent than in the past to reach the general public and to get them into the theatres where our pictures are showing.

"National commercial tie-ups also will be used to a greater extent to achieve advance penetration on pictures, with special emphasis being given to advertisers who not only use the national magazines but who can provide access to network television spots."

Universal-International, according to Lipton, will continue to use both television and radio for advance penetration and point of sale selling.

"We believe in the policy of launching our pictures aggressively and backing them right down the line," Lipton declared. He said U-I will continue with promotional campaigns in connection with key city and territorial premieres, using personalities, special events and territorial saturation advertising in the newspapers and on radio. Personalities will not only be used in the keys but in the sub-keys as well.

## 'U' Will Meet Public Wants

"Universal-International will continue to cater to the public taste in planning future productions and will continue to rely on the public's acceptance of its pictures," states William Goetz, production head.



William Goetz

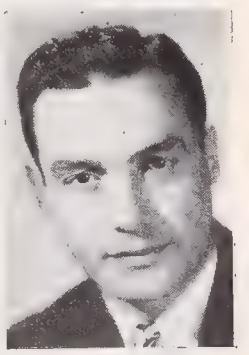
"It is not a case of anticipated trends," Goetz declared, "but merely conforming to the type of films the public wants and supports. It seems to us that the movie audience looks to Hollywood for entertainment and our platform will be to present a well-balanced program designed to serve this purpose.

"We naturally will keep in mind pleasing both the exhibitor and his customer. If we please the patrons we know we will please the exhibitor. We will make big pictures with the biggest box office names available. Jimmy Stewart, Alan Ladd, Gregory Peck, Tyrone Power, Victor Mature, Dan Dailey, Joel McCrea, Robert Ryan, Barbara Stanwyck, Loretta Young, Ann Blyth, Maureen O'Hara and Ann Sheridan will be seen in our pictures.

"We will also utilize the new stars we have developed on our lot, namely, Tony Curtis, Jeff Chandler, Audie Murphy, Rock Hudson, Piper Laurie, Shelley Winters and Suzan Ball," Goetz said.

## *Ed Muhl Bolsters Studio Operation*

**Hollywood, Nov. 12.— Edward Muhl, Universal-International vice-president and general manager of the studio, is one of the key members of the studio executive staff which is continuing to turn out popular box office product at realistic present-day budgets.**



Edward Muhl

**Muhl has been with Universal since 1927, when he joined the company's costs division in the accounting department. He was made business manager, then studio general manager.**

# SCENES FROM NEW UNIVERSAL FILMS





AT right, a scene from "Mississippi Gambler," for February release, and one of the most pretentious on the company's forthcoming schedule. It stars Tyrone Power, Piper Laurie and Julia Adams, and is in Technicolor. Above, a scene from "The Redhead from Wyoming," starring Maureen O'Hara and Alex Nicol, in a Technicolor outdoors production. Featured are Robert Strauss and Alexander Scourby.







ABOVE, a scene from the Technicolor "Seminole," an action story of the Everglades Indian wars in Technicolor, starring Rock Hudson, Barbara Hale, Anthony Quinn and Richard Carlson. At right, from "Meet Me at the Fair," also in Technicolor, and starring Dan Dailey and Diana Lynn. At left, scene from Raoul Walsh's "The Lawless Breed," starring Rock Hudson and Julia Adams, in color by Technicolor.





AGAINST All Flags," the Christmas-New Year's release, at left, stars Errol Flynn and Maureen O'Hara. A pirate adventure story, in Technicolor, U-I rates it among its best. Above, a scene from "City Beneath the Sea," starring Robert Ryan, Mala Powers, Anthony Quinn and Susan Ball. In Technicolor.

# EXHIBITORS OF NEW ENGLAND

*are cordially invited to attend*

*the*

# ANNUAL CONVENTION

*of*

# INDEPENDENT EXHIBITORS, INC.

*and*

# DRIVE-IN THEATRE ASSOCIATION

*at the*

## SHERATON PLAZA HOTEL
**Boston, Massachusetts**

## TUESDAY, DECEMBER 9, 1952

Program will consist of Business Meetings—Film Clinics—
Luncheon—Cocktail Party—Banquet

In attendance will be officers of National Allied-Civic
Leaders—Industry Personalities and Stars

## MAKE PLANS TO ATTEND NOW!

*Send requests for reservations to:*

RAY FEELEY, *Executive Secretary*
Independent Exhibitors, Inc.
36 Melrose Street Boston 16, Massachusetts

# 'THE STEEL TRAP'

# TNT

# OPENS TO SMASH BUSINESS in BOSTON, PITTSBURGH, ROCHESTER, ALLENTOWN!




**"One for the money!"** — *Film Daily*

**"Solid boxoffice attraction!"** — *Motion Picture Daily*

**"Suspense-laden! Exploitation material and marquee value a-plenty!"** — *Boxoffice*

**"The suspense is breathtaking!"** — *Motion Picture Herald*

**"Gripping suspense mounting to the breaking point!"** — *Daily Variety*

**"Tense, fast-moving!"** — *Hollywood Reporter*

**"Terrific, nerve-wracking tension!"** — *Showmen's Trade Review*

JOSEPH COTTEN and TERESA WRIGHT in THE STEEL TRAP with Jonathan Hale • Walter Sande • Music written and directed b
DIMITRI TIOMKIN • Written and directed by ANDREW STONE • A BERT E. FRIEDLOB Production • Released by 20th Century-Fo

FIRST IN FILM NEWS

# MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 94 NEW YORK, U. S. A., FRIDAY, NOVEMBER 14, 1952 TEN CENTS

# Grant, Picker Resign Top RKO Executive Posts

## *Corwin Is Acting Chairman; Zimmerman, Boasberg, Hastings Are Elected to Board; Re-Sale of Hughes' Stock Brought Impasse*

Arnold Grant resigned yesterday as chairman of the board and chief executive officer of RKO Pictures Co. and subsidiaries, posts he has held since Oct. 2, following the purchase of Howard Hughes' controlling stock interest by the Ralph Stolkin syndicate.

Arnold Picker, next in command to Grant as executive vice-president, also resigned yesterday.

Grant's resignation left four vacancies on the RKO Pictures board of eight members. Three of the vacancies were filled with the election to the board later in the day of Charles Boasberg, general sales manager; William Zimmerman, company attorney, and Ross Hastings, assistant secretary of the company. The latter is in charge of studio operation at present.

**Sherrill Corwin, studio vice-president and one of the members of the Stolkin syndicate, was named acting chairman of the board following Grant's resignation and was directed by the board to consult on the company's current situation with David Tannenbaum, West Coast attorney, who is scheduled to arrive here today by plane. Ned E. Depinet, former RKO Pictures president, and now a consultant to the company, also will be in on the conference.**

Grant's law firm, Bautzer, Grant,

(Continued on page 6)

## $100-Million 20th-Fox Film Investment

### *Division Sales Managers End Two-day Meeting*

Twentieth Century-Fox will invest $100,000,000 in 1953 in the production, distribution and advertising of its films, Al Lichtman, director of distribution, disclosed here yesterday at the conclusion of a two-day meeting of the company's division sales managers.



Al Lichtman

This figure, Lichtman declared, "shows the greatest possible faith in the future of our industry." At the same time, Lichtman announced a slate of 24 pictures to be released in the period run-

(Continued on page 6)

## Johnston Back With New French Offer

Eric Johnston, president of the Motion Picture Association of America, and Joyce O'Hara, MPAA vice-president, are due here today from Paris where they represented American film companies in negotiations for a new French film pact. While no announcement was made as to whether an agreement had been made, it was believed here yesterday that the return of the MPAA executives signalized completion of the negotiations.

The Society of Independent Motion Picture Producers as yet has taken

(Continued on page 3)

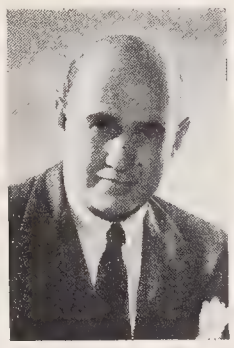
## Short Asked to Head Drive-in Combine

DALLAS, Nov. 13.—A group of 22 drive-in theatre circuit owners operating more than 150 drive-ins in the Southwest, and headed by E. L. Pack, president and general manager of Lone Star Drive-in Theatres, Inc., has asked Paul Short to buy, book, manage and operate their drive-ins.

If a proposed consolidation materializes it will become the largest drive-in theatre circuit in the world.

## Goldwyn to Donate $25,000 to Rogers Memorial Hospital

Samuel Goldwyn, who already has given $5,000 to the Will Rogers Memorial Hospital, yesterday announced that he would contribute $25,000 more to the project and would make provisions in his will for additional support. At a luncheon in the Hotel Waldorf-Astoria here, given to him by trustees of the hospital, Goldwyn called on other members of the industry to remember the hospital in their wills, "regardless of the amount."



Samuel Goldwyn

Goldwyn described the hospital as the "soul of this industry" and urged all segments of the business to continue their support of its operation.

## Theatre TV 'Met's' 'Carmen' on Dec. 11

The complete Metropolitan Opera production of "Carmen" will be theatre televised from Coast-to-Coast on Dec. 11 from the stage of the Metropolitan Opera House in New York, it was jointly disclosed here yesterday by Rudolph Bing, general manager of the Metropolitan Opera Association, and Nathan Halpern, president of Theatre Network Television.

The projected "Carmen" performance will mark the first entertainment event to be seen by the public on large-

(Continued on page 3)

# UPT-ABC MERGER IS RECOMMENDED

## *FCC Hearing Examiner Approves Consolidation; Also Rules Para. Does Not Control DuMont*

By J. A. OTTEN

WASHINGTON, Nov. 13.—In a sweeping victory for the film industry, a Federal Communications Commission hearing examiner today approved the proposed United Paramount Theatres-American Broadcasting Company merger and declared that UPT and Paramount Pictures are qualified licensees for radio and television stations.

Hearing examiner Leo Resnick also found that Paramount Pictures does not control Allen B. DuMont Laboratories, Inc., opening the way for both the DuMont network and Paramount to apply for additional TV stations.

Resnick's 139-page decision, which gave a clean bill of health communications-wise to the industry and granted all things sought by the various companies, is not final. A final decision will come from the full Commission, although it is rather unlikely that the FCC will overturn Resnick's decision.

The Commission has allotted 20 days from today for requests for oral argument opposing the initial decision. Resnick's decision will doubtless satisfy all industry parties to the case, but the FCC Broadcast Bureau, which opposed the merger and declared in its proposed findings that both Paramount companies should be deprived of their licenses, may request

(Continued on page 3)

## Asks Receiver For RKO Radio

An order directing RKO Pictures Corp. and its subsidiary RKO Radio Pictures to show cause why a temporary receiver of the property of both companies should not be appointed has been signed by New York Supreme Court Justice Henry Clay Greenberg. A hearing on the order was slated for Nov. 21.

The order stems from a minority stockholders suit filed here yesterday in New York Supreme Court by Louis Kipnis, attorney representing three stockholders claiming to own

(Continued on page 3)

# Personal Mention

ALFRED W. SCHWALBERG, president of Paramount Film Distributing Corp., will attend the industry banquet ending the national Allied convention in Chicago next Wednesday.

•

WILLIAM B. ZOELLNER, head of M-G-M short subject and newsreel sales, will be in Memphis today from New Orleans, and tomorrow will be in Dallas for three days.

•

LEON J. BAMBERGER, RKO Radio sales promotion manager, will leave over the weekend for the national Allied convention in Chicago, Nov. 17-19.

•

JERRY PICKMAN, Paramount vice-president in charge of advertising, publicity and exploitation, will return here from Hollywood on Sunday.

•

HUGH OWEN, Paramount's Eastern and Southern division manager, has returned to New York from Charlotte.

## Says Moral Tone of Films Is Improved

WASHINGTON, Nov. 13.—Hollywood motion pictures increased in "wholesome and moral themes" during the past year, the Catholic Bishops' Committee on Motion Pictures said today.

In a 1951-52 report, Most Rev. Michael J. Ready, chairman of the committee, declared that more than 45 per cent of the pictures made in this country were classified as morally unobjectionable for general patronage, and more than 38 per cent as morally unobjectionable for adults. "No picture made by the organized industry was condemned," he said, and the single feature out of a total of 370 which was condemned during the year was an independent production.

In the field of foreign films, the report stated, 24 per cent were classified as morally unobjectionable for adults; and more than 17 per cent were condemned.

The report noted that "offensiveness" in both domestic and foreign films showed a "slow decline from the peak of 1950 when more than 20 per cent of all pictures were found to be morally offensive." Slightly more than 18 per cent of both foreign and domestic pictures during the period were classified as morally objectionable in part for all, the report noted.

### Bishop Manning on Committee

WASHINGTON, Nov. 13.—The Most Reverend Joseph T. McGuckin, Auxiliary Bishop of Los Angeles, has completed his term as a member of the Bishops' Committee on Motion Pictures, and is being replaced by the Most Reverened Timothy Manning, also an Auxiliary Bishop of Los Angeles.

## *High Navy Award To E. V. Richards*

**New Orleans, Nov. 13.—On a visit here Wednesday, Secretary of the Navy Dan A. Kimball will present the Secretary of the Navy's Distinguished Service Award to E. V. Richards, Jr., circuit operator and regional vice-president of the Eighth Naval District region of the Navy League of the United States.**

**The citation accompanying the award will commend Richards "for his untiring efforts and unlimited co-operation with the United States Navy in the fields of entertainment, education and morale." As a loyal and active friend of the Navy, Mr. Richards has voluntarily and generously given of his time, energy and financial resources for a period of many years."**

## Need More Spirited Ads, Says Seadler

Silas F. Seadler, advertising manager of Metro-Goldwyn-Mayer, last night addressed the Associated Motion Picture Advertisers showmanship class at the Hotel Woodstock on "The Creation and Planning of Advertising" and recommended a more spirited and informal approach to advertising as a means of bringing attention to newspapers, motion picture pages. He urged that a similar enthusiastic and off-beat approach be used in trade-paper advertising so that the exhibitor would be aware far in advance of the important coming product and be in a position to enthusiastically sell it to his patrons.

He said, "There is a sort of hush-hush that one mustn't mention to editors and publishers that the movie people spend a lot of money in the papers. It is supposed to be undignified. Maybe somebody would think that we were trying to get space by insinuating a money angle. I don't go along with that reasoning.

"It is good business to give to newspaper readers Hollywood glamour and news of films and the film world. Newspaper readers like to read about the movies. The TV interests wouldn't be so eager to get 16mm. films on their screens if they didn't realize that movies have always been and will always be the national pastime."

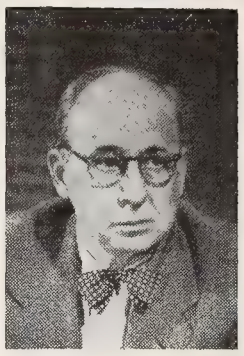
## *Simonelli on Tour For 'Mississippi'*

Initial plans for the Mississippi River saturation territorial world premiere of Universal-International's "Mississippi Gambler" will be set in motion next week with the visit of Charles Simonelli, U-I's Eastern advertising-publicity manager to St. Louis, Memphis and New Orleans. Plans are to kick off the picture with a week of premieres in cities and towns lining the Mississippi River.

Accompanied by Jerome M. Evans, U-I's home office exploitation representative, Simonelli has left New York for a series of conferences with civic officials, circuit executives and merchandising representatives in the three cities.

# Cite Schutz on Anniversary

A group of theatre equipment manufacturers, exhibitors and supply dealers this week paid tribute to George Schutz for his 25 years of service as editor of *Better Theatres*, Section 2 of *Motion Picture Herald*. A "25th Anniversary Salute" to Schutz was prepared by a committee of leaders in the exhibition and equipment fields with Oscar Neu, founder of TESMA, as chairman. A special section honoring Schutz appears in this week's *Better Theatres*.



George Schutz

A resolution of the "George Schutz Salute" committee said, in part:

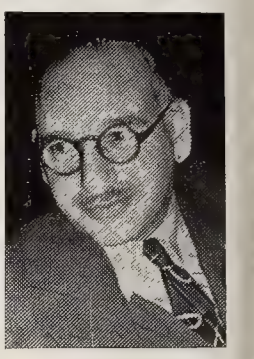
"In recognition of his consistent editorial leadership in pioneering in the interests of better standards of theatre design, better equipment and better theatre maintenance," and "in appreciation of his continuous assistance in the mutual interests of equipment manufacturers and theatre operators throughout a quarter of a century, this citation, in honor of his 25th anniversary as editor of *Better Theatres*, is tendered to George Schutz."

Members of the committee were: Ben Adler, Adler Silhouette Letter Co.; C. S. Ashcraft, Ashcraft Mfg. Co.; Joseph Basson, IATSE and MPMO; Martin Bennett, RCA; Frank Cahill, Jr., Warner Bros. Theatres; George Carrington, Altec-Lansing Corp.; Ray Colvin, director of TEDA; Larry Davee, Century Projector Corp.; John E. Devine, Alexander-Smith, Inc.; William DeVry, DeVry Corp.; John Eberson, architect; James Elderkin, Forest-Harrison, Inc.; Albert Floersheimer, Walter Reade Theatres; J. Robert Hoff, Ballantyne Co.; George Hornstein, Joe Hornstein, Inc.; Charles Horstman, RKO Theatres.

Also, Lester Isaac, Loew's Theatres; D. B. Joy, National Carbon Co.; Emil Kern, J. E. Robin, Inc.; Edward Lachman, New York Variety Club; Tom LaVezzi, La Vezzi Machine Works; Fred Matthews, Motiograph, Inc.; Arthur Meyer, International Projector Corp.; Boyce Nemec, manager of SMPTE; Ben Perse, Capitol Supply; Harry Peterson, Kroehler Mfg. Co.; Harry Rubin, United Paramount Theatres; Leonard Satz, Raytone Screen Corp.; J. W. Servies, National Theatre Supply; B. F. Shearer, B. F. Shearer Co.; Wilbur Snaper, Allied States Association; W. C. Stober, Burroughs Adding Machine Co.; Harry Strong, Strong Electric Corp.; Earl J. Vallen, Vallen, Inc.; and Erwin Wagner, Wagner Sign Service.

## *Fraternity Honors Charles Moskowitz*

**Charles C. Moskowitz, vice-president and treasurer of Loew's, and founder and first Supreme Master of the Alpha Epsilon Pi fraternity, was honored last night by his fellow alumni at a testimonial dinner at the Hotel Pierre, New York. The event marked the beginning of Moskowitz's 40th year of service to the national undergraduate fraternity. For outstanding alumnus achievement, a scroll was presented to him by the national president, Sumiver Berenson.**



Charles Moskowitz

**Recently, Moskowitz, an alumnus of New York University's School of Commerce, received the annual "John T. Madden Memorial Award" for outstanding accomplishments in business.**

## *No-Admission House Filled, Gross Is Up*

COLUMBUS, Nov. 13.—Lee J. Hofheimer and Albert L. Sugarman, owners of the Little Theatre, a neighborhood house, were "definitely pleased" today with their adoption of an admission-free policy to protest that 20 per cent Federal amusement tax. They declared last night's receipts from donations dropped into a fishbowl in the lobby by a full house audience brought in more than ticket sales from a normal night.

No amounts were disclosed but they said the popcorn and candy sales were up twice as much as usual. Patrons approved the management's new policy which avoids payment of the tax. Prior to last night the admission was 40 cents for adults and 20 cents for children.


# NEW YORK THEATRES

**RADIO CITY MUSIC HALL**

Rockefeller Center

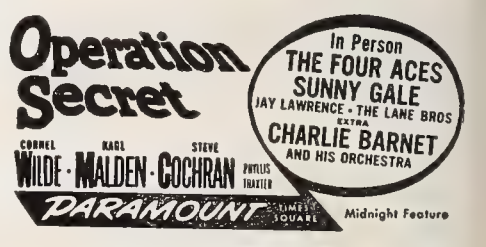
**"PLYMOUTH ADVENTURE"**

Spencer TRACY · Gene TIERNEY

Van JOHNSON · Leo GENN

Color by TECHNICOLOR - An M-G-M Picture

plus GREAT HOLIDAY STAGE SPECTACLE





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## *FCC Theatre TV Hearings Delayed*

**Washington, Nov. 13.—Start of the major phase of the theatre television hearings has been postponed by the Federal Communications Commission from Jan. 12 to Jan. 26, it was disclosed today. FCC officials said the delay was made necessary by the fact that witnesses were having trouble getting hotel rooms here earlier due to the flood of visitors coming in for the Eisenhower inauguration on Jan. 20.**

## Met's 'Carmen'

(*Continued from page* 1)

screen theatre television.

This performance, explained Bing and Halpern, will be given nationally as a benefit for the Metropolitan Opera, with such artists as Rise Stevens, Nadine Conner, Richard Tucker and Robert Merrill contributing their services under the baton of Fritz Reiner in the new production of "Carmen."

The uncut three-hour performance, it was explained, will be televised exactly as it will be witnessed in New York by the audience of the Metropolitan Opera on the evening of Dec. 11.

## *Sign Danny Kaye for RKO Palace Theatre*

Danny Kaye has been signed to appear with his own all-star international variety show at the RKO Palace here, starting Jan. 19, Sol A. Schwartz, president of RKO Theatres, disclosed here yesterday.

Until Danny Kaye's show, the Palace will continue with its policy of vaudeville acts and first-run pictures.

## *Actress Refuses to Answer 'Red' Query*

WASHINGTON, Nov. 13.—As expected, actress Karen Morley refused to tell the House Un-American Activities Committee today whether she is now or ever has been a member of the Communist Party.

## *'Bali' to Set Pattern*

The object of the invitational trade showing and press review of Paramount's color in Technicolor "Road to Bali" tonight at the Bijou Theatre here is to set a pattern of exploitation which can be followed by the exhibitor at little or no expense, the company states.

## *780 Reservations For Allied Conclave*

**Chicago, Nov. 13.—Reservations for the national Allied convention, which opens here Monday, has reached the 780 mark. Convention chairman Jack Kirsch predicted that the meetings will have the heaviest attendance in Allied history, stating that despite "depressed pocketbooks, exhibitors find this meeting of critical importance."**

# Merger Is Recommended

(*Continued from page* 1)

argument. In granting the merger, Resnick stressed ABC's inability to compete with NBC and CBS due to lack of financial resources, and asserted that UPT would be able to strengthen ABC's competitive network position.

Although he developed at length possible adverse effects which might evolve from a merger between a theatre chain and a radio and television network, his conclusions showed clearly that he felt the net effects of the merger would only be beneficial.

### 'Will Promote Competition'

"In our opinion," he said, "the merger will not only fail substantially to lessen competition but will promote competition." Resnick declared that "the merger may result in some lessening of some aspects of the competition that exists" between UPT and ABC as separate companies, but maintained that any lessening would be "minor, limited and remote." On the other hand, he said, "the increased competition which the merger will foster appears certain, substantial and immediate."

Based on Resnick's decision, the merged company would have one AM, and one FM and one television station in each of five cities—Los Angeles, San Francisco, Detroit, Chicago and New York. These are all presently owned by ABC. In addition, it would own half of AM and FM stations in New Orleans, which UPT now has a 50 per cent interest in. Resnick's decision also made firm Balaban and Katz's licensing of WBKB-TV in Chicago, but under the terms of the merger agreement that station is to be sold immediately to the Columbia Broadcasting System for $6,000,000, since no company can own two TV stations in the same city under FCC rules. Resnick's decision also approved the sale to CBS.

In ruling on the fitness of UPT and Paramount Pictures to be radio and television licensees, Resnick discussed their past anti-trust violations, but declared finally that "we are impressed by the progress that has been made and we have a reasonable expectation that the anti-trust activities which the Paramount people are abandoning in the unregulated field of motion picture distribution will not be imported into the licensed field of broadcasting." He went on to say that their officers and directors had shown during their testimony "that they understood that broadcast stations are licensed to operate in the public interest," and that free competition is a basic principle of the Communications Act. "They have committed themselves on the record," he continued, "and we shall hold them to it."

**In considering the anti-trust issue, Resnick's findings dealt only with the period starting Aug. 7, 1948. In a ruling issued early last summer the FCC cut out from consideration any testimony on anti-trust violations prior to that date.**

Since the three year cut-off ruling on anti-trust evidence was made specifically by the Commission to expedite the progress of the merger hearing, there is no way of telling whether the Commission will follow the same rule in other industry cases it hears. Both Paramount companies were affected by the cut-off ruling, and doubtless protection under the three-year cut-off ruling will be claimed by attorneys for other industry applicants with anti-trust records —but whether or not the Commission will grant this protection can't be predicted now.

**In finding Paramount Pictures a qualified licensee, Resnick approved the transfer of control of Paramount Television Productions, Inc., operator of KTLA-TV in Los Angeles, from the parent company to Paramount Pictures Corp. He also granted applications of PTI for licenses to cover construction or permits for KTLA and auxiliary stations.**

Resnick's ruling that Paramount Pictures does not control DuMont Laboratories knocks out a four year old FCC proposed decision which found control. It enables DuMont to go ahead and apply for two additional television stations besides the three which it now operates. Until now DuMont's three have been lumped in FCC eyes together with KTLA and Balaban and Katz's WBKB. FCC rules prohibit any one licensee from owning more than five television stations.

**The control finding also has the effect of permitting Paramount Pictures to apply for four more television stations, since it now will be charged only with KTLA under the five station rule.**

Resnick found that "both on paper and in fact Dr. DuMont, as president, directs the activities of the company." He admitted that Paramount does have veto power over some corporate actions, but concluded after examining the possibilities under which the veto power could be used, that it was actually "of little practical significance in so far as control of the five-station rule are concerned."

### ABC Official Sees Quick Approval by the FCC

A spokesman for the American Broadcasting Co. said here yesterday that the company was pleased over the opinion of the FCC's hearing examiner that ABC and United Paramount Theatres were qualified to merge.

"Under the circumstances," he said, "the fact that his findings are in favor of the merger and he has recommended approval of the merger to the FCC greatly fortifies our belief that the FCC will make final disposition in the public interest as speedily as possible. And under the merger, it will permit us to put into effect plans for both radio and television broadcasting which will enable us to serve the public better."

## Johnston Back

(*Continued from page* 1)

no action in the parleys. James Mulvey, Eastern representative of SIMPP, said here yesterday that the society would await details before deciding whether it would send a representative overseas to negotiate for the independents.

## *Recommendations on UPT-ABC Merger*

**Washington, Nov. 13.—Here, in capsule form, is what Federal Communications Commission hearing examiner Leo Resnick recommended granting today:**

**The United Paramount Theatres-American Broadcasting Co. merger, which assigns to the merged company five AM stations, five FM stations and five television stations;**

**The applications of Paramount Pictures Inc., and Paramount Pictures Corp., for transfer of control of Paramount Television Productions, Inc., and Balaban and Katz Corp.;**

**Paramount Television Productions, Inc.'s, applications for KTLA-TV in Los Angeles and auxiliary stations;**

**A finding that Paramount Pictures does not control Allen B. DuMont Laboratories, opening the way for each to obtain additional television stations.**

**The applications of Allen B. DuMont network for the three television stations it currently operates;**

**The renewal of the license of WSMB and WSMB-FM, New Orleans, and its transfer to the merged company.**

## Sees RKO Receiver

(*Continued from page* 1)

2,500 shares. It names Howard Hughes, who sold his controlling interest in the company to the Ralph Stolkin group and a former director of the company, as defendant, charging him with "gross mismanagement" and resultant losses "of many millions of dollars."

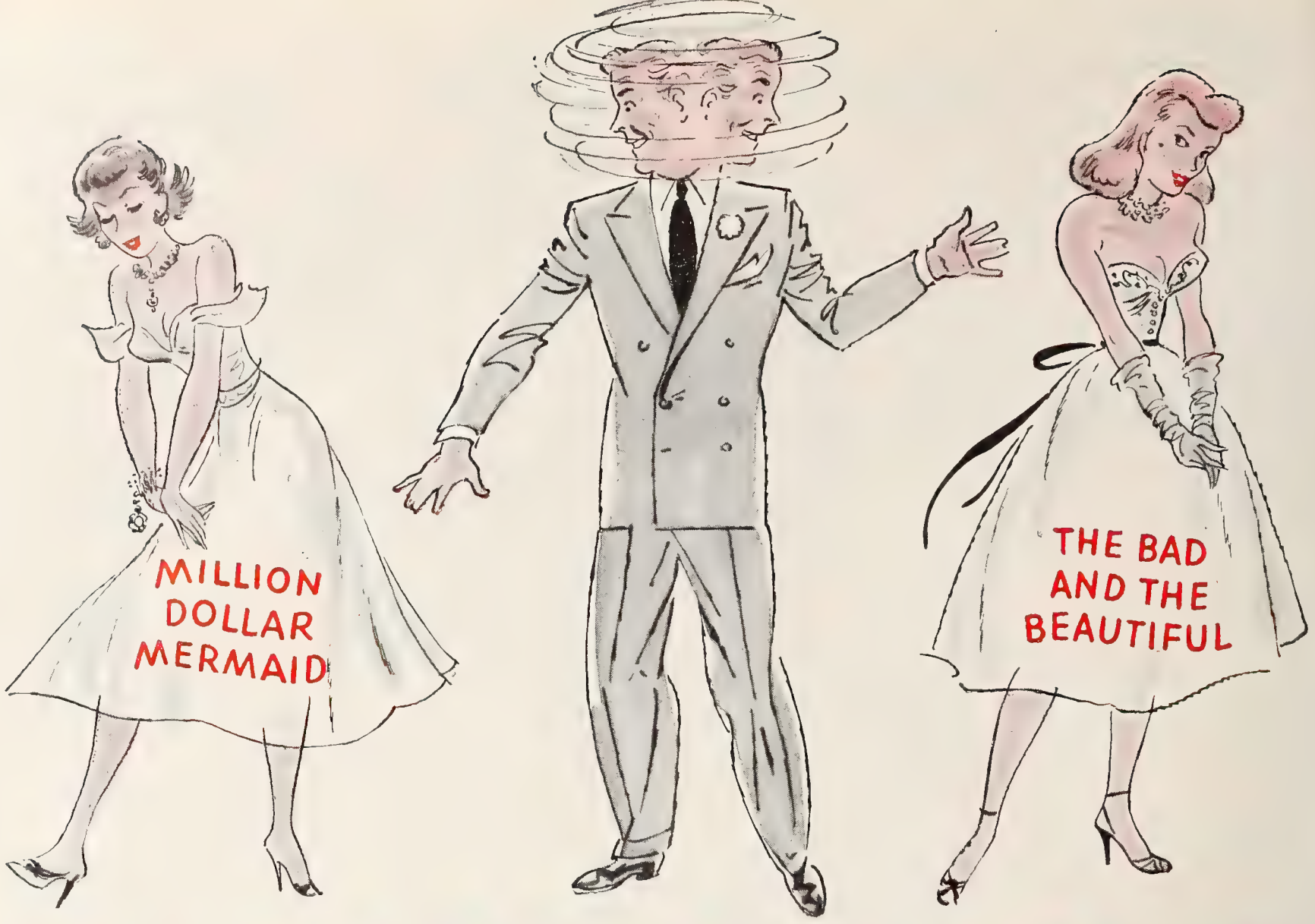
In addition, the complaint also seeks to recover for RKO the $3,000,000, which the suit said that Hughes made on the sale of his stock, charging that the profit was derived from the alleged sale of the officerships and directorships in RKO.

Receivership was sought, according to minority stockholders' counsel Kipnis, "in order to preserve and protect the business and assets of the RKO enterprise, "I desire to add," Kipnis stated, "that the immediate solvency of the companies is in no way involved." The affidavit went on to say that the only reason for naming the Chase National Bank of the City of New York as a party was that it is RKO's stock transfer agent.

He cited the following allegations in support of his request for the appointment of a receiver: the company is losing money at the rate of $100,000 per week; the board of directors is of doubtful legal power; experienced personnel are being lost; the studios are at a standstill while the company has an "unreleased inventory" of $35,000,000; anti-trust litigation endangers its corporate life; and it has "saddled upon it" unfair contract commitments by Hughes.

The complaint also referred to the unfavorable articles on the Stolkin group in the *Wall Street Journal* and cited the unaudited net loss of $3,712,843 for the company for the first six months of 1952.

The minority stockholders are identified as Eli B. Castleman and his wife, Marion V. Castleman of Detroit, Mich., and Louis Feuerman of this city. RKO Radio Pictures officials were unavailable for comment.




# THE FABLE OF THE FICKLE FELLOW—

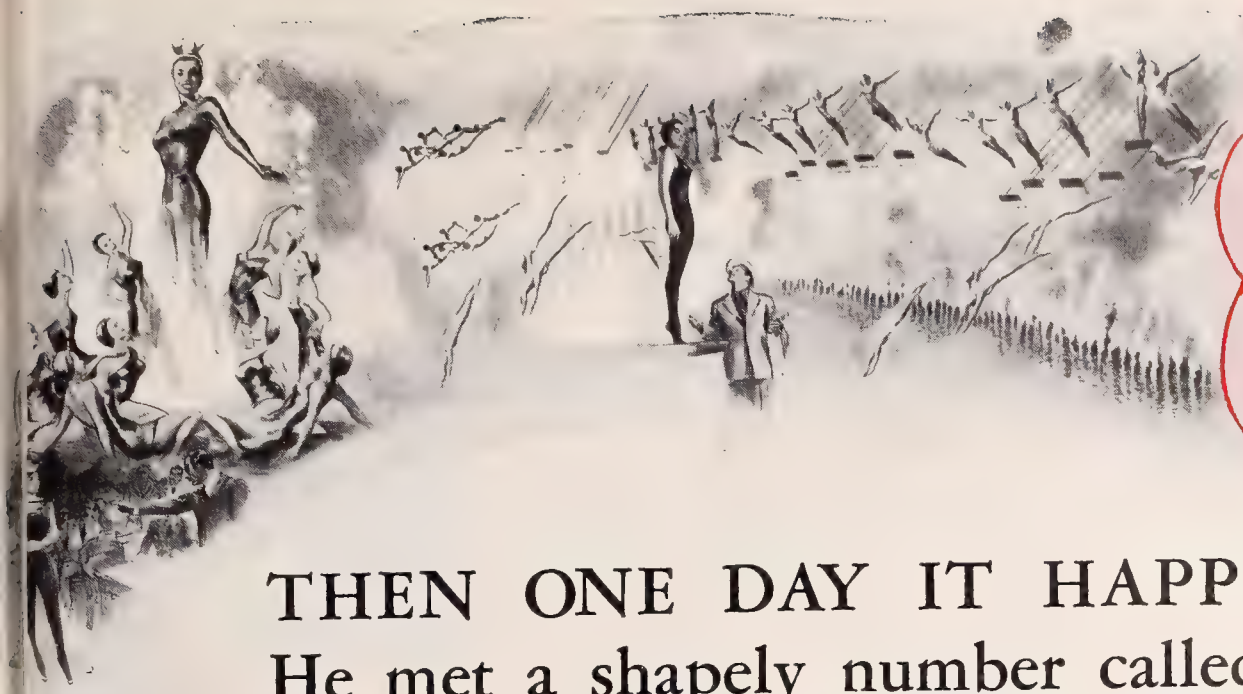
Once upon a time there was a guy, even as you and I, who went overboard for a chick called "MILLION DOLLAR MERMAID."

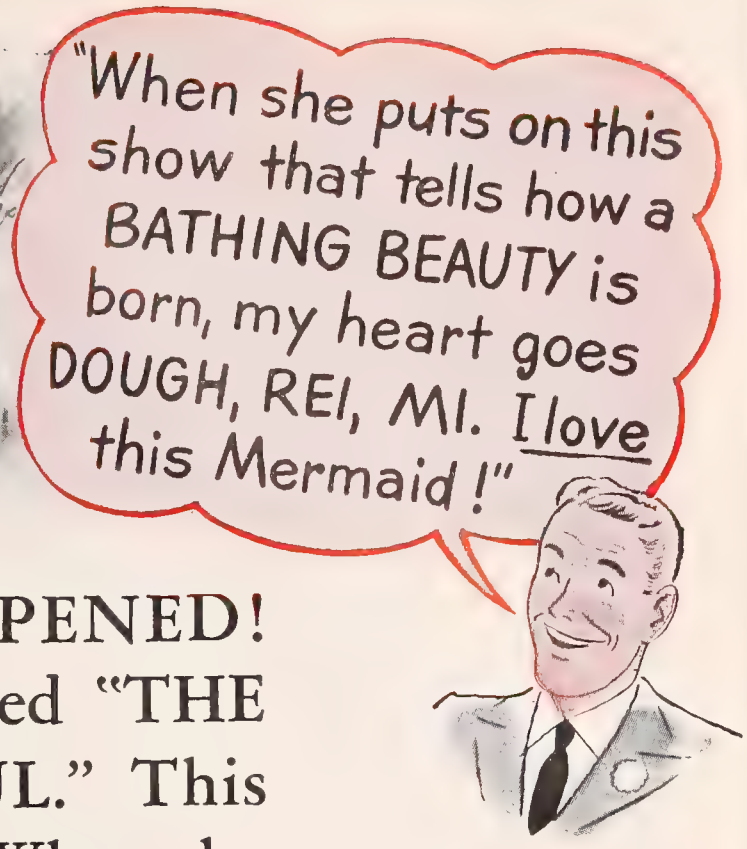





(Things you ought to know about her→)

*M-G-M presents "MILLION DOLLAR MERMAID" starring Esther Williams • Victor Mature • Walter Pidgeon • David Brian • with Donna Corcoran • Color by Technicolor • Screen Play by Everett Freeman • Directed by Mervyn LeRoy • Produced by Arthur Hornblow, Jr.*






THEN ONE DAY IT HAPPENED! He met a shapely number called "THE BAD AND THE BEAUTIFUL." This kid had fire and passion. When he heard the STORY OF HER LIFE he swore *this* was the ONLY GIRL!






(This is the snapshot he carried in his wallet.)



"THE BAD AND THE BEAUTIFUL" had him in a whirl — and you couldn't blame him!

WHAT DID HE DO? How does the Fable of the Fickle Fellow end?

(The facts about her) →

*M-G-M presents Lana Turner · Kirk Douglas · Walter Pidgeon · Dick Powell in "THE BAD AND THE BEAUTIFUL" co-starring Barry Sullivan · Gloria Grahame · Gilbert Roland with Leo G. Carroll · Vanessa Brown · Screen Play by Charles Schnee · Based on a story by George Bradshaw · Directed by Vincente Minnelli · Produced by John Houseman*

# THERE IS NO ENDING BECAUSE THERE'S NO END TO THE FLOW OF M-G-M HITS!

**MORAL:** With so many fine M-G-M flickers, you're bound to be fickle

# 20th-Fox

(Continued from page 1)

ning from January to September, 1953. Thirteen of these pictures will be filmed in color by Technicolor, he added.

The release line-up, he pointed out, will be topped by Darryl F. Zanuck's personal production of "The Robe," Biblical drama to begin shooting in January for release in September.

Lichtman announced the following product line-up:

JANUARY: "My Cousin Rachel," starring Olivia de Havilland and Richard Burton, produced by Nunnally Johnson, directed by Henry Koster; "Ruby Gentry," Bernhard-Vidor production starring Jennifer Jones, Charlton Heston and Karl Malden, produced by Joseph Bernhard and King Vidor and directed by King Vidor; "The I Don't Care Girl," in color by Technicolor, starring Mitzi Gaynor, David Wayne and Oscar Levant, produced by George Jessel and directed by Lloyd Bacon.

FEBRUARY: "Taxi," starring Dan Dailey and Constance Smith, produced by Samuel G. Engel and directed by Gregory Ratoff; "Niagara," Technicolor, starring Marilyn Monroe, Joseph Cotten and Jean Peters, produced by Charles Brackett and directed by Henry Hathaway; "The Farmer Takes a Wife," Technicolor, starring Betty Grable, Dale Robertson, Thelma Ritter and John Carroll, produced by Frank P. Rosenberg and directed by Henry Levin.

MARCH: "Treasure of the Golden Condor," Technicolor, starring Cornel Wilde and Constance Smith, produced by Jules Buck and directed by Delmar Daves; "The Silver Whip," starring Rory Calhoun and Dale Robertson, produced by Robert Bassler and directed by Harmon Jones.

APRIL: "Tonight We Sing," Technicolor, starring David Wayne, Ezio Pinza, Roberta Peters, Tamara Toumanova, Anne Bancroft, Isaac Stern, Byron Palmer; "The President's Lady," starring Susan Hayward and Charlton Heston, produced by Sol C. Siegel and directed by Henry Levin; "Destination Gobi," Technicolor, starring Richard Widmark, Don Taylor and Murvyn Vye, produced by Stanley Rubin and directed by Robert Wise; "The Desert Rats," starring Richard Burton, Robert Newton, and James Mason, produced by Robert L. Jacks and directed by Samuel Fuller.

MAY: "The Girl Next Door," Technicolor, starring June Haver, Dan Dailey and Dennis Day, produced by Robert Bassler and directed by Richard Sale; "Man on a Tightrope," starring Frederic March, Terry Moore and Gloria Grahame, produced by Robert L. Jacks and directed by Elia Kazan.

JUNE: "Call Me Madam," Technicolor, starring Ethel Merman, Donald O'Connor, George Sanders and Vera-Ellen, produced by Sol C. Siegel and directed by Walter Lang; "Down Among the Sheltering Palms," Technicolor, starring William Lundigan, Jane Greer, Mitzi Gaynor, David Wayne, Gloria De Haven, produced by Fred Kohlmar and directed by Edmund Goulding; "Nearer My God to Thee," starring Clifton Webb, Barbara Stanwyck, Thelma Ritter and Richard Basehart, produced by Charles Brackett and directed by Jean Negulesco.

JULY: "White Witch Doctor," Technicolor, starring uSsan Hayward and Robert Mitchum, produced by Otto Lang and directed by Henry Hathaway; "Powder River," Technicolor, starring Rory Calhoun, Corinne Calvet and Cameron Mitchell, produced by Andre Hakim and directed by Louis King; C. S. Forester's "Sailor of the King," starring Jeffrey Hunter, Cameron Mitchell, and Michael Rennie.

AUGUST: "Gentlemen Prefer Blondes," Technicolor, starring Marilyn Monroe and Jane Russell, produced by Sol C. Siegel and directed by Howard Hawks; "Pickup on South Street," starring Richard Widmark, Jean Peters and Thelma Ritter, produced by Jules Schermer and directed by Samuel Fuller; "Baptism of Fire," starring Victor Mature, produced by William Bloom and directed by Robert D. Webb.

SEPTEMBER will be capped by the first engagements of "The Robe," on a pre-release basis.




# Grant and Picker Resign

(Continued from page 1)

Youngman and Silbert of Hollywood, also resigned yesterday as legal counsel to the company, effective immediately. The firm had been retained by the new stockholder group at a fee of $75,000 annually. Grant also had acted as attorney for the Stolkin group in its negotiations for purchase of the Howard Hughes stock in RKO Pictures, consummated in late September. Reportedly, Gordon Youngman, a partner in the law firm, also resigned from the RKO Pictures board yesterday.

Stolkin, A. L. Koolish and William Gorman, the latter a representative of Ray Ryan, one of the members of the Stolkin syndicate, resigned from the board, and Stolkin from the presidency of RKO Pictures, on Oct. 22 following the publication of articles in the *Wall Street Journal* revealing unfavorable business backgrounds and associations of the three syndicate members.

### Gives His Reason

Grant gave as the reason for his resignation his inability to fill the board vacancies and proceed with the reorganization and reactivation of the company. He said he was opposed in his efforts to have new board members elected by Corwin and Edward J. Burke, the latter also a member of the Stolkin syndicate, and both of whom are members of the board.

**The reluctance of Burke and Corwin to proceed with election of new directors was attributed to the continuing negotiations in Chicago for the sale by the Stolkin group of its 29 per cent stock interest in RKO Pictures to new owners. They took the position that in the event the company was sold, it would most likely be necessary to reconstitute the board again and, therefore, they preferred to wait upon the outcome of the negotiations.**

Grant said he believed the situation to be urgent and proposed the election to the board yesterday of Robert Butler of St. Paul and Lawrence Cowen of New York, in the absence of nominations by Burke and Corwin. Grant said he was unable to obtain seconds for his nominations and, feeling his "hands were manacled" and that his continuance as "an officer, director or employee of the company would be a false assurance to stockholders, employes and others that the affairs of the corporation are moving forward with reasonable satisfaction," he could not remain in "such a misleading and futile position."

Remaining as directors apart from those elected yesterday are: Burke, Corwin and W. H. Clark, RKO Pictures treasurer.

### May Ask Depinet

There was some speculation that if a sale of the Stolkin syndicate's stock is not consummated within the next day or two Depinet might be asked to resume the helm, if only for an interim period. Depinet declined to comment on the report yesterday.

Grant's resignation was effective as of yesterday and his statement issued to the press made it clear that he had also cancelled his employment contract providing for a salary of $2,000 per week. Picker's resignation also was effective immediately. He will remain with United Artists as a vice-president in charge of foreign distribution and a stockholder in the company. The U. A. board is scheduled to meet within the next few days to reinstate him, having released him at his own request only six weeks ago to accept the RKO Pictures executive vice-presidency. Since then Picker has been dividing his time between RKO Pictures and U. A., not having been scheduled to go to RKO on a full time basis until next Monday.

### No News from Chicago

Meanwhile, there was no official indication from Chicago that a sale of the Stolkin group's RKO Pictures stock had been concluded. Negotiations were said to be continuing there with Matthew J. Fox, head of Films for Television, a partner in U. A. and a former vice-president and director of Universal, and also with a syndicate represented by Col. Henry Crown of the Hilton Hotel interests. Conversations also have been held by the Stolkin syndicate with other individuals and groups concerning a possible sale of the stock.

Grant's statement to the press traced the start of the present situation to the publication by the *Wall Street Journal* of the stories concerning the business backgrounds of Stolkin, Koolish and Ryan, which led to their resignations from RKO.

Grant's statement said: "It was obvious that the unfavorable publicity which had been attached to Messrs. Stolkin, Koolish and Gorman (the latter only as representative of Mr. Ryan) resulted in these three men being a detriment, rather than a positive contributing factor, to the future welfare of RKO. Accordingly, I demanded and received their resignations as officers and directors of RKO and its subsidiaries."

Grant related that since those resignations, on Oct. 22, he had made "every effort" to obtain well qualified men for the directorate and on Nov. 6 was prepared to nominate such men. He said that Burke then informed him that negotiations for the sale of the syndicate's stock holdings were in progress and that he, Burke, also was searching for independent directors, and requested a postponement to last Tuesday.

Grant said he acquiesced to the brief delay and when no action was taken at the Tuesday meeting he agreed to a postponement until yesterday with the understanding that action would have to be taken then. When Burke and Corwin yesterday again said they had no nominees, Grant said, he proposed Butler and Cowen. The former is a member of the board of the American National Bank, president of Walter Butler Co., construction engineers, and a former Ambassador Extraordinary to Cuba. Cowen is president of the Lionel Corp., toy train manufacturer.

Grant's statement, which he is mailing to RKO pictures stockholders, continued:

"The action of the Board taken today manacles my hands. It is evidently impossible to reconstitute the Board at this time with persons of sufficient calibre to meet the corporation's problems. This in turn makes it impossible to have within the corporate structure the atmosphere of strength and integrity which is so necessary to attract and hold employees of outstanding calibre; to interest the investing community in acquiring the stock and participating in the future of your corporation; to justify banks in extending or enlarging credit to the corporation, and to obtain and maintain the faith and friendship of the industry in which we work, the theatres that buy our products, and the competitors with whom we are interdependent for friendly business intercourse.

"It is my hope that this report of the facts of the matter, which I am sending to stockholders at my own expense, and the action which I have taken, may lead to an early solution of the corporation's problems and break the current impasse. I do not doubt that there are a number of men of outstanding ability and integrity, capable of leading the corporation out of its troubles, who would consider it a privilege to undertake the challenge and opportunity if invited to do so by a soundly constituted, full and independent board of directors," Grant concluded.

## Weitman to Head 'Palsy' Telethon

**Robert M. Weitman, vice-president of United Paramount Theatres, yesterday was named to head the talent committee of the "Celebrity Parade for Cerebral Palsy" telethon. The 18½-hour TV show, originating over WJZ-TV (Channel 7) will be continuous from 8 P.M. Dec. 6 to 2:30 P.M. the next day.**



Robert Weitman

**Weitman said he was confident that all branches of show business would cooperate as willingly this year as they did for the same cause last year. It is expected that talent which would ordinarily cost at least $1,250,000 will volunteer their services to make this the "most outstanding star-studded entertainment event ever presented," Weitman said.**

# Check List

of recent or forthcoming releases featured in advertising in *MOTION PICTURE DAILY* *

(alphabetically by title)

| Title | Distributor |
|---|---|
| ANDROCLES AND THE LION | RKO |
| CATTLE TOWN | Warner |
| HANGMAN'S KNOT (2 Pages) | Columbia |
| IT GROWS ON TREES | Universal |
| IVANHOE (23 Pages) | MGM |
| MILLION DOLLAR MERMAID (3 Pages) | MGM |
| MIRACLE OF FATIMA (4 Pages) | Warner |
| MONTANA BELLE | RKO |
| OPERATION SECRET (3 Pages) | Warner |
| PLYMOUTH ADVENTURE (2 Pages) | MGM |
| ROAD TO BALI (2 Pages) | Paramount |
| SPRINGFIELD RIFLE (2 Pages) | Warner |
| THE BAD AND THE BEAUTIFUL | MGM |
| THE BLAZING FOREST | Allied Artists |
| THE HAPPY TIME (3 Pages) | Columbia |
| THE MERRY WIDOW (3 Pages) | MGM |
| THE PRISONER OF ZENDA | MGM |
| THE SNOWS OF KILIMANJARO (12 Pages) | 20th-Fox |
| THE STEEL TRAP (2 Pages) | 20th-Fox |
| THE IRON MISTRESS | Warner |
| THE THIEF | United Artists |
| THE THIEF OF VENICE (4 Pages) | 20th-Fox |
| THE TURNING POINT | Paramount |
| THUNDER IN THE EAST | Paramount |

* Pictures featured in *M. P. Daily* advertising during past 6 weeks.

***The Vital Spark*** that ignites the interest of exhibitors for specific pictures, so that it can flame into that enthusiasm which inspires real showmanship, is a soundly planned program of trade advertising. *Without that, no exhibitor can be blamed for lacking in excitement over pictures which are offered to him virtually "cold".*

It is obvious that the extent of a distributor's confidence in product he has available is generally indicated by either the telling—*or lack of telling about it*—in trade paper messages.

There never was a greater need for good product. There never was a greater interest among exhibitors to know about the product they should plan to obtain and exploit. There never was a keener readership of trade paper messages.

Requisites for successful motion picture trade paper advertising of good product are: (1) Start it *soon enough;* (2) Make it effectively proclaim the *box-office values* of the picture; (3) Publish a *sufficient continuity* of sales messages to impress and remind.

Soundly planned trade advertising is the basic telling that leads to successful selling. Its cost is dimes that bring dollars. It is *the vital spark* for the power that produces greatest results!

# Motion Picture Daily Feature Reviews

## "The Thief of Venice"

*(Robert Haggiag—20th Century-Fox)*

VENICE, with its many famous landmarks, is the locale of this well-made independent production that is an actionful costume drama containing the necessary elements for a healthy box-office. The late Maria Montez is the sole star name in the cast and she turned in a zestful performance as the tempestuous, peasant girl in love with handsome Paul Christian, the leader of an underground movement to thwart the cunning, power-mad "Great Inquisitor," Massimo Serato.

The screenplay by Jesse L. Lasky, Jr. is of a familiar variety but John Brahm's cognizant direction has neatly emphasized the swordplay, and the intrigue. Serato poisons the head of the government and has admiral Camillo Pilotto killed in an ambush, thus destroying his main opposition, but Christian, the admiral's main assistant, escapes. Christian falls into the hands of slaves and becomes their leader against Serato.

Serato plans to marry Pilotto's daughter, Faye Marlowe, to gain prestige. When Miss Montez is captured by Serato's men and tortured she refuses to talk and to obtain her release, Christian kidnaps Miss Marlowe. He falls in love with her rather than Miss Montez and foils the nuptial ceremony by leading a revolt. This is successful through the bribing of Serato's guards' commander, Aldo Silvani. Christian kills Serato in a duel and chooses Miss Marlowe at the fadeout.

Robert Haggiag produced and made excellent use of the impressive Italian scenery as well as cleverly combining long shots of the principals in action with a minimum of dialogue. The result is an attractive, exciting film that maintains pace and interest throughout, that lends itself to solid exploitation. 20th-Fox has indicated it intends to use a heavy advertising campaign and the combination of Venice, lots of colorful swordplay, and Miss Montez should prove alluring to ticket buyers.

A largely Italian cast, headed by Silvani who provides some fine comic relief, includes Louis Saltamerenda, Guido Celano, Mario Tosi, Paul Stoppa and Leon Renoir.

Running time, 91 minutes. General audience classification. For January release.

WALTER PASHKIN

## "Blue Canadian Rockies"

*(Columbia Pictures)*

GENE Autry stars in this Western entry that is routine except for the inclusion of more songs than usual. Some of these are refreshingly rendered by a yodel-type singer, Carolina Cotton, who also effectively engages in some comedy antics with Pat Buttram, a standard performer in Autry films.

The story has Autry assigned by wealthy ranch owner Don Beddoe to break up an impending marriage of Beddoe's dude-ranch owning daughter, Gail Davis, to fortune hunter Ross Ford. There are fights with the adjacent lumber camp men who are angry over the loss of work because Miss Davis has built a game preserve and kept her trees intact.

Miss Davis' rule of not allowing her men to carry guns finds Autry and Buttram in situations where they can only retreat. After a mysterious shooting and the subsequent murder of a Canadian Mountie, Autry establishes that the real culprit is not Ford, but an aging caretaker, Tom London, a bitter, one-time partner of Beddoe's, who desired revenge after being bought out.

Performances, production and direction are adequate. The Autry name is a definite box-office attraction.

Armand Schaefer produced, George Archainbaud directed, and Gerald Geraghty wrote the tale.

Others in the cast are Mauritz Hugo, Gene Roth, John Merton, David Garcia, Bob Woodward and the Cass County Boys.

Running time, 58 minutes. General audience classification. November release.

W. P.

## "South Pacific Trail"

*(Republic Pictures)*

REX Allen and Estelita are the main performers of this ordinary Western that haphazardly mixes outdoor action with songs and melodrama. There is enough of the usual fisticuffs, skullduggery, shooting and hard riding to please the Western fan and additional trappings may prove attractive to others.

The screenplay by Arthur Orloff concerns the efforts of fortune-hunting Douglas Evans to marry Estelita, who is the granddaughter of wealthy rancher Nestor Paiva. Paiva's ranch foreman, Roy Barcroft, and outlaws hijack an entire train for the gold it carries. Paiva, a scheduled passenger on the train, is reported missing but actually stopped off to see Allen and his friends.

Meanwhile, Evans has joined forces with Barcroft and both try to stop Allen's investigation of the train's disappearance. Eventually, Allen convinces Estelita of Evans' true nature and in a showdown battle in a dynamite-laden mine shaft, Evans and Barcroft are killed. The rest of the gang is imprisoned, the gold is salvaged and Allen is happily employed by Paiva.

The Rhythm Riders join in vocal renditions, songs heard are: "I'll Sing A Love Song," "The Railroad Corral" and "Hide Away Your Troubles." Slim Pickens, Allen's pal, provides some comic touches. The cast also includes Joe McGuinn and Forrest Taylor. Edward J. White was associate producer and William Witney directed.

Running time, 60 minutes. General audience classification.

## "Pony Soldier"

*(20th Century-Fox)*

A LUSTY outdoor action drama in color by Technicolor has been fashioned by producer Samuel G. Engel. Starring Tyrone Power, the film should find its most receptive audience among those who like their film fare packed with fisticuffs, Indian raids and hand-to-hand battles unto death, all done within formula lines.

Featured in "Pony Soldier" are the activities of the Canadian Royal Mounted Police. Tyrone Power is given the task of tracking down the erring Canadian Cree tribe. The Crees had gone over the border to hunt buffalo in Montana and to war against their tribal enemies, the Blackfeet and Sioux. In a rousing battle with U.S. troops, the Canadian Crees are driven back. On their way home, they capture two white hostages, a young girl, Penny Edwards, and a ranch-hand.

Humor is supplied by Thomas Gomez, who plays a half-breed Indian aiding the Canadian "mounties". Among the most vivid scenes are those in the Cree camp, where the camera takes in the colorful tribal customs of the people. Tyrone Power, after many set-backs and following numerous hair-raising fights, finally convinces the Crees to return to their reservation and free the hostages.

Joseph M. Newman directed. John C. Higgins wrote the screenplay which was based on a *Saturday Evening Post* story by Garnett Weston. Others in the cast include Cameron Mitchell, Robert Horton, Anthony Earl Numkena and Adeline De Walt Reynolds.

Running time, 82 minutes. General audience classification. November release.

MURRAY HOROWITZ

## "Angel Street"

*(Commercial Pictures)*

THIS English version of the Patrick Hamilton play of the same name is an adroit, suspenseful drama that is skillfully performed by a cast headed by Anton Walbrook, Diana Wynyard and Robert Newton. The American version under the title, "Gaslight," was released in 1944 and was a success. The stars and the theme can well be exploited.

Set in the hansom-cab and gaslight days in England, almost all of the action takes place outside and inside two small houses. There is plenty of shadowy atmosphere and director Thorold Dickinson has utilized the usual pulse-beating devices while maintaining pace and interest.

The screenplay by A. R. Rawlinson and Bridget Boland has emphasized the psychological tricks played by Walbrook in an attempt to drive his wealthy wife, Miss Wynyard, insane. Frank Pettingell, a retired police inspector, remembers Walbrook as a young fellow who disappeared from the neighborhood 20 years previous when an old lady who possessed some famous rubies was murdered. The house Walbrook moves into is the same in which the old lady was murdered; her rubies were not recovered.

Newton appears but briefly as Miss Wynyard's brother who eventually comes to town to see her and helps Pettingell gather evidence on Walbrook. The latter is trapped and taken by the police at the fade-out, after Miss Wynyard accidentally uncovers the missing rubies.

Cathleen Cordell is properly saucy as the arrogant maid who catches Walbrook's eye. The cast includes Jimmy Hanley, Minnie Rayner, Marie Wright and Mary Hinton. The Darmora Ballet performs in a brief but arresting music hall sequence. John Corfield produced and there is an appropriate musical score by Richard Addinsell.

Running time, 80 minutes. General audience classification. November release.

W. P.

## "Outpost in Malaya"

*(J. Arthur Rank—United Artists)*

BANDIT-RIDDLED present day Malaya is the background of this suspenseful drama that stars Claudette Colbert and Jack Hawkins as an indomitable couple who run a rubber plantation. The plantation backgrounds, natives, and an Indian musical background make for impressive authenticity. Ken Annakin's direction has emphasized the mounting anguish of the people awaiting an attack. It opens at a rather slow pace. However, there are several exciting scenes such as a guerrilla being tracked down by the entire plantation staff, and a close-up battle between a cobra and a mongoose, as well as a thrill-packed finale when the bandits and Hawkins' men are engaged in hand-to-hand combat.

There is a romantic problem as Miss Colbert thinks Hawkins' intensive preparations are a threat to their marriage, for he has time for little else and desires her to go to England with their son, Peter Asher. Before she can leave, the bandits attack and in the gruelling pitched battle that ensues, she and Hawkins realize their love is greater than their fears. The bandits are beaten off and their marriage is on more solid ground than ever.

Miss Colbert and Hawkins turn in solid performances and are adequately supported by a British-native cast. Notable are Anthony Steel, Ram Gopal, Maria Baillie, Jeremy Spenser, Tom Macauley, and Victor Maddern. John Stafford produced. The original story and screenplay were written by Peter Proud and Guy Elmes.

This is a well-played drama set against a background that is prominent in the current news. The timeliness and the action are exploitation angles and the Colbert name has marquee power.

Running time, 88 minutes. General audience classification. Release date, Nov. 21.

W. P.

NEWS WHILE IT IS NEWS

# MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 72. NO. 95 NEW YORK, U. S. A., MONDAY, NOVEMBER 17, 1952 TEN CENTS

# Opposition in Allied Board to Arbitration

## *Convention May Be Asked to Decide Issue; Cole's Proposal and Renewal with COMPO Favored; An 'Anything Can Happen' Meet*

By SHERWIN KANE

CHICAGO, Nov. 16.—The future role of Allied States in industry efforts to complete an arbitration plan was still uncertain here today as the Allied board of directors neared the end of two days of meetings in the Morrison Hotel.

Reports were that the board was about evenly divided on Allied's continued participation in the arbitration endeavor and that should a deadlock be reached the matter could be referred by the board to the general convention which opens here tomorrow morning.

Should such a development occur, it is freely predicted here that "anything could happen." A large segment of the delegates already on hand are in a mood for spirited complaint and rebellious proposals. At the root of it are their charges that film terms continue to increase in severity on every good picture while theatre attendance evidences no sustained improvement.

**Unofficially, it was reported that considerable sentiment within the board favored non-participation by Allied without new provisions being added to the proposed arbitration draft which would meet more fully the current widespread trade practice complaints of Allied officers and members.**

On the other hand, there is reported to be strong sentiment also for proposing minor changes in the draft and

(Continued on page 3)

## *Tradewise . . .*

By SHERWIN KANE

FROM the start of the industry's campaign for repeal of the 20 per cent Federal admissions tax it has been evident that Congressmen are most readily interested, and more disposed to help, whenever they have been confronted with actual dollars and cents proof that the tax is injurious to theatre business.

Especially has this been true whenever such evidence has been presented by groups of small exhibitors in meetings with their Congressmen. Almost invariably, in such instances, pledges by the legislators to vote for repeal of the tax are quickly forthcoming. Moreover, such dollars and cents evidence of the crippling effects of the tax on the exhibitor's business is certain to play an important part in the industry's arguments before the House Ways and Means committee when hearings are held on repeal of the tax.

The fight for repeal may be won or lost on the basis of the response to the request of the National Tax Repeal Campaign Committee for this information. Any exhibitor

(Continued on page 2)

## NEWS FLASHES

Forty cents per seat guarantee against 50 per cent of the net box-office receipts is the price sought by TNT in its sale to TV-equipped theatres of the Metropolitan Opera telecast of "Carmen" on Dec. 11. TNT head Nathan Halpern would not comment on the formula, which was learned from other quarters here at the weekend.

•

PHILADELPHIA, Nov. 16. --On Tuesday there will be a mass meeting of Philadelphia exhibitors to formulate plans to aid in the passage of an ordinance providing that the existing 10 per cent local amusement tax be rescinded. The meeting is sponsored by the Philadelphia Theatre Association.

## Einfeld Promotional Program Evolved On New 20th Films

Charles Einfeld, 20th Century-Fox vice-president, developed a program for future company product which emphasizes increased regional and point-of-playdate charting of advertising, publicity and exploitation at the final sessions of the division managers' meetings here last week.



Charles Einfeld

Einfeld underscored director of distribution Al Lichtman's earlier announcement of the company's "faith in the future of

(Continued on page 3)

## Major RKO Changes Await Stolkin Deal

The newly constituted RKO Radio Pictures board of directors met here on Friday with Sherrill Corwin as acting chairman, but no major decisions were made pending the outcome of negotiations in Chicago for the sale of stock owned by the Ralph Stolkin group.

The previously reported resignation of Gordon Youngman as a member of the board was officially confirmed. Youngman was a partner in the law

(Continued on page 3)

## Texas 'Star Tours' Will Start Today

DALLAS, Nov. 16.—Phil Isley, chairman of the 1952 "Movietime in Texas" star tours, reports that 10 Hollywood personalities are scheduled to visit more than 40 cities in Texas, starting tomorrow.

The tours, which are sponsored by the Texas Council of Motion Picture Organizations (COMPO) will in-

(Continued on page 2)

## *110 Permits in French Pact*

A new one-year agreement, retroactive to July 1, has been concluded between the Motion Picture Export Association and the French government, and the number of import permits to be issued to U. S. companies remain at 110, the same as last year. Eric Johnston, MPEA president, and Joyce O'Hara, vice-president, returned here from Paris negotiations Friday and met immediately with the association's executive board.

Member companies of the Society of Independent Motion Picture Producers will be allowed 11 permits, also the same number as were permitted for the year ended July 1.

While details on the matter of remittances were not disclosed publicly, it is understood that the pact does

(Continued on page 3)

## Trade Press Cited For Rogers Fund Aid

The trade press was cited at the weekend by A. Montague, president of the Will Rogers Memorial Hospital, for contributions of display advertising space to aid the hospital in conducting its annual "Christmas Salute." Montague also noted the contributions by Universal, Columbia and 20th Century-Fox of the art work and production of the campaign.

Said Montague: "This is an industry service that reaches out to all mankind and bears with it the reward of satisfaction in doing something well worthwhile for every employee

(Continued on page 3)

## *Allied, Tesma-Teda Programs on Page 7*

**Complete programs of the conventions of Allied States Association and the Theatre Equipment & Supply Manufacturers Association and Theatre Equipment Dealers Association, being held at the Hotel Morrison in Chicago, appear on page seven. Background on the two latter organizations appears on the same page, in the "Equipment World" column. Floor plans of booths at the TESMA Trade Show being held in conjunction with the conventions appear on page six.**

# Personal Mention

ROY O. DISNEY, president of Walt Disney Productions, and CARD WALKER, advertising and exploitation director, arrived here from Hollywood over the weekend. They will remain here approximately two weeks.

•

ROSEMARY WHITE, a member of Paramount International's publicity staff here for several years, left the company Friday and will be married next Saturday. She will reside in Bermuda.

•

EDWARD L. HYMAN, United Paramount Theatres vice-president, and his assistant, BERNARD LEVY, are in Chicago today, and will go to Minneapolis and Des Moines from there.

•

B. G. KRANZE, United Artists sales executive, will represent the company at the national Allied convention in Chicago beginning tomorrow.

•

JAMES R. GRAINGER, Republic executive vice-president in charge of sales and distribution, will return here today from Boston.

•

WILLIAM R. FERGUSON, former M-G-M exploitation head, has left here for four months of car touring of Europe.

•

JOHN MURPHY, in charge of out-of-town theatres for Loew's, is in Buffalo from New York.

•

JACK KELLY, M-G-M short subject representative, is visiting the San Francisco branch from New York.

## *Ampa Lists Hearst Luncheon Notables*

The Associated Motion Picture Advertisers reports that acceptances have already been received from several industry executives and Hearst newspaper notables to sit with William Randolph Hearst, Jr., on the dais at the luncheon saluting the Hearst organization on Thursday at the Hotel Piccadilly, New York.

Among those who have accepted are Mort Blumenstock, Charles Einfeld, Paul Lazarus, Jr., Jerome Pickman, Robert Weitman, and Max E. Youngstein. Hearst officials slated to be present are George Hearst, vice-president; John Hearst, assistant general manager; J. D. Gortatowsky, general manager, and Martin Huberth, board chairman.

## *Doris Schwartz Rites*

Mrs. Doris Schwartz, 87, mother of George Schwartz, operator of the World and Little Carnegie theatres here, died on Friday after a brief illness at Beth Israel Hospital. Funeral services were held Friday.

## *Schulman with Lakeside*

Bernard Schulman, formerly with Sterling Films, has joined the Lakeside Television Co., Inc. here as executive vice-president.

## *'And the Rains Came' with a Flood of Commendations for Film on Drought*

**Dallas, Nov. 16.—"And the rains came," stated executive director of Texas COMPO, Kyle Rorex, speaking about the short feature "Prayer for Rain" which was run a week in most Texas theatres with such commendable response from civic, state, county and city officials, members of the Ministerial Alliance, and hundreds of appreciative Texans. He said "the great response in telegrams, letters, and personal testimonials to theatre managers has been greater than for any other COMPO activity."**

**Ed Rowley, president of Rowley United Theatres, stated at a Texas COMPO executive board meeting that "our theatres have frequently served the church, school, Red Cross and Community Chest for their many worthy causes, and it is only natural for our screens to be available for any condition such as the drought which so vitally affects the community and the entire state."**

# Tradewise . . .

(*Continued from page* 1)

whose records show that the tax has resulted in a loss to his operation, or whose tax payments exceed the profits of such operations, should gladly forego his natural reluctance and make such figures available to the campaign committee for, in doing so, he is taking the first and most effective step in remedying an unjust situation and in bringing about relief which may be his business salvation.

Other evidence of great value to the committee in its campaign is that which demonstrates the tax has prevented exhibitors from making necessary or ordinary physical improvements and replacements in his theatre, and statements from qualified persons, such as realtors and merchants, on the depreciation of realty values and decline in shopping in the vicinity of theatres already closed.

Such information is vital to the successful prosecution of the tax repeal campaign. Exhibitors who have access to it will serve themselves and the campaign well by making it available at once to their state and Congressional District tax campaign committees.

• •

SUBSTANTIAL evidence that financing for independent production, almost non-existent for long, is again becoming available under good auspices.

The recent arrangement between Chemical Bank & Trust Co. and United Artists, under which the latter can put together its own packages and make primary financing available for 10 such productions, is heartening evidence of the trend, as is the completion of Edward Small's new financing agreement with Bankers Trust Co., which was cited by the bank as an indication of its confidence in the management of UA, through which Small releases. The developments give independent production a big lift.

# 'Sunday News' In Industry Tribute

The New York *Daily News'* fourth annual coloroto section devoted entirely to motion pictures ran 30 pages and appeared in yesterday's paper. Cinerama is the main topic of a feature by film critic Kate Cameron and includes a preview of forthcoming promising product. Keynote of the section is noted on the center page which carries the lines: "What's your taste? Hollywood production schedules aim to please with varied fare."

Ray Bolger, Doris Day and several colored poodles appear on page one. They are in the Warner color musical "April in Paris," which is termed "a sample of the fanciful film fare you'll be served this season." Most of films scenes are in color and all include mention of the title, stars, type of films and theme or setting.

Space is given to "Stars and Stripes Forever," "Last of the Comanches," "Fair Wind to Java," "Stop, You're Killing Me," "Pony Soldier," "My Cousin Rachel," "Come Back, Little Sheba," "The Stooge," "Against All Flags," "Because of You," "I Confess," "Beautiful But Dangerous," "Eight Iron Men," "The Savage," "The Blazing Forest," "Lili," "I Love Melvin," "Horizons West," "The Importance of Being Earnest," "The Story of Three Loves," "Plymouth Adventure," "Blackbeard the Pirate."

Also, "Million Dollar Mermaid," "Hans Christian Andersen," "Tonight We Sing," "Botany Bay," "Peter Pan," "Mississippi Gambler," "The 5,000 Fingers of Dr. T," "Bloodhound of Broadway," "The Turning Point," "The Bad and the Beautiful" and others.

## *Kean Would Probe 'U' Tax Claim*

WASHINGTON, Nov. 16.—Rep. Robert Kean (R., N. J.), who is slated to head a House Ways and Means sub-committee investigation of tax scandals in the new Republican Congress, said he wanted to take another look into a case in which Universal Pictures Co. claimed a multi-million dollar excess profits tax refund.

This case has already figured in some testimony before the sub-committee, presently headed by Rep. King (D., Cal.)

# Newsreel Parade

*AWARDING of a speed trophy to the* S.S. United States *for the fastest ocean crossing is highlighted in current newsreels. Also featured are "G.I.'s" preparing for the third winter in Korea, the British Queen paying tribute to heroes, India's faithful bathing in the holy Ganges, and Japanese prince proclaimed an heir. Complete contents follow:*

**MOVIETONE NEWS, No. 93**—Eden replies to Vishinsky on prisoner of war issue. Sen. McCarran blasts UN on Red employes. Ike's son hears the good news. Defense Secretary Mrs. Anna Rosenberg at the Korean front. Korea "G.I.'s" get set for winter. *S.S. United States* gets speed trophy. Japan's prince proclaimed heir. Pope appoints new archbishop.

**NEWS OF THE DAY, No. 223**—War's third winter begins in Korea. Aircraft carrier *Princeton* returns to the U. S., *S.S. United States* honored. Queen pays tribute to Britain's heroes. India's faithful flock to the Ganges. Japan's new navy. Tokio hails next emperor. Hunting dog field trials. Acrobats de luxe.

**PARAMOUNT NEWS, No. 26**—*S.S United States* gets speed trophy. Half-million bathe in holy Ganges. Styles gets in milady's hair. Queen leads nation in homage to heroes. Japanese proclaim Prince heir to throne. Salute Maurice Richard, hockey's Babe Ruth.

**TELENEWS DIGEST, No. 47B**—U. S. air defense system speeded with new jet hangers. Atlantic trophy to *S.S. United States*. A nation mourns as Weizmann lies in state. Panamanian freighter *S.S. Faustus* sinks in Rotterdam harbor. London hails new Lord Mayor. Giant vacuum cleaner sweeps highway. Fashion follies.

**UNIVERSAL NEWS, No. 413**—U. N. meeting backs U. S. on Korean prisoners. Freighter *S.S. Faustus* aground in Holland. Spanish vets in Spain. Nobel prizes awarded to Dr. Felix Block at Stanford University and to Francois Mauroic in France. New Japanese navy. U.C.L.A.-Oregon State football game.

**WARNER PATHE NEWS, No. 28**—Ike aid Dodge begins budget talks. *S.S. United States* gets cup for fastest crossing. UNESCO opens for seventh session in France. Rome crowds greet "Jazz King" Louie Armstrong. Latest fashions for after-skiing. Abbott and Costello ride again. Jumpers star in New York horse show. World roller-skating championships.

# Texas Star Tours

(*Continued from page* 1)

clude the following personalities: Keenan Wynn, Chill Wills, John Carroll, Hugh O'Brian, Wayne Morris, Vera Ellen, Susan Cabot, Jean Hagen, Alix Talton and Frederick DeCordova.

Public performance will be given in all cities visited with local and state dignitaries participating before the expected thousands who will jam courthouse squares to see and hear the visitors. Local theatre owners and managers will be hosts to the stars.

## *Co-workers Honor Stirling Silliphant*

Stirling Silliphant was honored at a luncheon Friday given to him by 40 members of 20th Century-Fox's home office publicity, advertising and exploitation staffs. Silliphant is leaving the company on Jan. 1 to produce "The Joe Louis Story" and will continue with the company until then in an advisory capacity.

He is currently casting the film biography.

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# RKO Changes

(*Continued from page* 1)

firm of Bautzer, Grant, Youngman and Silbert of Hollywood. Arnold Grant, who resigned as board chairman of the company last Thursday, will return to the law firm and is not expected to resume his post on the board of directors of Columbia Pictures, from which he resigned last September.

Meanwhile, United Artists president Arthur Krim officially confirmed that Arnold Picker, who quit his post as executive vice-president of RKO, will continue as a stockholder and vice-president of UA in charge of foreign distribution. Picker resigned just four days before he was slated to assume his RKO post on a full-time basis.

### Tannenbaum Here

It was learned that David Tannenbaum, West Coast attorney, has arrived here for consultations with Corwin. As far as could be ascertained no conferences have been held between the newly-constituted board and Ned E. Depinet, former president of the company who is now a consultant.

It is understood that Harry Pimstein will continue in his post as assistant to the board chairman and a vice-president of the company.

The outcome of Chicago negotiations for the Stolkin group's RKO stock, by Matthew Fox, head of Films for Television, a partner in U.A. and a former vice-president and director of Universal, will have an important bearing on RKO's future, as will the outcome of court proceedings here next Friday. On that day, RKO attorneys will be asked to show cause why the company should not be put in receivership as requested in a minority stockholders' suit filed in New York Supreme Court. Sale of the stock could bring about an early reorganization and reactivation of the company.

### Crown Group Interested

Among other groups sounding out the possibilities of buying out the Stolkin syndicate's controlling interest is one headed by Col. Henry Crown, of the Hilton Hotel interests, and others.

In the meantime, trading of RKO stock on the New York Stock Exchange on Thursday and Friday was heavy, with the stock declining a half point in the two-day period. The biggest drop occurred on Thursday, with the stock opening at 3⅞ and closing at 3½, for a net loss of ⅜. On Friday, it dropped another eighth, while the total number of shares traded that day reached 16,700.

### Fred Schaefer Leaving RKO; Press Book Editor 21 Years

Fred Schaefer, press book editor for RKO Radio Pictures for the last 21 years, left the company at the weekend. Before joining RKO, Schaefer was with United Artists for 10 years and previously was with General Film Co. and Vitagraph. No successor has been named.

### Fadiman Leaves RKO Radio Pictures Executive Post

HOLLYWOOD, Nov. 16.—William J. Fadiman has resigned his RKO Radio executive post which he assumed in 1947. He had been M-G-M story editor in New York and here 12 years before joining RKO.

## *WHO STARTED THIS, ANYWAY?*

**Chicago, Nov. 16.—Adjudication of the rival claims of Texas and Indiana exhibitors for the 1952 Showmanship Crown will be attempted before a three-judge statutory court in the course of the Allied States convention here this week.**

**William C. McCraw, bargain-rate attorney from Texas, his opponents claim, will endeavor to represent showmen of that state. Abram F. Myers, who refused a proffered Texas retainer in favor of a more valuable one—a case of scotch—will try to present Indiana's case—legal, not Scotch. Myers says, however, he is open to a better offer and really thinks it would be nice to be able "to represent someone with a semblance of justice on his side—even a bare one."**

**Myers added that the oratory of the price-cutting "McCrawl is as empty as the Trinity River, and you know how dry that is."**

**Texas has requested a change of venue on the grounds that showmanship is an alien subject, entirely outside the jurisdiction of Chicago exhibitors.**

# Levy Blames Majors For Industry's Ills

WASHINGTON, Nov. 16.—The major fault for current industry problems was laid in the laps of distribution at the weekend by Herman M. Levy, general counsel for the Theatre Owners of America. Speaking at a meeting of Motion Picture Theatre Owners of Metropolitan District of Columbia, Levy said "it would be most difficult to find an industry more bedevilled by intra-industry litigation and more debilitated by internecine warfare than the motion picture industry."

These factors, Levy said, to a great degree, have been responsible for its vulnerability to attack from without, adding that the "pity of the situation is that while all segments have some measure or consciousness of the situation, little or nothing (with the exception of the progress to date in evolving a system of arbitration) has been done to eliminate the source of difficulty."

Levy said that some of the fault may lie with exhibition, because a declining box-office has impelled reckless and unbusinesslike statements and actions by exhibition. But Levy listed a number of reasons as to why he thought distribution should take the brunt of the blame for the situation. They were: (1) the continued unnecessary use of competitive bidding; (2) maintaining of film rentals at high levels not commensurate with the quality of particular product, nor the box-office receipts from that product; (3) the insistence on adhering to a so-called national policy concerning film rental, without regard to specific situations; (4) the policy of demanding excessive terms for what are considered by distribution to be unusual pictures, and thus indirectly compelling exhibitors to advance admission prices, (5) encouraging exhibitors to move up to prior runs and, thereupon, to employ competitive bidding.

# Trade Press

(*Continued from page* 1)

in the amusement industry. That these messages should be carried to every segment of the business and to every worker therein, at no cost to the hospital management, and with no deduction from the funds raised by the Christmas Salute campaign emphasizes the true import of the program and is accepted on behalf of the Will Rogers Hospital with sincere thanks!"

# French Pact

(*Continued from page* 1)

not call for subsidies to the French industry, as was the case in the consummation of the Italian film agreement which required a portion of earned revenue to be diverted for subsidy loans to Italian producers. It is also reported that an agreement was made for closer cooperation between American companies and the French film industry, as well as the French government.

Because of the absence of a subsidy clause in the agreement, it is believed here that the SIMPP will approve the pact, although negotiations by Johnston were only for MPEA members. James Mulvey, Eastern representative for SIMPP, said at the weekend that he believed the pact would be agreeable to the association, although he had not read the text.

Johnston, after returning to Washington Friday afternoon, was slated to come back to New York on Saturday and leave by plane for Rio de Janeiro. He was accompanied by Mrs. Johnston; his secretary, Mary Smith, and Robert J. Corkery, a member of the international department of Motion Picture Association of America. He will spend this week in Rio and leave for Buenos Aires next Sunday. He will be gone approximately three weeks on association business.

# Einfeld Program

(*Continued from page* 1)

the motion picture industry" by stressing that the advertising and exploitation segment of the $100,000,000 to be invested in production and distribution during 1953, will be spent, for the greater part, in local point-of-sale merchandising.

He disclosed greater emphasis will be on intra-division campaign coordination and integration in the months to come, noting that field men can guide alert showmen to larger gross realities by carefully gauging ways whereby advantages can be derived from local exhibition conditions.

# *2,400 See Paramount's 'Road to Bali' Here*

Approximately 2,400 theatre owners and managers, newspapermen and special guests from all branches of show business attended the special preview of Paramount's "Road to Bali," at New York's Bijou Theatre on Friday.

# Allied Meet

(*Continued from page* 1)

giving the resultant plan the minimum 18 months trial, during which Allied members could resort to arbitration if they wished or refrain from doing so, and at the conclusion of the trial period decide with other participants whether or not arbitration should be continued, revised or abandoned.

If the board is unable to reach a clear-cut decision at its final meeting tonight, indications are the convention will be asked to express its wish on the subject.

There was also reported to be strong support within the board for H. A. Cole's proposal that Allied officers withdraw from administrative positions in such cooperative all-industry endeavors as the final preparation of the arbitration plan, the direction of the industry campaign for admission tax repeal and executive positions in the Council of Motion Picture Organizations.

### Stands Better Chance

Reports have it that Cole's proposal stands an even better chance of being accepted by the board than does the industry arbitration plan, at least without conditions attached, as they probably will be to the latter if the board goes for arbitration at all.

As previously explained by Allied, Cole's proposal would not remove Allied members from participation in the tax repeal campaign, nor from membership in COMPO. It would simply terminate the services of Allied leaders in executive positions in connection with such activities. Cole is co-chairman of the tax repeal campaign; Trueman Rembusch is one of the co-administrators of COMPO and Abram F. Myers is on the arbitration drafting committee. These and others would withdraw from such official positions, while the Allied rank and file could continue in unofficial working capacities, particularly in the tax repeal campaign, as they saw fit.

**In this connection, there appeared to be no reason to believe that the Allied board will not approve the organization's renewed membership in COMPO before it adjourns tonight.**

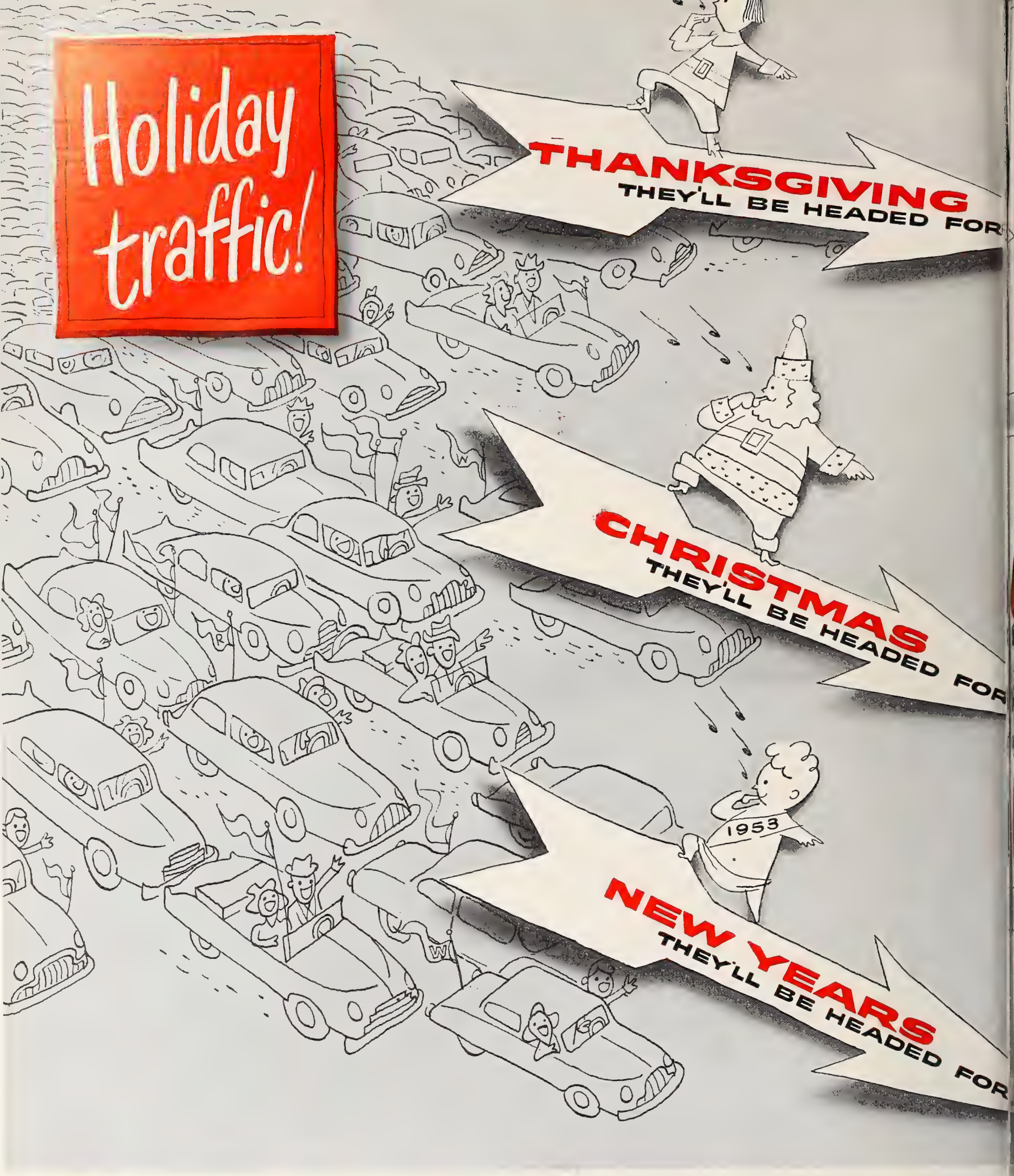
Cole's proposal was made with the idea in mind that Allied officers could devote more time to prosecuting trade practice complaints irking Allied members if relieved of the all-industry assignments.

Much about those complaints no doubt will be heard on the floor of the convention in the next three days and in the film clinics, organized individually for the various classes of theatre operations and situations represented here. The clinics will open tomorrow afternoon and continue through Tuesday morning.

Charles Niles will preside over the small town clinics; Ben Marcus, large towns; John Wolfberg, large cities; Morris Finkel, key neighborhood and sub-runs; Rube Shor, drive-ins, and Irving Dollinger, circuit buyers and bidding.

**Nearly 800 persons are expected to register for the convention, approximately 500 of them for the Allied meetings and 300 for the Theatre Equipment Manufacturers Association and Theatre Equipment Dealers Association conventions and trade show. The huge**

(*Continued on page* 7)




## TRADE SHOW NOV.19 "ABBOTT and COSTELLO MEET CAPTAIN KIDD"

ALBANY
Warner Screening Room
110 N. Pearl St. • 8:00 P.M.

ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 2:00 P.M.

BOSTON
RKO Screening Room
122 Arlington St. • 2:30 P.M.

BUFFALO
Paramount Screening Room
464 Franklin St. • 3:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 2:00 P.M.

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.

CINCINNATI
RKO Palace Th. Screening Room
Palace Th. Bldg. E. 6th • 8:00 P.M.

CLEVELAND
Warner Screening Room
2300 Payne Ave. • 8:30 P.M.

DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 2:00 P.M.

DENVER
Paramount Screening Room
2100 Stout St. • 2:00 P.M.

DES MOINES
Paramount Screening Room
1125 High St. • 12:45 P.M.

DETROIT
Film Exchange Building
2310 Cass Ave. • 2:00 P.M.

INDIANAPOLIS
20th Century-Fox Screening Room
326 No. Illinois St. • 1:00 P.M.

JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 2:00 P.M.

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 1:30 P.M.

LOS ANGELES
Warner Screening Room
2025 S. Vermont Ave. • 2:00 P.M.

MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 12:15 P.M.

MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 2:00 P.M.

MINNEAPOLIS
Warner Screening Room
1000 Currie Ave. • 2:00 P.M.

NEW HAVEN
Warner Theatre Projection Room
70 College St. • 2:00 P.M.

NEW ORLEANS
20th Century-Fox Screening Room
200 S. Liberty St. • 1:30 P.M.

NEW YORK
Home Office
321 W. 44th St. • 2:15 P.M.

OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. • 1:30 P.M.

OMAHA
20th Century-Fox Screening Room
1502 Davenport St. • 1:30 P.M.

PHILADELPHIA
Warner Screening Room
230 No. 13th St. • 2:30 P.M.

PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of Allies • 1:30 P.M.

PORTLAND
Jewel Box Screening Room
1947 N.W. Kearney St. • 2:00 P.M.

SALT LAKE
20th Century-Fox Screening Room
216 East 1st South • 2:00 P.M.

SAN FRANCISCO
Paramount Screening Room
205 Golden Gate Ave. • 1

SEATTLE
Modern Theatre
2400 Third Ave. • 10:30

ST. LOUIS
Fox Screening Room
3143 Olive St. • 1:30 P.M.

WASHINGTON
Warner Theatre Building
13th & E. Sts. N.W. • 7:30

FROM WARNER BROS.

# ALAN LADD VIRGINIA MAYO



# THE IRON MISTRESS

COLOR BY TECHNICOLOR

with JOSEPH CALLEIA
Screen Play by JAMES R. WEBB • From the Novel by Paul I. Wellman Music by Max Steiner · Produced by HENRY BLANKE · Directed by GORDON DOUGLAS

FROM WARNER BROS.

# Abbott and Costello Meet Captain Kidd



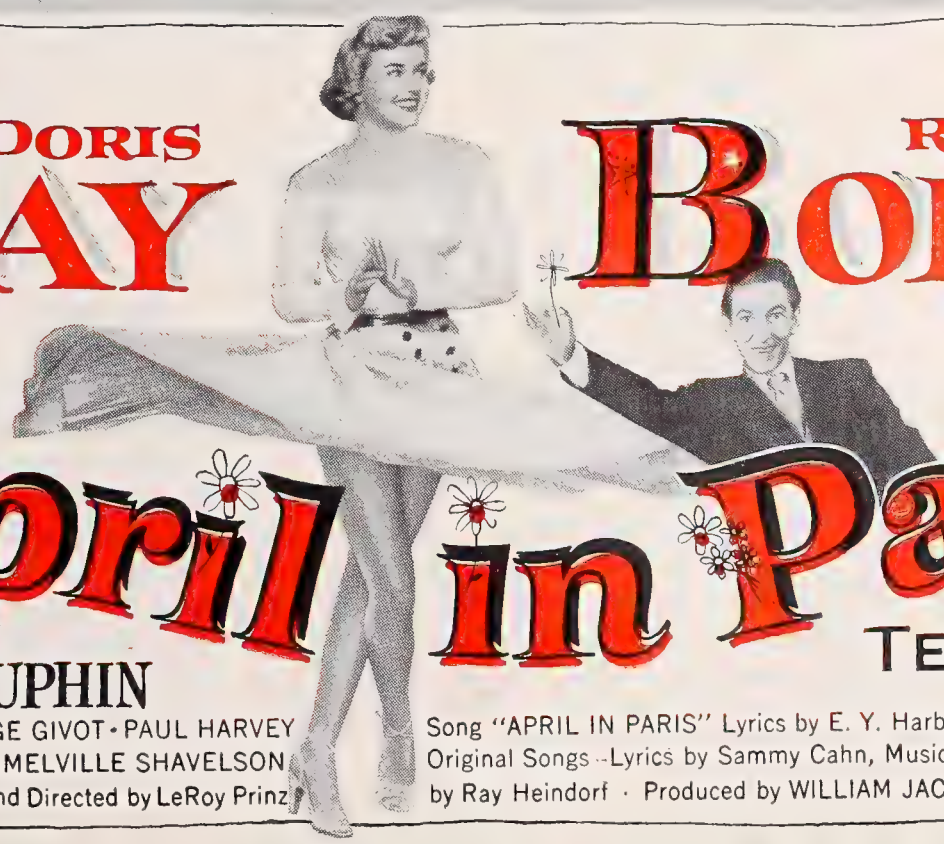
IN SUPERCINECOLOR

CO-STARRING CHARLES Laughton

with
HILLARY BROOKE · BILL SHIRLEY · LEIF ERICKSON and Introducing FRAN WARREN
Written by HOWARD DIMSDALE and JOHN GRANT · Songs by Bob Russell and Lester Lee
Produced by ALEX GOTTLIEB · Directed by CHARLES LAMONT · A WOODLEY Production
Distributed by WARNER BROS.

FROM WARNER BROS.

# DORIS DAY RAY BOLGER



# April in Paris

COLOR BY TECHNICOLOR

WITH CLAUDE DAUPHIN
and EVE MILLER · GEORGE GIVOT · PAUL HARVEY
Written by JACK ROSE and MELVILLE SHAVELSON
Musical Numbers Staged and Directed by LeRoy Prinz

Song "APRIL IN PARIS" Lyrics by E. Y. Harburg, Music by Vernon Duke ·
Original Songs—Lyrics by Sammy Cahn, Music by Vernon Duke Musical Direction by Ray Heindorf · Produced by WILLIAM JACOBS · Directed by DAVID BUTLER

## 1952 Tesma Trade Show

# DIRECTORY

**HOTEL MORRISON, CHICAGO, NOVEMBER 15-19**




**EXHIBIT BOOTH PLAN**

# EXHIBITORS LISTED ALPHABETICALLY

| Firm | Booth Number |
|---|---|
| ABC Popcorn Co. | 102 |
| Adler Silhouette Letter Co. | 43-44 |
| American Seating Co. | 82 |
| Anderson & Wagner, Inc. | 11 |
| Argus Mfg. Co. | 114 |
| Ashcraft Mfg. Co., C. S. | 8-9 |
| Associated T & R Co. | 58 |
| Automatic Devices Co. | 140 |
| Ballantyne Co., The | 124-125-126-127 |
| Bally Mfg. Co. | 104-105 |
| Bausch & Lomb Optical Corp. | 25 |
| Berlo Vending Co. | 69 |
| Century Projector Corp. | 10 |
| Chicago Used Chair Mart | 103 |
| Coca-Cola Co., The | 56-57-64-65 |
| Compco, Inc. | 42 |
| Continental Electric Co. | 21 |
| Cretors & Co., C. | 41 |
| Dad's Root Beer Co. | 83 |
| Dawo Corp. | 61 |
| DeVry Corp. | 119 |
| Diecast Aluminum Speakers | 138 |
| Drive-In Theatre Mfg. Co. | 26-27 |
| Electric-Aire Engineering Co. | 40 |
| Eprad Co. | 144 |
| General Register Corp. | 59 |
| Globe Ticket Co. | 39 |
| GoldE Mfg. Co. | 52 |
| Gordos Corp. | 60 |
| Helios Carbons, Inc. | 115 |
| Hewitt-Robins, Inc. | 77 |
| Heywood-Wakefield Co. | 35-36 |
| Hires Co., The, Charles | 49 |
| Hollywood Servemaster Co. | 62 |
| Huff's Mfg. Co. | 76 |
| Ideal Seating Co. | 12-13 |
| Imperial Electric Co. | 63 |
| International Projector Corp. | 79 |
| International Seat Corp. | 6 |
| Irwin Seating Co. | 72 |
| Karagheusian Co., A. & M. | 108 |
| Knoxville Scenic Studios, Inc. | 1 |
| Kollmorgen Optical Corp. | 145 |
| Krispy Kist Korn Machine | 120 |
| Kroehler Mfg. Co. | 66 |
| Lawrence Metal Products, Inc. | 99 |
| LaVezzi Machine Works | 54-55 |
| Leedom Carpet Co. | 7 |
| Lorraine-Carbons, Inc. | 51 |
| Majestic Enterprises, Inc. | 76 |
| Manley, Inc. | 31-32 |
| Master-Kraft Fixture Co. | 70 |
| McAuley Mfg. Co., J. E. | 78 |
| Miracle Whirl Power Rides | 95-96-97-100 |
| Mission Dry Corp. | 149 |
| Motiograph, Inc. | 109-110-111 |
| National Carbon Co., Inc. | 146-147 |
| National In-Car Heaters | 62 |
| National Theatre Supply | 80 |
| Neumade Products Corp. | 14-15 |
| Orange-Crush Co. | 121 |
| Oxford Electric Co. | 46 |
| Pepsi-Cola Co. | 112-113 |
| Prince Castle Sales Div., Inc. | 129 |
| Radio Corp. of America | 5 |
| Raytone Screen Corp. | 16 |
| Rex Specialty Bag Co. | 143 |
| Robin, Inc., J. E. | 48 |
| Ruben, Inc., Marcus | 135 |
| Shearer Co., B. F. | 107 |
| Star Mfg. Co. | 132 |
| Strong Electric Corp. | 150-151 |
| Superior Electric Co. | 141-142 |
| Supurdisplay, Inc. | 67-68 |
| Theatre Seat Service | 50 |
| Theatre Specialties, Inc. | 81 |
| Universal Corp. | 139 |
| Vocalite Screen Corp. | 99 |
| Wagner Sign Service, Inc. | 28-29 |
| Wenzel Projector Co. | 45 |
| Whitney-Blake Co. | 106 |
| Wolk Co., Edw. | 53 |

# *In the THEATRE* Equipment World . . .

## . . . *with RAY GALLO*

BY the time this column reaches print, we'll be in the city of Mrs. O'Leary's rambunctious cow, attending the seventh annual joint conventions of the Theatre Equipment & Supply Manufacturers Association and the Theatre Equipment Dealers Association, with the big event being the TESMA Trade Show, which for the first time is also a feature of a national exhibitor convention, the concurrent meeting of Allied States.



J. Robert Hoff

•



Oscar Neu

**The TESMA Trade Show is the sixth, the exhibits having started in 1946 with the revival of TESMA after the war (none was held last year). TESMA itself, however, is now 12 years old, having been born in Chicago when Oscar Neu, president of Neumade Products, Inc., gathered a group of manufacturers in a hotel room to organize it. He headed it continuously from that time until last year, when J. Robert Hoff —Bob to you— was voted to the top from the vice-presidency.**

•



Ray Colvin

*TEDA is older than that —in fact, TESMA was more or less a result of the formation of the dealers' association, the moving spirit of which was the late Joe E. Robin. TEDA is now a real factor in the business, with Ray Colvin its executive director for many years and still in that post.*

•

A new type of rubber lobby matting, a variation of corrugated-perforated mat, has been introduced by the American Mat Corp., Toledo. In announcing the new mat, D. W. Moor, Jr., president, pointed out that it is topped with a triple-ridged surface identical to that of the company's premium-priced link matting. The mat, available in black or rose, is 5/16-inch thick.

# Convention Program Of National Allied

## *BUSINESS*

### MONDAY, NOVEMBER 17

9:00 A.M.—REGISTRATION — First Floor, Morrison Hotel.

2:00 P.M.—OPENING CONVENTION SESSION—Call to order by Ben Marcus, National Treasurer. GREETING BY: Official of the City of Chicago. WELCOME BY: Wilbur Snaper, National Allied President. KEYNOTE: Jack Kirsch, General Convention Chairman. PERMANENT CHAIRMAN: Wilbur Snaper.

3:00 P.M.—FILM CLINICS—Coordinator: William A. Carroll. 1. Small Towns (3500 or Less)—Chairman: Charles Niles. 2. Large Towns (up to 25,000)—Chairman: Ben Marcus. 3. Large Cities—Chairman: John Wolfberg. 4. Key Neighborhood and Sub Runs — Chairman: Morris Finkel. 5. Outdoor Theatres—Chairman: Rube Shor. 6. Circuit Buyers and Bidding—Chairman: Irving Dollinger.

### TUESDAY, NOVEMBER 18

9:00 A.M.—REGISTRATION — First Floor, Morrison Hotel.

9:30 A.M. — FILM CLINICS (Continued).

12:30 P.M.—LUNCHEON FOR REGISTERED DELEGATES—(Terrace Casino, Lower Level).

2:15 P.M. — RCA LARGE SCREEN TELEVISION DEMONSTRATION (Terrace Casino)—N. L. Halpern, President, Theatre Network Television, will lead panel discussion over closed circuit telecast with Trueman T. Rembusch, Chairman, Jack Kirsch, Leon R. Back, Wilbur Snaper, John Wolfberg and Nathan Yamins of the Allied Television Committee.

2:45 P.M.—OPEN FORUM (Terrace Casino).

8:00 P.M.—NITE CLUB PARTY AT CHEZ PAREE.

### WEDNESDAY, NOVEMBER 19

9:00 A.M.—REGISTRATION — First Floor, Morrison Hotel.
COMMITTEE MEETINGS

2:00 P.M.—OPEN FORUM (Terrace Casino).

6:30 P.M.—COCKTAIL PARTY—(Terrace Casino).

8:00 P.M.—MOTION PICTURE INDUSTRY BANQUET — (Terrace Casino).

## *SOCIAL*

### MONDAY, NOVEMBER 17

EVENING—Open House for Delegates and Wives, Allied of Illinois Hospitality Room.

### TUESDAY, NOVEMBER 18

10:30 A.M.—Ladies Sightseeing Tour of North Shore with Stopover for Lunch at the Fireside Restaurant.

12:30 P.M.—Luncheon for Registered Delegates—(Terrace Casino).

8:00 P.M.—A Nite at the "Chez Paree" with Sophie Tucker.

### WEDNESDAY, NOVEMBER 19

1:00 P.M.—Luncheon and Fashion Show for Ladies at the Marshall Field Department Store.

6:30-7:30 P.M.—Cocktail Hour—(Monte Carlo Lounge). Sponsored by the National Carbon Co.

8:00 P.M.—MOTION PICTURE INDUSTRY BANQUET — (Terrace Casino) — Entertainment by Courtesy of Coca-Cola with Morton Downey and Company. Other Celebrities and Motion Picture Personalities.

# TESMA, TEDA Program

## *BUSINESS*

### MONDAY, NOVEMBER 17

9:30 A.M.—Annual Meeting and Breakfast of TESMA (Election of Four New Members of Board of Directors Will Be Announced). Annual Meeting and Breakfast of TEDA (Election of Directors).

12:00 Noon-10:00 P.M.—Trade Show.

### TUESDAY, NOVEMBER 18

9:00 A.M.-11:00 A.M. — Trade Show (Exhibiting Manufacturers and Theatre Supply Dealers only).

11:00 A.M.-5:00 P.M. — Trade Show (General Attendance).

7:30 P.M. — TEDA Annual Cocktail Hour, Dinner and Party for TESMA and TEDA Members, Ivanhoe Club.

### WEDNESDAY, NOVEMBER 19

10:00 A.M.-4:00 P.M.—Trade Show.

10:00 A.M.—TESMA Directors' Meeting.

10:00 A.M.—TEDA Directors' Meeting.

6:30 P.M.—National Carbon Company Cocktail Party.

8:00 P.M. — All-Industry Banquet, Terrace Room, Hotel Morrison, for TESMA, TEDA and Allied States members and guests.

## *LADIES' PROGRAM*

### MONDAY

1:30 P.M.—Television Broadcast, "Welcome Traveler."

### TUESDAY

12:00 Noon—Luncheon and Bingo Party, Gold Room, Sherman Hotel.

### WEDNESDAY

12:30 P.M.—Luncheon and Style Show, Marshall Field's.

## *Mack Has Incentive For Early Attendance*

**Chicago, Nov. 16. — Irving Mack, president of Filmack Trailers, is cooperating with national Allied officials in their efforts to have business meetings of the convention here start on time and have full attendance.**

**Mack will award a prize to a lucky ticket holder at every business session. Only those arriving within the first 30 minutes after the opening of the meeting room doors will receive tickets for the drawing.**

# Allied Meet

(*Continued from page 3*)

**trade show, first of its kind, opened today and will be a feature next year of the Theatre Owners of America convention, alternating between the two national exhibitor organization conventions annually thereafter.**

Marcus will call the Allied convention to order tomorrow afternoon and delegates will be welcomed in a speech by Wilbur Snaper, Allied president and convention chairman. Jack Kirsch, head of Allied of Illinois and head of convention arrangements, will make the keynote address.

Tomorrow afternoon there will be a demonstration of RCA large screen television for delegates, consisting of a panel discussion of theatre TV prospects, opportunities and problems, by Nathan Halpern, head of Theatre Network Television; and Rembusch, Kirsch, Snaper, Wolfberg, Nathan Yamins and Leon R. Back, all of the Allied television committee.

An open forum will occupy the afternoon following the demonstration. On Wednesday morning convention committees will hold their meetings and will report back at an open forum for the closing session Wednesday afternoon.

Numerous social events for the ladies have been prepared and the convention will close with the traditional banquet Wednesday night.

# Richey Says TEDA Can Help Industry

CHICAGO, Nov. 16.—The equipment field is a very definite part of the overall motion picture industry and it has its role in revitalizing interest in the theatre, H. M. Richey, exhibitor and public relations director for M-G-M, told the Theatrical Equipment Dealers Association here today. Speaking at a luncheon for members and guests of the Theatrical Equipment and Supply Manufacturers Association convention, Richey said that if there can be added to theatre-going that old-time glamor and super-equipment that goes with comfort, there is nothing that can stop the public from realizing that "motion pictures are your greatest entertainment buy."

Richey said it was the equipment men who fanned the enthusiasm of the exhibitors to make theatres better. He said that for too long the part played by the equipment men in the transposition from nickelodeons to great theatres has been overlooked.

# *Get Set Now!*

## *for this TV "First"*
## *with* RCA THEATRE TV

## Present "*CARMEN*" Première December 11

## direct from Metropolitan Opera House

### Attract a brand-new audience

The December 11th presentation of the Metropolitan Opera Company's production of *Carmen* now delivers a tremendous new audience to television-equipped theatres across the nation. With this important attraction, these theatres will open their doors to the vast group who have been waiting for years to see this lusty, action-packed opera.

### RCA Theatre Television makes every seat a box at the "Met"

When you present this performance of *Carmen*, you have an exclusive on the most popular opera of all time. Only at the "Met" itself could your patrons match this superb performance. And, with RCA Theatre TV, you'll offer it to your patrons in *all its beauty*. Through RCA engineering, you'll give your audience "*box-seat*" clarity of picture. And, with RCA Theatre TV, you can count on your equipment to bring the show to your screen.

### There's still time to make your installation for this Important Date

Contact us immediately, so we can arrange for installation of RCA Theatre Television in your theatre.

### Pick up your phone now

Call your nearest RCA Theatre Supply Dealer or RCA Theatre Equipment, Camden, New Jersey—or contact RCA personnel at TESMA-TEDA-Allied Show.

**THEATRE EQUIPMENT**
**RADIO CORPORATION of AMERICA**
**ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.**

In Canada: RCA VICTOR Company Limited, Montreal

FIRST IN FILM NEWS

# MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 95 NEW YORK, U. S. A., MONDAY, NOVEMBER 17, 1952 TEN CENTS

# Opposition in Allied Board to Arbitration

## *Convention May Be Asked to Decide Issue; Cole's Proposal and Renewal with COMPO Favored; An 'Anything Can Happen' Meet*

By SHERWIN KANE

CHICAGO, Nov. 16.—The future role of Allied States in industry efforts to complete an arbitration plan was still uncertain here today as the Allied board of directors neared the end of two days of meetings in the Morrison Hotel.

Reports were that the board was about evenly divided on Allied's continued participation in the arbitration endeavor and that should a deadlock be reached the matter could be referred by the board to the general convention which opens here tomorrow morning.

Should such a development occur, it is freely predicted here that "anything could happen." A large segment of the delegates already on hand are in a mood for spirited complaint and rebellious proposals. At the root of it are their charges that film terms continue to increase in severity on every good picture while theatre attendance evidences no sustained improvement.

**Unofficially, it was reported that considerable sentiment within the board favored non-participation by Allied without new provisions being added to the proposed arbitration draft which would meet more fully the current widespread trade practice complaints of Allied officers and members.**

On the other hand, there is reported to be strong sentiment also for proposing minor changes in the draft and

(Continued on page 3)

## *Tradewise . . .*

By SHERWIN KANE

FROM the start of the industry's campaign for repeal of the 20 per cent Federal admissions tax it has been evident that Congressmen are most readily interested, and more disposed to help, whenever they have been confronted with actual dollars and cents proof that the tax is injurious to theatre business.

Especially has this been true whenever such evidence has been presented by groups of small exhibitors in meetings with their Congressmen. Almost invariably, in such instances, pledges by the legislators to vote for repeal of the tax are quickly forthcoming. Moreover, such dollars and cents evidence of the crippling effects of the tax on the exhibitor's business is certain to play an important part in the industry's arguments before the House Ways and Means committee when hearings are held on repeal of the tax.

The fight for repeal may be won or lost on the basis of the response to the request of the National Tax Repeal Campaign Committee for this information. Any exhibitor

(Continued on page 2)

## Einfeld Promotional Program Evolved On New 20th Films

Charles Einfeld, 20th Century-Fox vice-president, developed a program for future company product which emphasizes increased regional and point-of-playdate charting of advertising, publicity and exploitation at the final sessions of the division managers' meetings here last week.



Charles Einfeld

Einfeld underscored director of distribution Al Lichtman's earlier announcement of the company's "faith in the future of

(Continued on page 3)

## *110 Permits in French Pact*

A new one-year agreement, retroactive to July 1, has been concluded between the Motion Picture Export Association and the French government, and the number of import permits to be issued to U. S. companies remain at 110, the same as last year. Eric Johnston, MPEA president, and Joyce O'Hara, vice-president, returned here from Paris negotiations Friday and met immediately with the association's executive board.

Member companies of the Society of Independent Motion Picture Producers will be allowed 11 permits, also the same number as were permitted for the year ended July 1.

While details on the matter of remittances were not disclosed publicly, it is understood that the pact does

(Continued on page 3)

## *40¢ Minimum Sought By TNT on 'Carmen'*

Theatre Network Television is seeking a 40 cents per seat guarantee against 50 per cent of the net box-office receipts in its sale to TV-equipped theatres of the Metropolitan Opera telecast of "Carmen" on Dec. 11.

Announcement of the TNT event, the first entertainment show to be made available for theatre television, was met with keen interest in exhibition circles here, but in some quarters opposition was voiced at the price sought. Nathan Halpern, TNT president, refused comment on the minimum guarantee against the percentage figure, learned from other quarters.

## Major RKO Changes Await Stolkin Deal

The newly constituted RKO Radio Pictures board of directors met here on Friday with Sherrill Corwin as acting chairman, but no major decisions were made pending the outcome of negotiations in Chicago for the sale of stock owned by the Ralph Stolkin group.

The previously reported resignation of Gordon Youngman as a member of the board was officially confirmed. Youngman was a partner in the law

(Continued on page 3)

## Trade Press Cited For Rogers Fund Aid

The trade press was cited at the weekend by A. Montague, president of the Will Rogers Memorial Hospital, for contributions of display advertising space to aid the hospital in conducting its annual "Christmas Salute." Montague also noted the contributions by Universal, Columbia and 20th Century-Fox of the art work and production of the campaign.

Said Montague: "This is an industry service that reaches out to all mankind and bears with it the reward of satisfaction in doing something well worthwhile for every employee

(Continued on page 3)

## *Phila. Mass Meet on Local Tax Cut*

PHILADELPHIA, Nov. 16.—Victor H. Blanc, Councilman-at-Large of Philadelphia, has introduced an ordinance in the City Council providing that the existing 10 per cent local amusement tax be rescinded.

On Tuesday, there will be a mass meeting of Philadelphia exhibitors to formulate plans to aid in the passage of the ordinance.

## Texas 'Star Tours' Will Start Today

DALLAS, Nov. 16.—Phil Isley, chairman of the 1952 "Movietime in Texas" star tours, reports that 10 Hollywood personalities are scheduled to visit more than 40 cities in Texas, starting tomorrow.

The tours, which are sponsored by the Texas Council of Motion Picture Organizations (COMPO) will in-

(Continued on page 2)

## *Allied, Tesma-Teda Programs on Page 7*

**Complete programs of the conventions of Allied States Association and the Theatre Equipment & Supply Manufacturers Association and Theatre Equipment Dealers Association, being held at the Hotel Morrison in Chicago, appear on page seven. Background on the two latter organizations appears on the same page, in the "Equipment World" column. Floor plans of booths at the TESMA Trade Show being held in conjunction with the conventions appear on page six.**

# Personal Mention

ROY O. DISNEY, president of Walt Disney Productions, and CARD WALKER, advertising and exploitation director, arrived here from Hollywood over the weekend. They will remain here approximately two weeks.

•

ROSEMARY WHITE, a member of Paramount International's publicity staff here for several years, left the company Friday and will be married next Saturday. She will reside in Bermuda.

•

EDWARD L. HYMAN, United Paramount Theatres vice-president, and his assistant, BERNARD LEVY, are in Chicago today, and will go to Minneapolis and Des Moines from there.

•

B. G. KRANZE, United Artists sales executive, will represent the company at the national Allied convention in Chicago beginning tomorrow.

•

JAMES R. GRAINGER, Republic executive vice-president in charge of sales and distribution, will return here today from Boston.

•

WILLIAM R. FERGUSON, former M-G-M exploitation head, has left here for four months of car touring of Europe.

•

JOHN MURPHY, in charge of out-of-town theatres for Loew's, is in Buffalo from New York.

•

JACK KELLY, M-G-M short subject representative, is visiting the San Francisco branch from New York.

## *Ampa Lists Hearst Luncheon Notables*

The Associated Motion Picture Advertisers reports that acceptances have already been received from several industry executives and Hearst newspaper notables to sit with William Randolph Hearst, Jr., on the dais at the luncheon saluting the Hearst organization on Thursday at the Hotel Piccadilly, New York.

Among those who have accepted are Mort Blumenstock, Charles Einfeld, Paul Lazarus, Jr., Jerome Pickman, Robert Weitman, and Max E. Youngstein. Hearst officials slated to be present are George Hearst, vice-president; John Hearst, assistant general manager; J. D. Gortatowsky, general manager, and Martin Huberth, board chairman.

## *Doris Schwartz Rites*

Mrs. Doris Schwartz, 87, mother of George Schwartz, operator of the World and Little Carnegie theatres here, died on Friday after a brief illness at Beth Israel Hospital. Funeral services were held Friday.

## *Schulman with Lakeside*

Bernard Schulman, formerly with Sterling Films, has joined the Lakeside Television Co., Inc. here as executive vice-president.

## *'And the Rains Came' with a Flood of Commendations for Film on Drought*

**Dallas, Nov. 16.—"And the rains came," stated executive director of Texas COMPO, Kyle Rorex, speaking about the short feature "Prayer for Rain" which was run a week in most Texas theatres with such commendable response from civic, state, county and city officials, members of the Ministerial Alliance, and hundreds of appreciative Texans. He said "the great response in telegrams, letters, and personal testimonials to theatre managers has been greater than for any other COMPO activity."**

**Ed Rowley, president of Rowley United Theatres, stated at a Texas COMPO executive board meeting that "our theatres have frequently served the church, school, Red Cross and Community Chest for their many worthy causes, and it is only natural for our screens to be available for any condition such as the drought which so vitally affects the community and the entire state."**

# Tradewise . . .

(*Continued from page* 1)

whose records show that the tax has resulted in a loss to his operation, or whose tax payments exceed the profits of such operations, should gladly forego his natural reluctance and make such figures available to the campaign committee for, in doing so, he is taking the first and most effective step in remedying an unjust situation and in bringing about relief which may be his business salvation.

Other evidence of great value to the committee in its campaign is that which demonstrates the tax has prevented exhibitors from making necessary or ordinary physical improvements and replacements in his theatre, and statements from qualified persons, such as realtors and merchants, on the depreciation of realty values and decline in shopping in the vicinity of theatres already closed.

Such information is vital to the successful prosecution of the tax repeal campaign. Exhibitors who have access to it will serve themselves and the campaign well by making it available at once to their state and Congressional District tax campaign committees.

• •

SUBSTANTIAL evidence that financing for independent production, almost non-existent for long, is again becoming available under good auspices.

The recent arrangement between Chemical Bank & Trust Co. and United Artists, under which the latter can put together its own packages and make primary financing available for 10 such productions, is heartening evidence of the trend, as is the completion of Edward Small's new financing agreement with Bankers Trust Co., which was cited by the bank as an indication of its confidence in the management of UA, through which Small releases. The developments give independent production a big lift.

# 'Sunday News' In Industry Tribute

The New York *Daily News*' fourth annual coloroto section devoted entirely to motion pictures ran 30 pages and appeared in yesterday's paper. Cinerama is the main topic of a feature by film critic Kate Cameron and includes a preview of forthcoming promising product. Keynote of the section is noted on the center page which carries the lines: "What's your taste? Hollywood production schedules aim to please with varied fare."

Ray Bolger, Doris Day and several colored poodles appear on page one. They are in the Warner color musical "April in Paris," which is termed "a sample of the fanciful film fare you'll be served this season." Most of films scenes are in color and all include mention of the title, stars, type of films and theme or setting.

Space is given to "Stars and Stripes Forever," "Last of the Comanches," "Fair Wind to Java," "Stop, You're Killing Me," "Pony Soldier," "My Cousin Rachel," "Come Back, Little Sheba," "The Stooge," "Against All Flags," "Because of You," "I Confess," "Beautiful But Dangerous," "Eight Iron Men," "The Savage," "The Blazing Forest," "Lili," "I Love Melvin," "Horizons West," "The Importance of Being Earnest," "The Story of Three Loves," "Plymouth Adventure," "Blackbeard the Pirate."

Also, "Million Dollar Mermaid," "Hans Christian Andersen," "Tonight We Sing," "Botany Bay," "Peter Pan," "Mississippi Gambler," "The 5,000 Fingers of Dr. T," "Bloodhound of Broadway," "The Turning Point," "The Bad and the Beautiful" and others.

## *Kean Would Probe 'U' Tax Claim*

WASHINGTON, Nov. 16.—Rep. Robert Kean (R., N. J.), who is slated to head a House Ways and Means sub-committee investigation of tax scandals in the new Republican Congress, said he wanted to take another look into a case in which Universal Pictures Co. claimed a multi-million dollar excess profits tax refund.

This case has already figured in some testimony before the sub-committee, presently headed by Rep. King (D., Cal.)

# *Newsreel Parade*

*AWARDING of a speed trophy to the* S.S. United States *for the fastest ocean crossing is highlighted in current newsreels. Also featured are "G.I.'s" preparing for the third winter in Korea, the British Queen paying tribute to heroes, India's faithful bathing in the holy Ganges, and Japanese prince proclaimed an heir. Complete contents follow:*

**MOVIETONE NEWS, No. 93**—Eden replies to Vishinsky on prisoner of war issue. Sen. McCarran blasts UN on Red employes. Ike's son hears the good news. Defense Secretary Mrs. Anna Rosenberg at the Korean front. Korea "G.I.'s" get set for winter. *S.S. United States* gets speed trophy. Japan's prince proclaimed heir. Pope appoints new archbishop.

**NEWS OF THE DAY, No. 223**—War's third winter begins in Korea. Aircraft carrier *Princeton* returns to the U. S., *S.S. United States* honored. Queen pays tribute to Britain's heroes. India's faithful flock to the Ganges. Japan's new navy. Tokio hails next emperor. Hunting dog field trials. Acrobats de luxe.

**PARAMOUNT NEWS, No. 26**—*S.S United States* gets speed trophy. Half-million bathe in holy Ganges. Styles gets in milady's hair. Queen leads nation in homage to heroes. Japanese proclaim Prince heir to throne. Salute Maurice Richard, hockey's Babe Ruth.

**TELENEWS DIGEST, No. 47B**—U. S. air defense system speeded with new jet hangers. Atlantic trophy to *S.S. United States*. A nation mourns as Weizmann lies in state. Panamanian freighter *S.S. Faustus* sinks in Rotterdam harbor. London hails new Lord Mayor. Giant vacuum cleaner sweeps highway. Fashion follies.

**UNIVERSAL NEWS, No. 413**—U. N. meeting backs U. S. on Korean prisoners. Freighter *S.S. Faustus* aground in Holland. Spanish vets in Spain. Nobel prizes awarded to Dr. Felix Block at Stanford University and to Francois Mauroic in France. New Japanese navy. U.C.L.A.-Oregon State football game.

**WARNER PATHE NEWS, No. 28**—Ike aid Dodge begins budget talks. *S.S. United States* gets cup for fastest crossing. UNESCO opens for seventh session in France. Rome crowds greet "Jazz King" Louie Armstrong. Latest fashions for after-skiing. Abbott and Costello ride again. Jumpers star in New York horse show. World roller-skating championships.

# Texas Star Tours

(*Continued from page* 1)

clude the following personalities: Keenan Wynn, Chill Wills, John Carroll, Hugh O'Brian, Wayne Morris, Vera Ellen, Susan Cabot, Jean Hagen, Alix Talton and Frederick DeCordova.

Public performance will be given in all cities visited with local and state dignitaries participating before the expected thousands who will jam courthouse squares to see and hear the visitors. Local theatre owners and managers will be hosts to the stars.

## *Co-workers Honor Stirling Silliphant*

Stirling Silliphant was honored at a luncheon Friday given to him by 40 members of 20th Century-Fox's home office publicity, advertising and exploitation staffs. Silliphant is leaving the company on Jan. 1 to produce "The Joe Louis Story" and will continue with the company until then in an advisory capacity.

He is currently casting the film biography.

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# RKO Changes

(*Continued from page* 1)

firm of Bautzer, Grant, Youngman and Silbert of Hollywood. Arnold Grant, who resigned as board chairman of the company last Thursday, will return to the law firm and is not expected to resume his post on the board of directors of Columbia Pictures, from which he resigned last September.

Meanwhile, United Artists president Arthur Krim officially confirmed that Arnold Picker, who quit his post as executive vice-president of RKO, will continue as a stockholder and vice-president of UA in charge of foreign distribution. Picker resigned just four days before he was slated to assume his RKO post on a full-time basis.

### Tannenbaum Here

It was learned that David Tannenbaum, West Coast attorney, has arrived here for consultations with Corwin. As far as could be ascertained no conferences have been held between the newly-constituted board and Ned E. Depinet, former president of the company who is now a consultant.

It is understood that Harry Pimstein will continue in his post as assistant to the board chairman and a vice-president of the company.

The outcome of Chicago negotiations for the Stolkin group's RKO stock, by Matthew Fox, head of Films for Television, a partner in U.A. and a former vice-president and director of Universal, will have an important bearing on RKO's future, as will the outcome of court proceedings here next Friday. On that day, RKO attorneys will be asked to show cause why the company should not be put in receivership as requested in a minority stockholders' suit filed in New York Supreme Court. Sale of the stock could bring about an early reorganization and reactivation of the company.

### Crown Group Interested

Among other groups sounding out the possibilities of buying out the Stolkin syndicate's controlling interest is one headed by Col. Henry Crown, of the Hilton Hotel interests, and others.

In the meantime, trading of RKO stock on the New York Stock Exchange on Thursday and Friday was heavy, with the stock declining a half point in the two-day period. The biggest drop occurred on Thursday, with the stock opening at 3⅞ and closing at 3½, for a net loss of ⅜. On Friday, it dropped another eighth, while the total number of shares traded that day reached 16,700.

### Fred Schaefer Leaving RKO; Press Book Editor 21 Years

Fred Schaefer, press book editor for RKO Radio Pictures for the last 21 years, left the company at the weekend. Before joining RKO, Schaefer was with United Artists for 10 years and previously was with General Film Co. and Vitagraph. No successor has been named.

### Fadiman Leaves RKO Radio Pictures Executive Post

HOLLYWOOD, Nov. 16.—William J. Fadiman has resigned his RKO Radio executive post which he assumed in 1947. He had been M-G-M story editor in New York and here 12 years before joining RKO.

## *WHO STARTED THIS, ANYWAY?*

**Chicago, Nov. 16.—Adjudication of the rival claims of Texas and Indiana exhibitors for the 1952 Showmanship Crown will be attempted before a three-judge statutory court in the course of the Allied States convention here this week.**

**William C. McCraw, bargain-rate attorney from Texas, his opponents claim, will endeavor to represent showmen of that state. Abram F. Myers, who refused a proffered Texas retainer in favor of a more valuable one—a case of scotch—will try to present Indiana's case—legal, not Scotch. Myers says, however, he is open to a better offer and really thinks it would be nice to be able "to represent someone with a semblance of justice on his side—even a bare one."**

**Myers added that the oratory of the price-cutting "McCrawl is as empty as the Trinity River, and you know how dry that is."**

**Texas has requested a change of venue on the grounds that showmanship is an alien subject, entirely outside the jurisdiction of Chicago exhibitors.**

# Levy Blames Majors For Industry's Ills

WASHINGTON, Nov. 16.—The major fault for current industry problems was laid in the laps of distribution at the weekend by Herman M. Levy, general counsel for the Theatre Owners of America. Speaking at a meeting of Motion Picture Theatre Owners of Metropolitan District of Columbia, Levy said "it would be most difficult to find an industry more bedevilled by intra-industry litigation and more debilitated by internecine warfare than the motion picture industry."

These factors, Levy said, to a great degree, have been responsible for its vulnerability to attack from without, adding that the "pity of the situation is that while all segments have some measure or consciousness of the situation, little or nothing (with the exception of the progress to date in evolving a system of arbitration) has been done to eliminate the source of difficulty."

Levy said that some of the fault may lie with exhibition, because a declining box-office has impelled reckless and unbusinesslike statements and actions by exhibition. But Levy listed a number of reasons as to why he thought distribution should take the brunt of the blame for the situation. They were: (1) the continued unnecessary use of competitive bidding; (2) maintaining of film rentals at high levels not commensurate with the quality of particular product, nor the box-office receipts from that product; (3) the insistence on adhering to a so-called national policy concerning film rental, without regard to specific situations; (4) the policy of demanding excessive terms for what are considered by distribution to be unusual pictures, and thus indirectly compelling exhibitors to advance admission prices, (5) encouraging exhibitors to move up to prior runs and, thereupon, to employ competitive bidding.

# Trade Press

(*Continued from page* 1)

in the amusement industry. That these messages should be carried to every segment of the business and to every worker therein, at no cost to the hospital management, and with no deduction from the funds raised by the Christmas Salute campaign emphasizes the true import of the program and is accepted on behalf of the Will Rogers Hospital with sincere thanks!"

# French Pact

(*Continued from page* 1)

not call for subsidies to the French industry, as was the case in the consummation of the Italian film agreement which required a portion of earned revenue to be diverted for subsidy loans to Italian producers. It is also reported that an agreement was made for closer cooperation between American companies and the French film industry, as well as the French government.

Because of the absence of a subsidy clause in the agreement, it is believed here that the SIMPP will approve the pact, although negotiations by Johnston were only for MPEA members. James Mulvey, Eastern representative for SIMPP, said at the weekend that he believed the pact would be agreeable to the association, although he had not read the text.

Johnston, after returning to Washington Friday afternoon, was slated to come back to New York on Saturday and leave by plane for Rio de Janeiro. He was accompanied by Mrs. Johnston; his secretary, Mary Smith, and Robert J. Corkery, a member of the international department of Motion Picture Association of America. He will spend this week in Rio and leave for Buenos Aires next Sunday. He will be gone approximately three weeks on association business.

# Einfeld Program

(*Continued from page* 1)

the motion picture industry" by stressing that the advertising and exploitation segment of the $100,000,000 to be invested in production and distribution during 1953, will be spent, for the greater part, in local point-of-sale merchandising.

He disclosed greater emphasis will be on intra-division campaign coordination and integration in the months to come, noting that field men can guide alert showmen to larger gross realities by carefully gauging ways whereby advantages can be derived from local exhibition conditions.

# *2,400 See Paramount's 'Road to Bali' Here*

Approximately 2,400 theatre owners and managers, newspapermen and special guests from all branches of show business attended the special preview of Paramount's "Road to Bali," at New York's Bijou Theatre on Friday.

# Allied Meet

(*Continued from page* 1)

giving the resultant plan the minimum 18 months trial, during which Allied members could resort to arbitration if they wished or refrain from doing so, and at the conclusion of the trial period decide with other participants whether or not arbitration should be continued, revised or abandoned.

If the board is unable to reach a clear-cut decision at its final meeting tonight, indications are the convention will be asked to express its wish on the subject.

There was also reported to be strong support within the board for H. A. Cole's proposal that Allied officers withdraw from administrative positions in such cooperative all-industry endeavors as the final preparation of the arbitration plan, the direction of the industry campaign for admission tax repeal and executive positions in the Council of Motion Picture Organizations.

### Stands Better Chance

Reports have it that Cole's proposal stands an even better chance of being accepted by the board than does the industry arbitration plan, at least without conditions attached, as they probably will be to the latter if the board goes for arbitration at all.

As previously explained by Allied, Cole's proposal would not remove Allied members from participation in the tax repeal campaign, nor from membership in COMPO. It would simply terminate the services of Allied leaders in executive positions in connection with such activities. Cole is co-chairman of the tax repeal campaign; Trueman Rembusch is one of the co-administrators of COMPO and Abram F. Myers is on the arbitration drafting committee. These and others would withdraw from such official positions, while the Allied rank and file could continue in unofficial working capacities, particularly in the tax repeal campaign, as they saw fit.

**In this connection, there appeared to be no reason to believe that the Allied board will not approve the organization's renewed membership in COMPO before it adjourns tonight.**

Cole's proposal was made with the idea in mind that Allied officers could devote more time to prosecuting trade practice complaints irking Allied members if relieved of the all-industry assignments.

Much about those complaints no doubt will be heard on the floor of the convention in the next three days and in the film clinics, organized individually for the various classes of theatre operations and situations represented here. The clinics will open tomorrow afternoon and continue through Tuesday morning.

Charles Niles will preside over the small town clinics; Ben Marcus, large towns; John Wolfberg, large cities; Morris Finkel, key neighborhood and sub-runs; Rube Shor, drive-ins, and Irving Dollinger, circuit buyers and bidding.

**Nearly 800 persons are expected to register for the convention, approximately 500 of them for the Allied meetings and 300 for the Theatre Equipment Manufacturers Association and Theatre Equipment Dealers Association conventions and trade show. The huge**

(*Continued on page* 7)




## TRADE SHOW NOV.19 "ABBOTT and COSTELLO MEET CAPTAIN KIDD"

ALBANY
Warner Screening Room
110 N. Pearl St. • 8:00 P.M.

ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 2:00 P.M.

BOSTON
RKO Screening Room
122 Arlington St. • 2:30 P.M.

BUFFALO
Paramount Screening Room
464 Franklin St. • 3:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 2:00 P.M.

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.

CINCINNATI
RKO Palace Th. Screening Room
Palace Th. Bldg. E. 6th • 8:00 P.M.

CLEVELAND
Warner Screening Room
2300 Payne Ave. • 8:30 P.M.

DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 2:00 P.M.

DENVER
Paramount Screening Room
2100 Stout St. • 2:00 P.M.

DES MOINES
Paramount Screening Room
1125 High St. • 12:45 P.M.

DETROIT
Film Exchange Building
2310 Cass Ave. • 2:00 P.M.

INDIANAPOLIS
20th Century-Fox Screening Room
326 No. Illinois St. • 1:00 P.M.

JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 2:00 P.M.

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 1:30 P.M.

LOS ANGELES
Warner Screening Room
2025 S. Vermont Ave. • 2:00 P.M.

MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 12:15 P.M.

MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 2:00 P.M.

MINNEAPOLIS
Warner Screening Room
1000 Currie Ave. • 2:00 P.M.

NEW HAVEN
Warner Theatre Projection Room
70 College St. • 2:00 P.M.

NEW ORLEANS
20th Century-Fox Screening Room
200 S. Liberty St. • 1:30 P.M.

NEW YORK
Home Office
321 W. 44th St. • 2:15 P.M.

OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. • 1:30 P.M.

OMAHA
20th Century-Fox Screening Room
1502 Davenport St. • 1:30 P.M.

PHILADELPHIA
Warner Screening Room
230 No. 13th St. • 2:30 P.M.

PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of Allies • 1:30 P.M.

PORTLAND
Jewel Box Screening Room
1947 N.W. Kearney St. • 2:00 P.M.

SALT LAKE
20th Century-Fox Screening Room
216 East 1st South • 2:00 P.M.

SAN FRANCISCO
Paramount Screening Room
205 Golden Gate Ave. • 1:

SEATTLE
Modern Theatre
2400 Third Ave. • 10:30 A.

ST. LOUIS
Sirenco Screening Room
3143 Olive St. • 1: P.M.

WASHINGTON
Warner Theatre Building
13th & E. Sts. N.W. • 7:30 P.

FROM WARNER BROS.

# ALAN LADD



# VIRGINIA MAYO

# THE IRON MISTRESS

COLOR BY TECHNICOLOR

with JOSEPH CALLEIA

Screen Play by JAMES R. WEBB • From the Novel by Paul I. Wellman Music by Max Steiner · Produced by HENRY BLANKE · Directed by GORDON DOUGLAS

FROM WARNER BROS.

# Abbott and Costello



# Meet Captain Kidd

IN SUPERCINECOLOR

CO-STARRING CHARLES Laughton

with HILLARY BROOKE · BILL SHIRLEY · LEIF ERICKSON and Introducing FRAN WARREN

Written by HOWARD DIMSDALE and JOHN GRANT · Songs by Bob Russell and Lester Lee

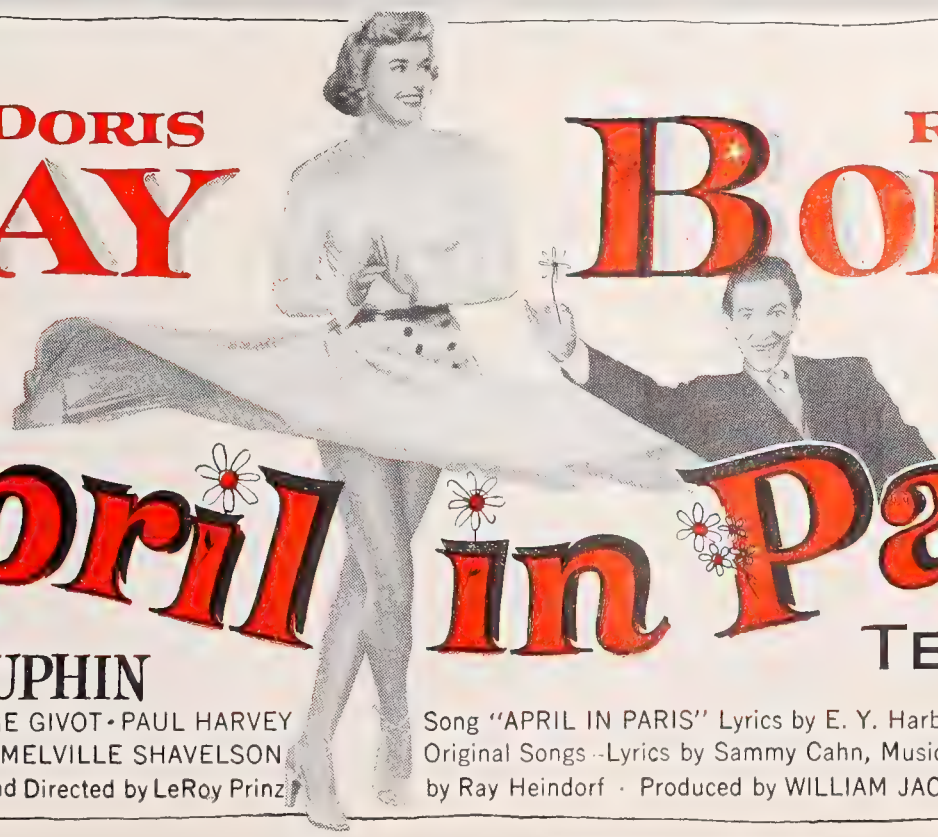
Produced by ALEX GOTTLIEB · Directed by CHARLES LAMONT · A WOODLEY Production

Distributed by WARNER BROS.

FROM WARNER BROS.

# DORIS DAY

# RAY BOLGER



# April in Paris

COLOR BY TECHNICOLOR

WITH CLAUDE DAUPHIN

and EVE MILLER · GEORGE GIVOT · PAUL HARVEY

Written by JACK ROSE and MELVILLE SHAVELSON

Musical Numbers Staged and Directed by LeRoy Prinz

Song "APRIL IN PARIS" Lyrics by E. Y. Harburg, Music by Vernon Duke · Original Songs--Lyrics by Sammy Cahn, Music by Vernon Duke Musical Direction by Ray Heindorf · Produced by WILLIAM JACOBS · Directed by DAVID BUTLER

## 1952 Tesma Trade Show

# DIRECTORY

**HOTEL MORRISON, CHICAGO, NOVEMBER 15-19**




**EXHIBIT BOOTH PLAN**

## EXHIBITORS LISTED ALPHABETICALLY

| Firm | Booth Number |
|---|---|
| ABC Popcorn Co. | 102 |
| Adler Silhouette Letter Co. | 43-44 |
| American Seating Co. | 82 |
| Anderson & Wagner, Inc. | 11 |
| Argus Mfg. Co. | 114 |
| Ashcraft Mfg. Co., C. S. | 8-9 |
| Associated T & R Co. | 58 |
| Automatic Devices Co. | 140 |
| Ballantyne Co., The | 124-125-126-127 |
| Bally Mfg. Co. | 104-105 |
| Bausch & Lomb Optical Corp. | 25 |
| Berlo Vending Co. | 69 |
| Century Projector Corp. | 10 |
| Chicago Used Chair Mart | 103 |
| Coca-Cola Co., The | 56-57-64-65 |
| Compco, Inc. | 42 |
| Continental Electric Co. | 21 |
| Cretors & Co., C. | 41 |
| Dad's Root Beer Co. | 83 |
| Dawo Corp. | 61 |
| DeVry Corp. | 119 |
| Diecast Aluminum Speakers | 138 |
| Drive-In Theatre Mfg. Co. | 26-27 |
| Electric-Aire Engineering Co. | 40 |
| Eprad Co. | 144 |
| General Register Corp. | 59 |
| Globe Ticket Co. | 39 |
| GoldE Mfg. Co. | 52 |
| Gordos Corp. | 60 |
| Helios Carbons, Inc. | 115 |
| Hewitt-Robins, Inc. | 77 |
| Heywood-Wakefield Co. | 35-36 |
| Hires Co., The, Charles | 49 |
| Hollywood Servemaster Co. | 62 |
| Huff's Mfg. Co. | 76 |
| Ideal Seating Co. | 12-13 |
| Imperial Electric Co. | 63 |
| International Projector Corp. | 79 |
| International Seat Corp. | 6 |
| Irwin Seating Co. | 72 |
| Karagheusian Co., A. & M. | 108 |
| Knoxville Scenic Studios, Inc. | 1 |
| Kollmorgen Optical Corp. | 145 |
| Krispy Kist Korn Machine | 120 |
| Kroehler Mfg. Co. | 66 |
| Lawrence Metal Products, Inc. | 99 |
| LaVezzi Machine Works | 54-55 |
| Leedom Carpet Co. | 7 |
| Lorraine-Carbons, Inc. | 51 |
| Majestic Enterprises, Inc. | 76 |
| Manley, Inc. | 31-32 |
| Master-Kraft Fixture Co. | 70 |
| McAuley Mfg. Co., J. E. | 78 |
| Miracle Whirl Power Rides | 95-96-97-100 |
| Mission Dry Corp. | 149 |
| Motiograph, Inc. | 109-110-111 |
| National Carbon Co., Inc. | 146-147 |
| National In-Car Heaters | 62 |
| National Theatre Supply | 80 |
| Neumade Products Corp. | 14-15 |
| Orange-Crush Co. | 121 |
| Oxford Electric Co. | 46 |
| Pepsi-Cola Co. | 112-113 |
| Prince Castle Sales Div., Inc. | 129 |
| Radio Corp. of America | 5 |
| Raytone Screen Corp. | 16 |
| Rex Specialty Bag Co. | 143 |
| Robin, Inc., J. E. | 48 |
| Ruben, Inc., Marcus | 135 |
| Shearer Co., B. F. | 107 |
| Star Mfg. Co. | 132 |
| Strong Electric Corp. | 150-151 |
| Superior Electric Co. | 141-142 |
| Supurdisplay, Inc. | 67-68 |
| Theatre Seat Service | 50 |
| Theatre Specialties, Inc. | 81 |
| Universal Corp. | 139 |
| Vocalite Screen Corp. | 99 |
| Wagner Sign Service, Inc. | 28-29 |
| Wenzel Projector Co. | 45 |
| Whitney-Blake Co. | 106 |
| Wolk Co., Edw. | 53 |

# *In the THEATRE* Equipment World . . .

## . . . *with RAY GALLO*

BY the time this column reaches print, we'll be in the city of Mrs. O'Leary's rambunctious cow, attending the seventh annual joint conventions of the Theatre Equipment & Supply Manufacturers Association and the Theatre Equipment Dealers Association, with the big event being the TESMA Trade Show, which for the first time is also a feature of a national exhibitor convention, the concurrent meeting of Allied States.



J. Robert Hoff

•



Oscar Neu

**The TESMA Trade Show is the sixth, the exhibits having started in 1946 with the revival of TESMA after the war (none was held last year). TESMA itself, however, is now 12 years old, having been born in Chicago when Oscar Neu, president of Neumade Products, Inc., gathered a group of manufacturers in a hotel room to organize it. He headed it continuously from that time until last year, when J. Robert Hoff —Bob to you— was voted to the top from the vice-presidency.**

•



Ray Colvin

*TEDA is older than that —in fact, TESMA was more or less a result of the formation of the dealers' association, the moving spirit of which was the late Joe E. Robin. TEDA is now a real factor in the business, with Ray Colvin its executive director for many years and still in that post.*

•

A new type of rubber lobby matting, a variation of corrugated-perforated mat, has been introduced by the American Mat Corp., Toledo. In announcing the new mat, D. W. Moor, Jr., president, pointed out that it is topped with a triple-ridged surface identical to that of the company's premium-priced link matting. The mat, available in black or rose, is 5/16-inch thick.

# Convention Program Of National Allied

## *BUSINESS*

### MONDAY, NOVEMBER 17

9:00 A.M.—REGISTRATION — First Floor, Morrison Hotel.

2:00 P.M.—OPENING CONVENTION SESSION—Call to order by Ben Marcus, National Treasurer. GREETING BY: Official of the City of Chicago. WELCOME BY: Wilbur Snaper, National Allied President. KEYNOTE: Jack Kirsch, General Convention Chairman. PERMANENT CHAIRMAN: Wilbur Snaper.

3:00 P.M.—FILM CLINICS—Coordinator: William A. Carroll. 1. Small Towns (3500 or Less)—Chairman: Charles Niles. 2. Large Towns (up to 25,000)—Chairman: Ben Marcus. 3. Large Cities—Chairman: John Wolfberg. 4. Key Neighborhood and Sub Runs — Chairman: Morris Finkel. 5. Outdoor Theatres—Chairman: Rube Shor. 6. Circuit Buyers and Bidding—Chairman: Irving Dollinger.

### TUESDAY, NOVEMBER 18

9:00 A.M.—REGISTRATION — First Floor, Morrison Hotel.

9:30 A.M. — FILM CLINICS (Continued).

12:30 P.M.—LUNCHEON FOR REGISTERED DELEGATES—(Terrace Casino, Lower Level).

2:15 P.M. — RCA LARGE SCREEN TELEVISION DEMONSTRATION (Terrace Casino)—N. L. Halpern, President, Theatre Network Television, will lead panel discussion over closed circuit telecast with Trueman T. Rembusch, Chairman, Jack Kirsch, Leon R. Back, Wilbur Snaper, John Wolfberg and Nathan Yamins of the Allied Television Committee.

2:45 P.M.—OPEN FORUM (Terrace Casino).

8:00 P.M.—NITE CLUB PARTY AT CHEZ PAREE.

### WEDNESDAY, NOVEMBER 19

9:00 A.M.—REGISTRATION — First Floor, Morrison Hotel.

COMMITTEE MEETINGS

2:00 P.M.—OPEN FORUM (Terrace Casino).

6:30 P.M.—COCKTAIL PARTY—(Terrace Casino).

8:00 P.M.—MOTION PICTURE INDUSTRY BANQUET — (Terrace Casino).

## *SOCIAL*

### MONDAY, NOVEMBER 17

EVENING—Open House for Delegates and Wives, Allied of Illinois Hospitality Room.

### TUESDAY, NOVEMBER 18

10:30 A.M.—Ladies Sightseeing Tour of North Shore with Stopover for Lunch at the Fireside Restaurant.

12:30 P.M.—Luncheon for Registered Delegates—(Terrace Casino).

8:00 P.M.—A Nite at the "Chez Paree" with Sophie Tucker.

### WEDNESDAY, NOVEMBER 19

1:00 P.M.—Luncheon and Fashion Show for Ladies at the Marshall Field Department Store.

6:30-7:30 P.M.—Cocktail Hour—(Monte Carlo Lounge). Sponsored by the National Carbon Co.

8:00 P.M.—MOTION PICTURE INDUSTRY BANQUET — (Terrace Casino) — Entertainment by Courtesy of Coca-Cola with Morton Downey and Company. Other Celebrities and Motion Picture Personalities.

# TESMA, TEDA Program

## *BUSINESS*

### MONDAY, NOVEMBER 17

9:30 A.M.—Annual Meeting and Breakfast of TESMA (Election of Four New Members of Board of Directors Will Be Announced). Annual Meeting and Breakfast of TEDA (Election of Directors).

12:00 Noon-10:00 P.M.—Trade Show.

### TUESDAY, NOVEMBER 18

9:00 A.M.-11:00 A.M. — Trade Show (Exhibiting Manufacturers and Theatre Supply Dealers only).

11:00 A.M.-5:00 P.M. — Trade Show (General Attendance).

7:30 P.M. — TEDA Annual Cocktail Hour, Dinner and Party for TESMA and TEDA Members, Ivanhoe Club.

### WEDNESDAY, NOVEMBER 19

10:00 A.M.-4:00 P.M.—Trade Show.

10:00 A.M.—TESMA Directors' Meeting.

10:00 A.M.—TEDA Directors' Meeting.

6:30 P.M.—National Carbon Company Cocktail Party.

8:00 P.M. — All-Industry Banquet, Terrace Room, Hotel Morrison, for TESMA, TEDA and Allied States members and guests.

## *LADIES' PROGRAM*

### MONDAY

1:30 P.M.—Television Broadcast, "Welcome Traveler."

### TUESDAY

12:00 Noon—Luncheon and Bingo Party, Gold Room, Sherman Hotel.

### WEDNESDAY

12:30 P.M.—Luncheon and Style Show, Marshall Field's.

## *Mack Has Incentive For Early Attendance*

**Chicago, Nov. 16. — Irving Mack, president of Filmack Trailers, is cooperating with national Allied officials in their efforts to have business meetings of the convention here start on time and have full attendance.**

**Mack will award a prize to a lucky ticket holder at every business session. Only those arriving within the first 30 minutes after the opening of the meeting room doors will receive tickets for the drawing.**

# Allied Meet

(*Continued from page 3*)

**trade show, first of its kind, opened today and will be a feature next year of the Theatre Owners of America convention, alternating between the two national exhibitor organization conventions annually thereafter.**

Marcus will call the Allied convention to order tomorrow afternoon and delegates will be welcomed in a speech by Wilbur Snaper, Allied president and convention chairman. Jack Kirsch, head of Allied of Illinois and head of convention arrangements, will make the keynote address.

Tomorrow afternoon there will be a demonstration of RCA large screen television for delegates, consisting of a panel discussion of theatre TV prospects, opportunities and problems, by Nathan Halpern, head of Theatre Network Television; and Rembusch, Kirsch, Snaper, Wolfberg, Nathan Yamins and Leon R. Back, all of the Allied television committee.

An open forum will occupy the afternoon following the demonstration. On Wednesday morning convention committees will hold their meetings and will report back at an open forum for the closing session Wednesday afternoon.

Numerous social events for the ladies have been prepared and the convention will close with the traditional banquet Wednesday night.

# Richey Says TEDA Can Help Industry

CHICAGO, Nov. 16.—The equipment field is a very definite part of the overall motion picture industry and it has its role in revitalizing interest in the theatre, H. M. Richey, exhibitor and public relations director for M-G-M, told the Theatrical Equipment Dealers Association here today. Speaking at a luncheon for members and guests of the Theatrical Equipment and Supply Manufacturers Association convention, Richey said that if there can be added to theatre-going that old-time glamor and super-equipment that goes with comfort, there is nothing that can stop the public from realizing that "motion pictures are your greatest entertainment buy."

Richey said it was the equipment men who fanned the enthusiasm of the exhibitors to make theatres better. He said that for too long the part played by the equipment men in the transposition from nickelodeons to great theatres has been overlooked.

# *Get Set Now!*

## *for this TV "First"*
## *with* RCA THEATRE TV

---

### Present "*CARMEN*" Première December 11

### direct from Metropolitan Opera House

**Attract a brand-new audience**

The December 11th presentation of the Metropolitan Opera Company's production of *Carmen* now delivers a tremendous new audience to television-equipped theatres across the nation. With this important attraction, these theatres will open their doors to the vast group who have been waiting for years to see this lusty, action-packed opera.

**RCA Theatre Television**
**makes every seat a box at the "Met"**

When you present this performance of *Carmen*, you have an exclusive on the most popular opera of all time. Only at the "Met" itself could your patrons match this superb performance. And, with RCA Theatre TV, you'll offer it to your patrons in *all its beauty*. Through RCA engineering, you'll give your audience "*box-seat*" clarity of picture. And, with RCA Theatre TV, you can count on your equipment to bring the show to your screen.

**There's still time**
**to make your installation**
**for this Important Date**

Contact us immediately, so we can arrange for installation of RCA Theatre Television in your theatre.

**Pick up your phone now**

Call your nearest RCA Theatre Supply Dealer or RCA Theatre Equipment, Camden, New Jersey—or contact RCA personnel at TESMA-TEDA-Allied Show.




***THEATRE EQUIPMENT***
***RADIO CORPORATION of AMERICA***
***ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.***

In Canada: RCA VICTOR Company Limited, Montreal

NEWS WHILE IT IS NEWS

# MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 72. NO. 96 NEW YORK, U. S. A., TUESDAY, NOVEMBER 18, 1952 TEN CENTS

# MGM Bid Plan To Await Okay Of Arbitration

### *Reagan Says Firm Will Limit Bidding Situations*

Because there is a specific detailed plan for the disclosure of bids before the deadline date in the proposed arbitration agreement, M-G-M has decided "it would be preferable to await the final approval of the arbitration plan rather than to institute, in the meantime, an individual plan of our own." This was disclosed here yesterday by Charles M. Reagan, M-G-M general sales manager.



Charles Reagan

"While we have every reason to believe that our system for handling

(Continued on page 6)

## NEWS FLASHES

BOSTON, Nov. 17.-Attorney Arthur L. Brown has filed a 32-page report, sitting as a master in the Suffolk Superior Court here, calling regulations of the Commissioner of Public Safety of Massachusetts requiring two licensed motion picture operators in attendance in booths "unreasonable and arbitrary." This finding was made as to both safety and nitrate film.

•

WASHINGTON, Nov. 17.--The local motion picture industry will honor A. Julian Brylawski at a combination birthday and anniversary dinner at the Shoreham Hotel on Dec. 1. The dinner will mark his 70th birthday and his 30 years in the industry.

# Myers Gives Allied Five Arbitration Alternatives

### *Allied General Chairman Distributes A Printed Report to Chicago Convention; Delegates' Sentiment Leans to Deferment*

By SHERWIN KANE

CHICAGO, Nov. 17.—The Allied States convention here has five alternatives for dealing with the proposed industry plan of arbitration, according to a report on the plan by Abram F. Myers, chairman and general counsel, distributed in printed form to the convention delegates today.

The alternatives:

**1) Approve the distributors' draft in its present form and authorize Allied's officers to sign the compact.**

**2) Approve the draft in principle and instruct Allied's negotiating committee to seek the further changes suggested by this report or which the board may stipulate, with authority to the officers to act on the committee's final recommendation.**

**3) Reject the draft either because (a) it contains no provisions for arbitrating film rentals, or (b) it contains provisions which are not deemed to be in the exhibitors' interests.**

**4) Defer final action until the**

(Continued on page 4)

## Fox Says Talks For RKO Stock Are Continuing

Despite reports from Chicago to the effect that Matthew Fox's negotiations for the purchase of the Ralph Stolkin syndicate's interest in RKO Pictures had become cold, Fox said in New York yesterday that discussions on the project were continuing. Fox, head of Films-for-Television and a partner in United Artists, said that it might be several days before he would know the final outcome of the parleys, "one way or the other."

Fox said that he had not conferred with the RKO board, all his talks

(Continued on page 6)

## Indiana Allied to Feature Film Clinics

INDIANAPOLIS, Nov. 17. — Film clinics at which exhibitors will exchange ideas and information on mutual problems are to be an important feature of the Allied Theatre Owners of Indiana convention program again this year. They will have top priority on the mornings of both days of the

(Continued on page 5)

## Allied Board Takes Major Issues to Full Convention

CHICAGO, Nov. 17.—Further emphasizing the combustible and unpredictable nature of the Allied States convention this year, the board of directors dodged the responsibility of taking final action on major controversial issues and decided at the last of two-and-a-half days of meetings to refer such subjects to the convention.

**Among issues on which the whole convention is being asked to make final decisions are approval of the industry arbitration plan, the proposal of H. A. Cole of Texas Allied to remove Allied officers from all-industry cooperative endeavors in order to concentrate upon efforts to**

(Continued on page 5)

## *"Road To Bali"*

[*Paramount Pictures*]

FIVE years have elapsed since the last "Road" picture with Bob Hope, Bing Crosby and Dorothy Lamour was released and audiences throughout the land were rolling in the aisles over the hilarious antics. The sixth in the series is in color by Technicolor and is one of the best. It should join its predecessors, each of which netted the company over $4,000,000 and is listed among the top 100 money-making pictures of all time.

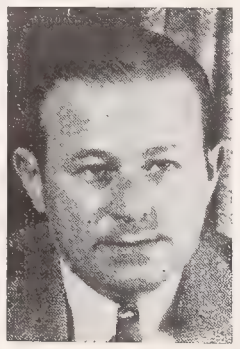
Portraying a couple of broken down vaudevillians stranded in Australia, Hope and Crosby happily accept a chance to go to Bali and dive for sunken treasure. The screenplay, by Frank Butler, Hal Kanter and William Morrow, virtually never takes itself seriously and sets up situations and props for the rapid-fire gags inimitably delivered by the stars. There are several cleverly interspersed sequences where either one or both of the principals address the audience, and surprise "visits" by such stars as Jane Russell, Humphrey Bogart and Bob Crosby.

The humor is deftly unfurled in a progressively zany pattern that after a while defies analysis or resistance and the audience is caught up in a whirlpool of laughter. There are the usual laugh-getters involving dangerous

(Continued on page 6)

## *Jack Kirsch Hints UMPI Revival May Aid Arbitration*

CHICAGO, Nov. 17.—A veiled hint that a revival of the United Motion Picture Industry (UMPI) plan of 1942 might be worked out as a solution to the establishment of an industry arbitration system was noted in the keynote speech of Jack Kirsch at the opening session of Allied's national convention here yesterday. Kirsch, convention chairman and president of Allied Theatres of Illinois,



Jack Kirsch

(Continued on page 6)

# Personal Mention

NORTON V. RITCHEY, Monogram International president, left Hollywood yesterday to visit branch offices in Mexico. He will make other Latin American stops before returning to New York on Dec. 15.

•

CAPT. HAROLD AUTEN, foreign manager for Greater Union Theatres, Australia, has entered Mercy Hospital in Scranton, Pa., for an eye operation. He expects to remain there about two weeks.

•

EDMUND GRAINGER, RKO Radio producer, has received a citation from the Third Marine Division Association for assistance rendered in organizing a Marine show.

•

WALLACE LEVIN, manager of the Roosevelt Theatre, San Francisco, and son of JESSE LEVIN, General Theatrical executive, has enlisted in the Army.

•

MOREY GOLDSTEIN, Allied Artists vice-president and general sales manager, will leave here today for the national Allied convention in Chicago.

•

JAMES KEEFE, manager of the Orpheum Theatre in Spokane, has been elected to the Washington State Senate for the third time.

•

SELIG J. SELIGMAN, vice-president and general manager of Northio Theatres, Cincinnati, announces the birth of a girl, DALE.

•

DAVID A. LIPTON, Universal vice-president in charge of advertising-publicity, arrived here last night from Hollywood.

•

CYRIL EDGAR of Walt Disney Productions' London office, has arrived here by plane from England and is expected to remain for 10 days.

•

CHARLES SCHLAIFER, advertising agency head, is in Washington and is expected back here Thursday.

•

JOHN DERVIN, Stratford Pictures sales manager, flew to London yesterday from New York.

•

LYNDA BURNETT, formerly a booker with the Lippert Atlanta branch, has joined United Artists in the same capacity.

•

LOU COHEN, manager of Loew's Poli, Hartford, and MRS. COHEN are observing their 33rd wedding anniversary.

•

WILLIAM GOETZ, Universal-International studio head, has arrived here from Hollywood.

•

HARRY COHN, Columbia Pictures president, has arrived here from the Coast.

•

ARMAND DEUTSCH, M-G-M producer, plans to return to the Coast today by plane.

# 'Plymouth Adventure' Sets Pace at New York 1st-runs

Business was spotty this week in New York first-run theatres, with "Plymouth Adventure" at Radio City Music Hall setting the pace with a pretty good $123,000 for its first week.

At the Roxy, a fairly nice $55,000 was seen for the initial week of "Bloodhounds of Broadway," while "The Turning Point" at the Globe opened to a fair $13,500. The first seven days of "The Steel Trap" at Loew's State is expected to rack up a satisfactory $12,500.

A good $61,000 is estimated for the second and final week of "Operation Secret" at the Paramount, where "Iron Mistress" will have its premiere tomorrow in conjunction with the 26th anniversary of the house. Still doing very well is "Breaking Through the Sound Barrier" at the Victoria, where $25,000 is seen for the second week.

The record-breaking "The Promoter" at the Fine Arts Theatre is expected to hit a robust $12,500 for its third week. Holding up strong is "O. Henry's Full House" at the 52nd Street Trans-Lux, where $9,300 is forecast for the fifth inning.

For the ninth stanza of "Snows of Kilimanjaro" at the Rivoli, a good $20,000 is expected. "Prisoner of Zenda" at the Capitol is due to register a satisfactory $30,000. A fair $9,000 is estimated for the fourth week of "The Lusty Men" at the Criterion.

"Limelight" at the Astor and the two-a-day 60th Street Trans-Lux is doing well, with $24,000 estimated for the Astor and $10,500 for the Trans-Lux. The picture is in its fourth week at both houses. A steady $9,000 for the fourth week of "The Fourposter" at the Sutton is forecast.

"The World in His Arms" at the Mayfair is expected to hit a moderate $12,500 for its fifth week. The Mayfair's next attraction will be "The Thief of Venice," which opens Nov. 27.

"Under the Red Sea" will have its premiere Tuesday at the Beekman Theatre. "Angel Street" opened to a fair $6,100 at the Normandie.

# U.S. Firms Picking Up Japanese Permits

Member companies of the Motion Picture Export Association will continue to pick up Japanese import licenses even though the number to be allotted to each distributor has not been determined. Eric Johnston, president of MPEA, was to have met with foreign department managers here yesterday on the Japanese situation, but his departure for South America Saturday caused a postponement until December.

The split-up of the licenses it not sidered of such vital importance that a decision on their distribution must be immediate. The companies will pick up licenses from time to time in order to keep their pictures in circulation in Japan.

Under an agreement reached in October, the U. S. companies will share 59 permits during the second half of the fiscal year.

## Brisson Headquarters At Disney Office

Producer Frederick Brisson, who is in New York from Hollywood for conferences with RKO Radio executives on distribution and promotion plans for his comedy, "Never Wave at A Wac," has established offices with the Walt Disney organization, which is his worldwide sales representative. He was accompanied from the Coast by RKO Radio publicist Phil Gersdorf, his publicity director.

Brisson expects to remain in New York until after the launching of "Wac" in January when he will depart for Madrid to arrange for the filming there of his next Independent Artists production, tentatively titled "It Happened in Spain."

# Notables at Variety Meet in Pittsburgh

PITTSBURGH, Nov. 17. — The 25th anniversary mid-winter meeting here of Variety Clubs International beginning Friday will conclude with a banquet Sunday night with guests including Gov. Harold Hoffman of Pennsylvania, Mayor David Lawrence of Pittsburgh, Paul Martin, Canadian Minister of National Health and Welfare, who is representing Canada at the United Nations Assembly, Branch Rickey, C. J. Latta of London and Luis Montes and other Mexican representatives.

Business meetings, presided over by international chief barker Jack Beresin, will be held Friday, and will be attended by delegates representing every Tent in the country as well as Tents in Ireland, England, Canada, Japan and Mexico. On Saturday the local Tent No. 1, originator of the Variety Clubs idea, will stage a telethon to raise money to erect a wing on the Pittsburgh Memorial Hospital. Stars and celebrities on the telethon are Virginia Mayo, Michael O'Shea, Janet Leigh, George Murphy, Tony Curtis, Rhonda Fleming, Van Heflin, Forrest Tucker, Tony Romano, Morton Downey and Dennis James. A number of other Hollywood personalities and executives are expected to arrive for the Sunday banquet as well as 85 executives from New York.

## Arnall to Coast Monday

WASHINGTON, Nov. 17. — Ellis Arnall, president of the Society of Independent Motion Picture Producers, said he will fly to the Coast Monday to discuss SIMPP matters with various members there.

## Total Industry Firms Unchanged at 14,900

**Washington, Nov. 17.—The total number of firms in the motion picture industry at the end of the first quarter of 1952 was 14,900, the Department of Commerce reports.**

**There has been no change in the figure since Sept., 1951.**

## 'Look' Feature on Picture Pioneers

Promoting the Motion Picture Pioneers' annual dinner which will be held on Nov. 25 at the Hotel Astor here, *Look Magazine*, issue of Dec. 2, which is on newsstands today, carries a full page feature on the organization which includes photographs of 17 industry leaders who are members.

It tells how the organization began 13 years ago, discusses the membership growth to almost 1,000, and lists some of the foundation's charity activities. A picture and a detailed account of the rise of Nate Blumberg, "Pioneer of 1952," and board chairman of Universal, appears in the feature.

## $1,152 for 'Gus'

INDIANAPOLIS, Nov. 17.—Twentieth Century-Fox's "My Pal Gus" is racking up an impressive first week's gross at the Circle Theatre here. It beat opening day totals of four other company toppers, according to the theatre's management. It opened on Thursday and grossed $1,152, compared to "Diplomatic Courier," $982; "What Price Glory," $1,065; "Dreamboat," $1,028, and "We're Not Married," $1,030.

## B'nai B'rith to Meet

New York's Cinema Lodge of B'nai B'rith will hold an informal business meeting and social evening at the Hotel Warwick tonight with president Marty Levine reporting on current undertakings and Oscar Goldstein, national B'nai B'rith executive, stressing the importance of the order in American life today.


NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"PLYMOUTH ADVENTURE"
Spencer TRACY • Gene TIERNEY
Van JOHNSON • Leo GENN
Color by TECHNICOLOR • An M-G-M Picture
plus GREAT HOLIDAY STAGE SPECTACLE

Operation Secret
CORNEL WILDE • KARL MALDEN • STEVE COCHRAN
PARAMOUNT TIMES SQUARE PHILLIES THEATER
In Person
THE FOUR ACES
SUNNY GALE
JAY LAWRENCE • THE LANE BROS
EXTRA
CHARLIE BARNET
AND HIS ORCHESTRA
Midnight Feature


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# THE EYES OF AMERICA WILL BE ON CHICAGO FOR THE NEXT 3 WEEKS!

1st

(1952) NATIONAL ALLIED CONVENTION
COMBINED WITH T. E. S. M. A. TRADE SHOW
MORRISON HOTEL CHICAGO
NOVEMBER 17th, 18th, 19th

## NATIONAL ALLIED CONVENTION

**NOVEMBER 15th to 19th**

The Great Independent Theatre Event of the Year! The largest assemblage of leading theatre owners in the distinguished history of Allied!

2nd



## "THE PRISONER OF ZENDA"

**NOVEMBER 21st**

A natural to follow Allied's enthusiastic salute to show business, M-G-M brings Chicago another big Technicolor adventure spectacle!

3rd



## "PLYMOUTH ADVENTURE"

**NOVEMBER 24th**

Chicago's big events launched by the National Allied Convention continue as M-G-M presents its famed Technicolor epic of the sea!

# Myers Gives Allied Alternatives

(*Continued from page* 1)

**January meeting of the Allied board and instruct the negotiating committee in the meantime to ascertain how far the distributors will go in developing an effective conciliation or mediation plan and in meeting other points in this report or which the committee or the board may raise.**

**5) Defer final action until such time as the film committee of Allied shall report that conditions regarding film rentals, terms and conditions which are now giving rise to so many protests have eased to a point where confidence and good will among exhibitors has been restored.**

Sentiment among convention delegates leans toward either of the last two alternatives. Action on arbitration, however, may not be taken until Wednesday, at which time it is expected whatever recommendation is made by the Allied board will be closely followed.

Myers' report on the distributors' draft, although distributed generally at the opening convention business session today, also has not yet been officially discussed by him and may not be until tomorrow's or Wednesday's meeting.

Jack Kirsch's keynote address today tipped the board's thinking on the major controversial issues to be presented to the convention, including arbitration. Kirsch reminded the convention that the plan does not include arbitration of film rentals, which Allied's convention in New York last year made a requisite of any plan acceptable to it. Of conciliation, Kirsch said it appeared only to accord an open-door policy at film exchanges which, he said, is nothing new. "Allied has been using it for years," he said.

His keynote also praised COMPO's tax repeal campaign and the COMPO financing effort of the past summer, indicating further that there is little doubt Allied's membership in COMPO will be renewed for another year. He set the stage for serious consideration of H. A. Cole's proposal that Allied officers withdraw from cooperative industry endeavor and predicted the convention will launch a campaign against exorbitant film rentals which cannot be withstood. At the same time, Kirsch noted, many are asking what has happened to Allied's old militant stand and policies.

**"We haven't retreated an inch," he said. "Allied is still doing business at the same old stand."**

**He admonished the convention to "be bold in your thinking and action. Don't act like whipped dogs."**

Kirsch's keynote address was praised to the convention by Wilbur Snaper, Allied president, who endorsed it as "setting the tenor and tempo of the convention." Ben Marcus, Allied treasurer, opened the convention. The first session got under way 50 minutes late but some of the fault lay with the hotel arrangements office which had rented the auditorium for a Chicago Monday morning quarterbacks luncheon for sports writers, who were shown films of last Saturday's Michigan State-Notre Dame football game. The auditorium had to be cleared and rearranged after the luncheon for the sports experts, which ran late.



Wilbur Snaper

On the dais for the opening session, which was well attended, were Marcus, Snaper, permanent convention chairman; Kirsch, general chairman of the convention; Jack Rose of Illinois Allied, and Stanley Kane of North Central Allied. John Daly, clerk of the city of Chicago, welcomed the delegates.

The session adjourned till tomorrow following Kirsch's keynote address. The Allied film clinics were in continuous session and will resume again tomorrow morning. The first general convention luncheon will be held tomorrow, followed by a demonstration of RCA large screen theatre television and a convention open forum. In the evening there will be a night club party for the delegates at Chez Paree.

Meanwhile, visitors to the TESMA-TEDA equipment exhibit and trade show continue heavy.

## *Sees Much Criticism, Little Enthusiasm in Myers' Report*

CHICAGO, Nov. 17.—The neutral examiner of the report on the distributors' proposed industry arbitration draft prepared by Abram F. Myers for the Allied States convention here will look in vain for evidences of unqualified enthusiasm. There is, however, no lack of criticism of virtually all of the proposals in the draft or, at least, expressed disappointment in the language.

**The proposals for abitration of competitive bidding complaints perhaps arouse the most regret in Myers' report.**

Myers notes that exhibitor members of the drafting committee stood solidly for curbing the use of competitive bidding as much as possible. His report to the convention says that that aim was weakened "by the exceptions upon which the distributors have insisted."

By way of example he cites uncertainty as to the definition of a pre-release. He says that if distributors claim, contrary to his own views, that a pre-release means "after a pre-release first run in any city, the distributor is free to require bidding on all subsequent engagements, then this provision will afford no remedy for one of the worst of the current abuses."

Myers added that "under the distributors' wording they could, if so minded, reject all offers first submitted and then bring all the theatres in the city into competition for the picture."

### 'Cloak for Favoritism'

In discussing another proposal covering rejection of bids Myers says: "We tried to limit the competition to those who showed enough interest in the pictures to make an initial offer; the distributors apparently want to make the rejection of bids the occasion for enlarging the competition and, possibly, a cloak for favoritism and discrimination."

Of awards in competitive bidding cases, Myers' report says: "The clear and simple language of the Aug. 20 draft has been supplanted by gobbledegook and one important provision has been mislaid. . . ."

**Myers begins the report by pointing out that the distributors' draft is not the "all-inclusive plan" contemplated by the Allied board "because it makes no provision for the arbitration of film rentals as stipulated by Allied."**

Taking up the subjects of arbitration individually, the report has little criticism to make of the provisions governing clearance disputes. The second subject, runs, also gets off with only minor comment. Myers does point out that if all of the nine distributors subscribing to the arbitration plan availed themselves of the provision permitting each of them two pre-release pictures a year to be sold on special terms, there would be 18 such pictures annually. He adds, however, that at present there is no limitation on the number of such pre-release pictures.

### Doesn't Go Deep

On the subject of forcing pictures, Myers says the proposal to curb the abuse "does not go to the heart of the evil. Salesmen," he says, "no longer condition the licensing of one picture on the licensing of additional product." He asserts they raise the price of the desirable pictures "to the point where an exhibitor finds he can make a more advantageous deal by taking them all. In other words, instead of direct forcing, we have forcing by price differentials."

Myers said an Allied proposal which attacked the practice "was rejected by the distributors." This was resolved, he said, by distributors writing in the words forcing "directly or by any means." Myers said he feels that forcing by price differentials is forcing "by any means" and he would expect any "fair minded arbitrators to accept that view."

**He adds: "I do not need to remind you, however, that an argument is an unsatisfactory substitute for a clear-cut provision."**

Contract violations in the draft and the provisions governing them escape Myers' criticism. However, in discussing damages, he indicates some dissatisfaction, particularly with the language, on the four-year limitation period, or less. Distributors, he said, have added to the provision language "which will hardly prove enlightening to the non-lawyers who will administer the system and serve as arbitrators, not to mention the poor devils whose interests will be at stake in the

(*Continued on page* 5)

## Allied Considering Distribution of Fan Magazine: 'Revue'

CHICAGO, Nov. 17.—The Allied board today considered distribution of the new pocket-size fan magazine, "Revue," by Allied units as a revenue producer for regional organizations. Allied would place the magazines in as many theatres as possible, whether members of Allied or not, and the distributing regionals would get a percentage of the sales. Price of the magazine is 10 cents.

Final action on the proposal was postponed until the board's winter meeting in New Orleans, when it will be considered again, along with other revenue producing plans for the regional units. The magazine selling idea is not exclusively an Allied proposal but is open to other theatres as well.

## *Myers Relinquishing Some of His Duties*

**Chicago, Nov. 17.—Abram F. Myers, Allied chairman and general counsel, said today he will endeavor to relinquish a number of the routine duties he has handled for the organization for many years in order to "take things a little easier."**

**Among the assignments he is giving up first is that of board and convention press liaison, a function he has performed for years. Wilbur Snaper, Allied president, has taken over that task from Myers for the Allied sessions here.**

## *Sees Less Sentiment For Cole Proposal*

**Chicago, Nov. 17. — Convention sentiment here is veering away from support of H. A. Cole's proposal that Allied officers withdraw from all-industry cooperative efforts in favor of concentrating exclusively on handling exhibitors' trade practice complaints. Many feel that the Cole proposal is needless and that Allied officers can perform both functions. These are predicting the Cole proposal will be rejected.**

**William McCraw of Dallas and Paul Short of National Screen Service and Texas COMPO spoke against the Cole proposal at today's Allied board meeting. They had been invited to the meeting by Cole, who also is from Dallas.**

## *Registrations Near 1,000 in Chicago*

**Chicago, Nov. 17. — The combined registrations of the Allied States and TESMA-TEDA conventions may reach 1,000, it was evident here today as the facilities of the Morrison Hotel were overtaxed in efforts to handle the incoming crowds.**

**At least 100 more applications for tickets to the Wednesday night Allied banquet than the hall can accommodate have been received.**

**The TESMA-TEDA trade show, most elaborate in the history of the industry, extends over two exhibition floors and is well attended. The trade exhibit will be repeated here next year at the Theatre Owners of America convention in the Conrad Hilton Hotel, and will be alternated between the conventions of the two national exhibitor organizations thereafter.**

## Myers' Report

(*Continued from page* 4)

proceedings."

Myers said he warned the distributors that their aim of reducing anti-trust litigation through arbitration would succeed in large measure according to their liberality in subjecting themselves to damage awards. With double damages now the likely amount that could be won by a complainant, Myers says "it remains to be seen whether aggrieved exhibitors will resort to arbitration or continue to go to court."

**Least Enthusiastic Words**

Perhaps his least enthusiastic words are left to the conciliation proposals. He said these were proposed when distributors rejected Allied's requests for arbitration of film rentals. Despite its "engaging language," Myers said, the conciliation plan "provides nothing more than that the distributors shall maintain an open-door policy, which some companies are doing now." He says the plan does not go as far as the old UMPI plan and that based on Allied's experience and that of its officers engaged in handling trade practice complaints to date "I have grave doubts as to whether the plan now offered will solve the problems uppermost in the exhibitors' minds, having to do with current selling policies and high film rentals."

**On practices and procedure, Myers has mild criticism of the form of awards and appeals. On the matter of obtaining Justice Department and court approval of the plan Myers says that if "Allied elects to go along with this arbitration movement I would have to insist that the negotiations with the attorney general include counsel for all the participating organizations and be not limited to counsel for the film companies.**

He said a provision has been added to the draft that, should the plan be abandoned at the end of its 18 months trial period, he thinks "outstanding cease and desist orders" would be ineffective 12 months after but unpaid damage awards could still be collected."

Myers also says that the selection of local exhibitor arbitrators should be left to the local and regional exhibitor associations and not chosen, as proposed, by exhibitor members of the national administrator of the plan.

Nothing in Myers' report to the convention could be interpreted as an endorsement in whole of the distributors' draft.

## *Montgomery Wins 1st Filmack Prize*

**Chicago, Nov. 17.—L. C. Montgomery of New Orleans won the drawing at the opening Allied convention session today for early arrivals. Prize was a decorative desk clock, donated by Irving Mack of Filmack, to encourage early arrivals at the business meetings. A drawing will be held daily, with only the first 50 arrivals eligible.**

## *Allied States Convention Personality Notes . . .*

CHICAGO, Nov. 17. — Three Ohioan delegates to Allied States' national convention at the Morrison Hotel here—Leo T. Jones, of Upper Sandusky, Ernest Schwartz of Cleveland, and Martin G. Smith of Toledo (who has written an article depicting his experiences as a "guinea pig" in an effort to break the power of the Ohio State Censor Board, for the Convention Year Book)—all are attending their 19th national Allied convention, maintaining their perfect records of never having missed one of these national gatherings since Allied was organized. . . . Attending his first national Allied convention is Marion F. Bodwell of Wyoming, Ill., who started in the theatre business at the age of 10 distributing handbills for the old Lyceum Theatre at Wyoming, was promoted to ticket-taker shortly thereafter, became projectionist at the age of 12, and opened his own theatre (the Paramount) at the age of nineteen. Now only 49, Bodwell is a veteran of 39 years in show business. . . .

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W. H. (Bill) Hoffman, owner of the Lamar, Arthur, Ill., will have an opportunity to renew old acquaintances while he's here for the convention. He used to be a featured vocalist on Chicago radio stations KYW, WCFL, and WIBO. . . . Charlie Jones, owner of the Dawn Theatre, Elma, Iowa, who is attending his second national Allied convention, also is a journalist, having written a series of articles on small town theatres for *Motion Picture Herald*. . . . A member of Allied since its inception in the state of Wisconsin, C. L. Roser of Baraboo began his career in show business as an auditor for the old Ringling Brothers circus back in 1906. In 1915, Al Ringling, eldest of the Ringling brothers, built the Al Ringling Theatre in Baraboo, winter headquarters of the circus, and put Roser in charge of it. Roser recalls that they used to house the polar bears in heated brick buildings and let the camels spend their daytimes in snow-covered barnyards. . . .

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*F. J. McWilliams, owner and operator of the Portage and Home theatres, Portage, Wisc., as well as the Drive-in on the outskirts of Portage, opened his first theatre* 46 *years ago, charging five cents admission, and has been an exhibitor ever since except for* 18 *months in* 1916 *and* 1917 *when he travelled for Mutual Film. . . . R. V. McGinnis, chairman of the board of Allied of Oklahoma and owner of McGinnis Theatres, is attending his first national Allied convention. He brings real political "savvy" to his position as a member of COMPO of Oklahoma; McGinnis at one time was secretary to U.S. Congressman Wesley E. Disney and is a member of the public affairs committee of the Tulsa Chamber of Commerce. . . . Another Ohion also attending his* 19*th national Allied convention to maintain a perfect attendance record is Roy E. Wells, former owner of the Salem and Grand theatres, Dayton, O., who now operates the St. Paul at St. Paul, O.*

## Indiana Allied

(*Continued from page* 1)

annual meeting at the Hotel Lincoln here on Dec. 2-3.

A round-table discussion for exhibitors from small and medium towns will be led by E. L. Ornstein and J. P. Finneran. A. H. Borkenstein, E. L. Millee and D. Irving Long will preside at the clinic for city and subsequent-run operators. J. R. Pell, T. R. Mendelsohn and Jack Armstrong will be moderators for the drive-in group.

Trueman Rembusch, president of the Indiana Allied, announced that Wilbur Snaper, president of national Allied; Abram F. Myers, general counsel of the national organization, and Max E. Youngstein, vice-president of United Artists, already have accepted invitations to speak at the convention.

An ATOI directors' meeting will precede the convention, on the night of Dec. 1.

A party for exhibitors attending the convention will be given by Indianapolis Tent No. 10 of Variety in the Lincoln Hotel.

## *Pittsburgh Owners Ask Tax Abolition*

**Pittsburgh, Nov. 17.—Morris Finkel, chairman of the board of Allied of Western Pennsylvania, headed a group that appeared before the City Council here today requesting that the city abolish its 10 per cent amusement tax.**

**He declared that the tax is threatening the very existence of motion picture theatres, and that many theatres had been forced to close their doors while others have been operating on a part time basis because of the "paralyzing effect" on business. The request was referred to the Committee on Finance for discussion tomorrow.**

## Allied Board

(*Continued from page* 1)

**obtain better film prices and terms for members, and to renew Allied's membership in the Council of Motion Picture Organizations for another year.**

Heretofore the Allied board habitually has taken final action on all such policy matters and has presented them to the convention for approval. Thus, in asking the convention to make the final decision now, Allied has inaugurated a new board and convention policy. Whether or not it will be continued in the future was not certain.

In asking the convention to decide these issues, the Allied board will make a report on the results of its deliberations and probably will make recommendations, it was said.

As of today, it appeared that the board would recommend only conditional approval of arbitration, dependent upon changes and additions to the proposed industry draft designed to give small exhibitors a better break, particularly in the area of film playing conditions. It appeared today that Cole's proposal would win the board's recommendation but final action on it would be up to the convention. Renewal of membership in COMPO also appears to be favored by the board, with the convention to have the last word on that also.

**The board approved a plan and recommended its adoption by the general convention under which Allied regional units will engage in an expanded interchange of film buying information, including terms, allocations and prices. The plan in effect is an elaboration of the work being done by "Caravan," but with added embellishments, such as the exchange of ideas and opinions on films.**

## *Allied Will Hold 1953 Convention in Boston*

**Chicago, Nov. 17.—The Allied board today approved New England Allied's bid for the 1953 national convention. It will be held at the Sheraton Plaza Hotel, Boston; the tentative dates being Nov. 7-11.**

# MGM Plan

(*Continued from page* 1)

bids has worked out well and has gained the confidence and recognition of exhibitors generally," Reagan said, "we have no objection to the disclosure of bids after the deadline date and before the award is made if this is desired by our customers."

Reagan said that M-G-M had been striving to further its policy of limiting its competitive bidding situations only where necessary to meet legal requirements and it has to some extent been successful. Continuing, he said:

**Complicated Problems**

"Naturally, bidding situations present many complicated problems at times not easy to solve. Where performance in a given case points to a division of product as a practical solution, we have done this where agreeable to all concerned. We have little doubt that the theatre-going public prefers to have a theatre identified with a particular producer's product rather than the confusion which results when the public does not know which theatre will play a picture, particularly our type of pictures.

"We shall continue to exert our efforts to confine competitive bidding to those situations where there is no other alternative as we are fully aware of the feelings of the rank and file of exhibitors on this subject.

"In the meantime, we are hopeful of the adoption of the proposed arbitration and conciliation plan upon which so much time and attention have been given by all parties. I sincerely hope and do believe that the conciliation system to which I shall personally devote myself, will effectively deal with many of the exhibitor-distributor problems now confronting all of us, and that it will in fact make arbitration in many cases unnecessary."

## *Levin Executives Meet*

CHICAGO, Nov. 17.—A three-day conference of divisional executives of Jack H. Levin Associates, Inc., has been scheduled for tomorrow through Thursday in the Morrison Hotel here. Jack Levin, president of the national checking and survey organization, will discuss with the heads of his various offices operational plans for the coming year.

## *Lenore Sanders Rites*

Funeral services for Lenore R. Sanders, United Artists pressbook department publicity writer who died suddenly on Saturday, were held here yesterday. The former writer and editor for fan magazines had been on a leave of absence from U.A. for three months.

**Congratulations to the Met.**
We welcome to the magnificent Stage of the Metropolitan
**"LA FORZA DEL DESTINO"**
NOW READY FOR RELEASE
Carmine Gallone's Motion Picture Version
**"LA FORZA DEL DESTINO"**
Featuring the World's Outstanding Singers
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# *"Road To Bali"*

(*Continued from page* 1)

crocodiles, bears, and an octopus as well as a mistaken-identity wedding ceremony in spectacular headdresses. The best running gag in the film is a switch on the snake-in-a-basket-charming by flute playing, which here involves beautiful women emerging from an empty basket. Of course, the "patty-cake" routine is included but with a twist.

THE story by Frank Butler and Harry Tugend has Hope and Crosby recover the sunken treasure and escape the destructive traps of power-mad prince Murvyn Vye, a close relative of Miss Lamour's. At the finale it appears the boys are doomed to die and Miss Lamour is to be married off to an old, greedy chief but a volcano erupts and the trio escapes with the treasure.

Johnny Burke and James Van Heusen provided a highly serviceable score which is topped by a jazz number, "Chicago Style," and a lovely ballad, "To See You," and includes "Hoot Mon," "Moonflowers," "The Merry-Go-Runaround" and "The Road to Bali."

Tugend produced and liberally utilized process photography of some attractive island settings. Hal Walker's direction kept the gags and the proceedings moving at a sharp pace. Others in the cast are Peter Coe, Ralph Moody and Leon Askin as well as the usual bevy of beautiful girls.

This was viewed at a special trade preview at the Bijou Theatre in New York and a packed audience of exhibitors and press representatives responded in an extremely hearty fashion. Promotional possibilities of this were demonstrated by Paramount in an impressive exploitation display as it could be done by a typical theatre. Tie-ups were made at an insignificant cost with a local pet shop for tropical animals and birds; a frozen fruit juice company for "Bali Brew"; a costume company for sarongs and costumes; a fruit wholesaler for tropical fruits and coconuts; a record company for phonograph records and albums; a model agency for tropical beauties; a sawdust company for South Seas sand, sea shells, and tropical decorations; and lobby displays of color stills, blowups and posters from National Screen Service.

Few films come to the exhibitor with so much advance demand and properly exploited, this very funny production should be one of the year's top grossers.

Running time, 90 minutes. General audience classification. For January release.

WALTER PASHKIN

# Jack Kirsch Hints

(*Continued from page* 1)

touched on the suggestion lightly, but the fact that he mentioned it at all was taken as an indication that he saw possibilities in the idea, especially in regard to conciliation.

**In his own words, Kirsch said, speaking of efforts to achieve results, "Possibly a more certain and detailed procedure along the lines of the abortive UMPI plan of 1942 can be worked out. That must remain for further discussion by those who have given more time to the proceedings than I have. But do not delay any affirmative action you may have in mind in blind reliance on conciliation as a solution of your film problems. There are a lot of characters among the film companies, but I have never met one who looked—or acted—like Santa Claus."**

(UMPI was set up by all segments of the film industry to work out intra-industry problems in 1942. The various proposals ultimately were rejected by the Department of Justice and, subsequently, the organization was dissolved).

Kirsch's welcome address to the delegates was sounded on a high note of optimism. He expressed confidence that present difficulties would be overcome, adding that "my devotion to the business is not so great, nor am I so old, that I would not be out trying my hand at some other line of endeavor if I felt that the motion picture business is washed up and has no future." That, he said, "goes for all of you."

The upsurge in business during the summer months, Kirsch said, caused an elation that now appears to be premature, as receipts fell off after Labor Day. He admitted that television was a big factor in the slump, but he insisted there were other problems to cope with, declaring that he was convinced that TV "is not a permanent menace." The industry has withstood more serious challenges than that offered by television, but TV coupled with other existing and threatened handicaps "might indeed do the trick," he said.

Kirsch reviewed the efforts that had been made by Allied leaders and the Council of Motion Picture Organizations in seeking the repeal of the Federal admission tax, as well as their fight against the bill to exempt nonprofit amusements from the tax. He warned that a great deal is yet to be done to offset the government's suit to compel film companies to turn over their choicest films for TV exhibition. If this action should coast along to a freak decision in favor of the government, or should the companies tamely submit to a consent decree, Kirsch said it would not be an exaggeration to say that "such a calamity would spell ruin for every motion picture theatre in the United States."

**Kirsch charged that the Attorney General had abused his discretion as a prosecuting officer in filing this suit and that the exhibitors were within their rights in demanding that the case be withdrawn and, if the demand is unheeded, they will be justified in carrying their complaints even to Congress.**

While exhibitors have shown good faith in working with other branches on matters adversely affecting the industry, Kirsch charged that the distributors have refused to throw the exhibitors a lifesaver on matters concerning film rental, pre-releases, must percentages and other problems. He claimed that the exhibitors "were innocent enough to believe that this new era of good feeling would extend all down the line." Allied, Kirsch said, may have changed its methods a little in protecting the independent exhibitor, but it has never deviated from its loyalty. He urged that the current convention unite the exhibitors on a course of affirmative action "that our distributor friends can no longer ignore."

# RKO Talks

(*Continued from page* 1)

having been with Stolkin in Chicago. However, he said that he may go to Chicago this week for further parleys or Stolkin may come here to continue the negotiations on the purchase by Fox of the Stolkin group's 29 per cent stock interest. He added that there were so many ramifications to the projected deal that he could not make a flat statement as to the progress of the talks.

**Unofficial Reports**

From other sources yesterday it was reported that Fox had returned to New York from Chicago to get commitments for further necessary finances to complete the deal. Unofficial reports in Chicago were that the price of the stock loomed as a barrier to any early deal. The resignations of Arnold Grant and Arnold Picker as RKO's chief executive officers last week sent the stock down about one point at the time, although it went up a quarter of a point yesterday to 3 and ⅝, in a day that saw 10,200 shares traded.

Prospective purchasers, on the one hand, are said to be angling to take advantage of the lower quotation, whereas the Stolkin group, on the other hand, is not prepared to take any heavy loss on its investment at the moment.

**Call Both Deals Cold**

In Chicago, members of the Stolkin syndicate declined to divulge details of the Fox negotiations and, although indicating that the deal was cold, admitted that it was not beyond the possibility of being revived. It also was indicated that talks concerning sale of the stock to a group represented by Col. Henry Crown, of the Hilton Hotel interests, also are cold. It could not be learned whether any new group had entered the scene.

Meanwhile, the RKO board, which met here daily last week, did not convene yesterday. Sherrill Corwin, acting board chairman, was reported to have been in Chicago, as was Edward J. Burke, board member from Chicago, who attended last week's meetings.

Reports circulating yesterday to the effect that Walt Disney would withhold "Peter Pan" from RKO release until internal difficulties were overcome were scouted by company spokesmen. It was pointed out that the RKO promotional departments were working on the picture's openings. Roy Disney, president of Walt Disney Productions, when asked about the report said, "No comment."

## *Father Peyton Will Address Pioneers*

Father Patrick Peyton, of the Congregation of the Holy Cross, will be one of the principal speakers at the "Jubilee Dinner" of the Motion Picture Pioneers at the Hotel Astor on Nov. 25, it was disclosed here yesterday by Jack Cohn, Pioneers president.


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# High Court Refuses Anti-trust Appeal

WASHINGTON, Nov. 17.—The Supreme Court today refused to hear an appeal by two California exhibitors against a lower court decision dismissing their anti-trust suit against 10 distributors and two other independent exhibitors.

The suit was brought by Steve and Emma M. Chorak, owners of the Puente Theatre in Puente, Cal. They charged the defendants with conspiracy to give them inferior playing time and unreasonably long clearances. The California District Court and Court of Appeals hold there was no conspiracy but that the distributors had acted independently. The Choraks appealed to the Supreme Court, but a majority of the justices today indicated they would not take the case. Only three of the nine justices—Reed, Black and Douglas—said they thought the case should be heard.

Distributor defendants in the case were RKO Radio, Columbia, Warner Brothers, Paramount, 20th Century-Fox, United Artists, Universal, Republic, Loew's and Monogram. Exhibitor defendants were A. L. Sanborn, owner of the El Monte theatre in El Monte, Cal., and James Edwards Jr., operator of the Valley and Tumblewood theatres in El Monte.

## *"Andersen" to Net $25,000 for Hospital*

Indications are that the benefit premiere of Samuel Goldwyn's "Hans Christian Andersen" at the Criterion Theatre here Nov. 24 will net approximately $25,000 for the Will Rogers Memorial Hospital. All proceeds from the premiere are to go to the Saranac Lake institution. Tickets are now on sale and a sellout is expected by midweek. Celebrities from all branches of the entertainment world, along with top civic officials, are to attend the affair.

The premiere is the first in a contemplated annual series of benefit showings of important pictures aimed to further the tuberculosis research and treatment work performed at the hospital.

The benefit will be televised by station WPIX, with Tex McCrary and Jinx interviewing celebrities who will attend the opening. The program will be aired from 8:30 to 9:00 P.M., and recordings will be made of the interviews for subsequent use by Tex and Jinx on their Coast-to-Coast morning radio show.

## *George Shupert Quits Peerless TV Firm*

George Shupert, vice-president of Peerless Television Productions, which handles Edward Small's film sales to TV stations, has resigned. He will announce a new affiliation shortly.

During the last year Shupert is understood to have sold 26 Small productions to television stations in 27 markets. Sales amounted to approximately $1,000,000, it was said.

## *Rachmil and Fadiman In Columbia Posts*

HOLLYWOOD, Nov. 17.—In unrelated shiftings, Lewis Rachmil and William Fadiman, who last week resigned from RKO Radio production posts, have joined Columbia Pictures in production capacities.

# Television--Radio

## *with Pinky Herman*

A SPECIAL TIE-UP between Universal-International Pictures and Walt Framer's "The Big Pay-Off," Tviewed Coast-to-Coast via NBC, has been effected to seek the "Because of You Girl." The contest will be held in 22 cities and the winner will receive an all-expense trip to New York and a modeling contract on "The Big Pay-Off." . . . With the findings by the FCC "that Paramount Pictures did not control the Allen B. DuMont Laboratories, Inc." Dr. A. B. DuMont announced that this "Is a long step towards better television service throughout the country." Look for increased activity and further appropriations for development of the DuMont Network, simultaneous with the completion of WABD's multi-million-dollar tele-center in New York. . . . Jackie Gleason, rotund comic of his own CBShow, has been named Grand Marshal of Macy's 26th annual Thanksgiving Day Parade which will be telecast exclusively via CBS, Thursday, Nov. 27 from 11:00 A.M. to noon. Robert Trout will narrate the event, a chore he's handled since 1931.

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*Mayor Kris Kristensen and the City of Yonkers, N. Y., will pay tribute tonight to Sid Caesar, half of the great comedy team of "Caesar & Coca," starred every Saturday nite on Max Liebman's "Your Show of Shows" via NBC. Besides top-ranking city and Westchester County officials who have designated Nov. 18 as "Sid Caesar Day," in honor of a local boy who made good in a big way, others who will attend the festivities include, Liebman, Charles Sanford, Imogene Coca, Dave Tebet, Harry Forwood, Bill Hobin, Carl Reiner and Howard Morris, Prexy Joseph H. McConnell, Veep Pat Weaver of NBC, NBC producers Hal Janis and George McGarrett, Comics Jack Carter, Morey Amsterdam and Jack E. Leonard, Harry Kalcheim of the William Morris Agency and Rear Admiral Louis B. Olsen, Commandant of the U. S. Coast Guard, Eastern District. (Sid got his major league start while an enlisted man, as featured comic in the Coast Guard's feature film, "Tars and Spars.") The 2,000 assembled guests at the Armory on North Broadway in Yonkers will hear a variation of Bill Shakespeare's classic lines, said variation being, "Friends, Yeomen, Countrymen, . . . I came to BURY Caesar with PRAISE."*



Sid Caesar

☆ ☆ ☆

**We are happy to correct, via this pillar, an error that appears in the current edition of the *Motion Picture & Television Almanac* stating that Sesac, Inc., was organized in 1951. In reality, Paul Heinecke formed Sesac, Inc., in 1931, five years after he had founded Associated Music Publishers. Acclaimed as a pioneer in popularizing classical music in America, Heinecke recently celebrated his 50th anniversary as head of Breitkopf Publications. . . . Abby Greshler, who has just produced the second film of the new "Peck's Bad Boy" TV series, starring Jimmy Boyd, is en route to New York to complete a deal, probably with UA, for distribution of "Emergency Call," full length flicker he acquired from Butcher Films, Ltd., of London. . . . Next Saturday's "All-Star Revue," via NBC-TV, will feature the Ritz Brothers who will stop clowning long enough to introduce their own composition, "Get Out and Vote For Santa." Sid Kuller, who directs the Eddie Cantor and Donald O'Connor shows, will handle similar chores for this Bill Harmon production. . . .**

☆ ☆ ☆

Several agencies have called Johnny Olsen for commercial films as a result of the vet emcee's fine job in a special "Battle Cancer" film just released nationally. . . . Ruth Cummings, wife of Roy Rowland and niece of Louis B. Mayer, is in Gotham to arrange for publication of several new original stories. Miss Cummings' articles and short stories have appeared in numerous leading magazines. . . . TV producers and directors seek perfection in their story material and the histrionics of their actors but often are careless or perhaps regard musical background music as unimportant. Conversely, appropriate mood music, does much to enhance the quality of dramatic programs, a fact that was established way back in the nickelodeon days. Examples of effective musical background that come to mind are heard in the NBC-TVehicle, "The Doctor" on Sundays, and "Man Against Crime," CBSeries, telecast every Wednesday.

## Set 'Carmen' for Fabian's Grand

Fabian's Grand, Albany, N. Y., plans to carry the Dec. 11 telecast of "Carmen," it was learned here yesterday.

Meanwhile, negotiations between Theatre Network Television, the agency which has booked the first theatre TV entertainment event, and other circuits will resume tomorrow. Today, Nathan Halpern, TNT president, will be in Chicago to address the national Allied convention.

Upon his return here, Halpern is due to continue talks with various circuit executives, including those of Loew's, Warner Brothers, Shea Enterprises, RKO Theatres and United Paramount Theatres. For the Metropolitan Opera production of "Carmen," TNT is seeking 40 cents per seat as a minimum against 50 per cent of the net box-office receipts. It is understood that TNT expects to line-up from 40 to 50 theatres for the cross-country three-hour telecast. Although circuit executives are virtually unanimous in their interest, some oppose the price being sought for the event.

## *Deny Gamble Bid on Ownership Change*

WASHINGTON, Nov. 17.—A Federal Communications Commission hearing examiner today denied an application by Ted Gamble to change a pending appplication for a Portland television station to take note of different ownership.

The application is by the Mt. Hood Radio and Television Co. Ralph Stolkin, Sherrill Corwin, Edward Burke and Harry Kahn recently sold their interest in the company to the employes. Gamble, a major stockholder in the firm, was asking the examiner, during a hearing on various Portland TV applications, to amend the application to take note of this change. The examiner denied the request, and Gamble will appeal to the full Commission.

## *DuMont Hails FCC's Resnick Findings*

DuMont Laboratories hailed the recommendations of Federal Communications Commission examiner Leo Resnick, which found that Paramount Pictures does not control Allen B. DuMont Laboratories, Inc.

Resnick's findings, declared Dr. Allen B. DuMont, president, "is a long step towards better television service throughout the nation. It removes all questions as to the stability of our licenses in New York, Washington and Pittsburgh, and will make it possible for us to acquire additional stations."

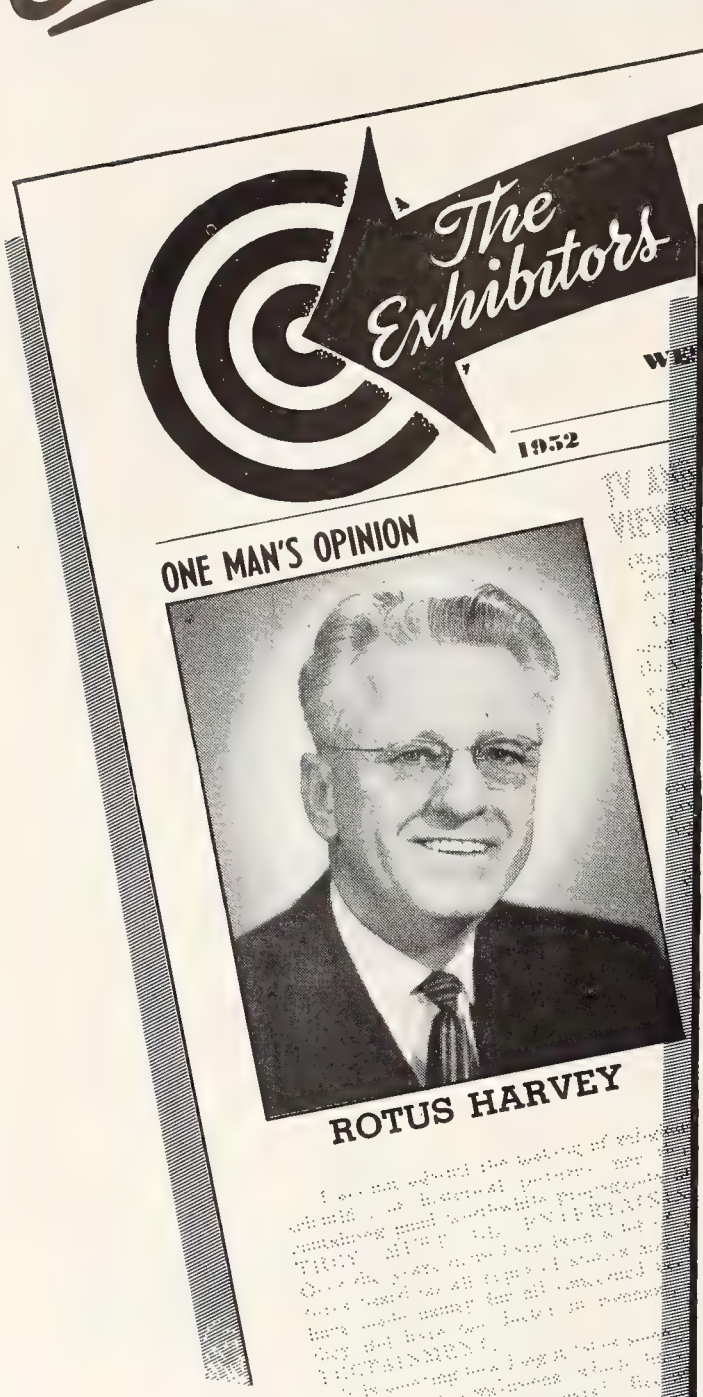
## *Turn Down TV Set Tax*

BOSTON, Nov. 17.—Massachusetts legislators today turned down a suggestion to tax all television sets $1.50 or $2.00 annually. Senator Ralph C. Mahar, chairman of a legislative commission studying the possibility of establishing a television channel in Massachusetts for educational purposes, ruled out a suggestion that individual television sets be taxed to provide money for a state owned station.

## *Harry Tugend to Write*

HOLLYWOOD, Nov. 17.—Harry Tugend has given up his Paramount producership to concentrate exclusively on writing.

# *Check* these facts and figures from "The Exhibitors Digest". Look at the tremendous increase in operating costs . . .




## SUPPLIES-EQUIPMENT SINCE '40

The percentage of increase in prices of equipment and supplies since 1940 is as follows:

| | |
|---|---|
| Seats | 143% |
| Box office | 76% |
| Carpet | 120% |
| Carpet padding | 76% |
| Display frames | 166% |
| Draperies | 79% |
| Projection equipment and supplies | 115% |
| Stage equipment | 110% |
| Furniture and miscellaneous | 116% |
| Janitor and lavatory supplies | 106% |
| Miscellaneous | 35% |
| Marquee letters | 126% |
| Carbons | 33⅓% |
| Stationery supplies | 93% |
| Printing | 90% |

*then*

*Compare* – the negligible increase, *IF ANY*, that you have paid N.S.S. during all these years of rising costs!

*Compare* – All your costs with the LOW COST, *Service-with-a-Smile* Policy of *The Prize Baby*



FIRST IN FILM NEWS

# MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 96 NEW YORK, U. S. A., TUESDAY, NOVEMBER 18, 1952 TEN CENTS

# Myers Gives Allied Five Arbitration Alternatives

## MGM Bid Plan To Await Okay Of Arbitration

### *Reagan Says Firm Will Limit Bidding Situations*

Because there is a specific detailed plan for the disclosure of bids before the deadline date in the proposed arbitration agreement, M-G-M has decided "it would be preferable to await the final approval of the arbitration plan rather than to institute, in the meantime, an individual plan of our own." This was disclosed here yesterday by Charles M. Reagan, M-G-M general sales manager.



Charles Reagan

"While we have every reason to believe that our system for handling

(Continued on page 6)

## Calls Mass. Safety Rules 'Arbitrary'

BOSTON, Nov. 17.—Regulations of the Commissioner of Public Safety of Massachusetts requiring two licensed motion picture operators in attendance in booths was called "unreasonable and arbitrary" in a 32-page report, filed by attorney Arthur L. Brown of Boston, sitting as a master in the Suffolk Superior Court of this city.

This finding was made as to both safety and nitrate film. The report also challenged the provision that the operator shall not leave the operating side of the projector while it is in motion and that when only one licensed operator is in attendance it shall be necessary to "black out" during the process of changing over.

## *Brylawski Honored At Capital Dinner*

WASHINGTON, Nov. 17.—A. Julian Brylawski, a leader in the Washington motion picture industry, will be honored at a combination birthday and anniversary dinner at the Shoreham Hotel on Dec. 1.

The dinner will mark Brylawski's 70th birthday and his 30 years in the industry.

## Fox Says Talks For RKO Stock Are Continuing

Despite reports from Chicago to the effect that Matthew Fox's negotiations for the purchase of the Ralph Stolkin syndicate's interest in RKO Pictures had become cold, Fox said in New York yesterday that discussions on the project were continuing. Fox, head of Films-for-Television and a partner in United Artists, said that it might be several days before he would know the final outcome of the parleys, "one way or the other."

Fox said that he had not conferred with the RKO board, all his talks

(Continued on page 6)

## Indiana Allied to Feature Film Clinics

INDIANAPOLIS, Nov. 17. — Film clinics at which exhibitors will exchange ideas and information on mutual problems are to be an important feature of the Allied Theatre Owners of Indiana convention program again this year. They will have top priority on the mornings of both days of the

(Continued on page 5)

## *Allied General Chairman Distributes A Printed Report to Chicago Convention; Delegates' Sentiment Leans to Deferment*

By SHERWIN KANE

CHICAGO, Nov. 17.—The Allied States convention here has five alternatives for dealing with the proposed industry plan of arbitration, according to a report on the plan by Abram F. Myers, chairman and general counsel, distributed in printed form to the convention delegates today.

The alternatives:

**1) Approve the distributors' draft in its present form and authorize Allied's officers to sign the compact.**

**2) Approve the draft in principle and instruct Allied's negotiating committee to seek the further changes suggested by this report or which the board may stipulate, with authority to the officers to act on the committee's final recommendation.**

**3) Reject the draft either because (a) it contains no provisions for arbitrating film rentals, or (b) it contains provisions which are not deemed to be in the exhibitors' interests.**

**4) Defer final action until the**

(Continued on page 4)

## Allied Board Takes Major Issues to Full Convention

CHICAGO, Nov. 17. — Further emphasizing the combustible and unpredictable nature of the Allied States convention this year, the board of directors dodged the responsibility of taking final action on major controversial issues and decided at the last of two-and-a-half days of meetings to refer such subjects to the convention.

**Among issues on which the whole convention is being asked to make final decisions are approval of the industry arbitration plan, the proposal of H. A. Cole of Texas Allied to remove Allied officers from all-industry cooperative endeavors in order to concentrate upon efforts to**

(Continued on page 5)

## *"Road To Bali"*

**[*Paramount Pictures*]**

FIVE years have elapsed since the last "Road" picture with Bob Hope, Bing Crosby and Dorothy Lamour was released and audiences throughout the land were rolling in the aisles over the hilarious antics. The sixth in the series is in color by Technicolor and is one of the best. It should join its predecessors, each of which netted the company over $4,000,000 and is listed among the top 100 money-making pictures of all time.

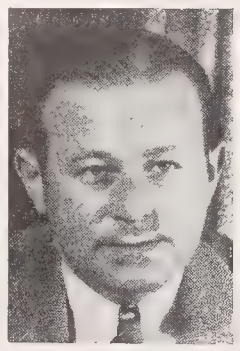
Portraying a couple of broken down vaudevillians stranded in Australia, Hope and Crosby happily accept a chance to go to Bali and dive for sunken treasure. The screenplay, by Frank Butler, Hal Kanter and William Morrow, virtually never takes itself seriously and sets up situations and props for the rapid-fire gags inimitably delivered by the stars. There are several cleverly interspersed sequences where either one or both of the principals address the audience, and surprise "visits" by such stars as Jane Russell, Humphrey Bogart and Bob Crosby.

The humor is deftly unfurled in a progressively zany pattern that after a while defies analysis or resistance and the audience is caught up in a whirlpool of laughter. There are the usual laugh-getters involving dangerous

(Continued on page 6)

## *Jack Kirsch Hints UMPI Revival May Aid Arbitration*

CHICAGO, Nov. 17.—A veiled hint that a revival of the United Motion Picture Industry (UMPI) plan of 1942 might be worked out as a solution to the establishment of an industry arbitration system was noted in the keynote speech of Jack Kirsch at the opening session of Allied's national convention here yesterday. Kirsch, convention chairman and president of Allied Theatres of Illinois,



Jack Kirsch

(Continued on page 6)

# Personal Mention

NORTON V. RITCHEY, Monogram International president, left Hollywood yesterday to visit branch offices in Mexico. He will make other Latin American stops before returning to New York on Dec. 15.

•

CAPT. HAROLD AUTEN, foreign manager for Greater Union Theatres, Australia, has entered Mercy Hospital in Scranton, Pa., for an eye operation. He expects to remain there about two weeks.

•

EDMUND GRAINGER, RKO Radio producer, has received a citation from the Third Marine Division Association for assistance rendered in organizing a Marine show.

•

WALLACE LEVIN, manager of the Roosevelt Theatre, San Francisco, and son of JESSE LEVIN, General Theatrical executive, has enlisted in the Army.

•

MOREY GOLDSTEIN, Allied Artists vice-president and general sales manager, will leave here today for the national Allied convention in Chicago.

•

JAMES KEEFE, manager of the Orpheum Theatre in Spokane, has been elected to the Washington State Senate for the third time.

•

SELIG J. SELIGMAN, vice-president and general manager of Northio Theatres, Cincinnati, announces the birth of a girl, DALE.

•

DAVID A. LIPTON, Universal vice-president in charge of advertising-publicity, arrived here last night from Hollywood.

•

CYRIL EDGAR of Walt Disney Productions' London office, has arrived here by plane from England and is expected to remain for 10 days.

•

CHARLES SCHLAIFER, advertising agency head, is in Washington and is expected back here Thursday.

•

JOHN DERVIN, Stratford Pictures sales manager, flew to London yesterday from New York.

•

LYNDA BURNETT, formerly a booker with the Lippert Atlanta branch, has joined United Artists in the same capacity.

•

LOU COHEN, manager of Loew's Poli, Hartford, and MRS. COHEN are observing their 33rd wedding anniversary.

•

WILLIAM GOETZ, Universal-International studio head, has arrived here from Hollywood.

•

HARRY COHN, Columbia Pictures president, has arrived here from the Coast.

•

ARMAND DEUTSCH, M-G-M producer, plans to return to the Coast today by plane.

# 'Plymouth Adventure' Sets Pace at New York 1st-runs

Business was spotty this week in New York first-run theatres, with "Plymouth Adventure" at Radio City Music Hall setting the pace with a pretty good $123,000 for its first week.

At the Roxy, a fairly nice $55,000 was seen for the initial week of "Bloodhounds of Broadway," while "The Turning Point" at the Globe opened to a fair $13,500. The first seven days of "The Steel Trap" at Loew's State is expected to rack up a satisfactory $12,500.

A good $61,000 is estimated for the second and final week of "Operation Secret" at the Paramount, where "Iron Mistress" will have its premiere tomorrow in conjunction with the 26th anniversary of the house. Still doing very well is "Breaking Through the Sound Barrier" at the Victoria, where $25,000 is seen for the second week.

The record-breaking "The Promoter" at the Fine Arts Theatre is expected to hit a robust $12,500 for its third week. Holding up strong is "O. Henry's Full House" at the 52nd Street Trans-Lux, where $9,300 is forecast for the fifth inning.

For the ninth stanza of "Snows of Kilimanjaro" at the Rivoli, a good $20,000 is expected. "Prisoner of Zenda" at the Capitol is due to register a satisfactory $30,000. A fair $9,000 is estimated for the fourth week of "The Lusty Men" at the Criterion.

"Limelight" at the Astor and the two-a-day 60th Street Trans-Lux is doing well, with $24,000 estimated for the Astor and $10,500 for the Trans-Lux. The picture is in its fourth week at both houses. A steady $9,000 for the fourth week of "The Fourposter" at the Sutton is forecast.

"The World in His Arms" at the Mayfair is expected to hit a moderate $12,500 for its fifth week. The Mayfair's next attraction will be "The Thief of Venice," which opens Nov. 27.

"Under the Red Sea" will have its premiere Tuesday at the Beekman Theatre. "Angel Street" opened to a fair $6,100 at the Normandie.

## U.S. Firms Picking Up Japanese Permits

Member companies of the Motion Picture Export Association will continue to pick up Japanese import licenses even though the number to be allotted to each distributor has not been determined. Eric Johnston, president of MPEA, was to have met with foreign department managers here yesterday on the Japanese situation, but his departure for South America Saturday caused a postponement until December.

The split-up of the licenses it not sidered of such vital importance that a decision on their distribution must be immediate. The companies will pick up licenses from time to time in order to keep their pictures in circulation in Japan.

Under an agreement reached in October, the U. S. companies will share 59 permits during the second half of the fiscal year.

## Brisson Headquarters At Disney Office

Producer Frederick Brisson, who is in New York from Hollywood for conferences with RKO Radio executives on distribution and promotion plans for his comedy, "Never Wave at A Wac," has established offices with the Walt Disney organization, which is his worldwide sales representative. He was accompanied from the Coast by RKO Radio publicist Phil Gersdorf, his publicity director.

Brisson expects to remain in New York until after the launching of "Wac" in January when he will depart for Madrid to arrange for the filming there of his next Independent Artists production, tentatively titled "It Happened in Spain."

## Notables at Variety Meet in Pittsburgh

PITTSBURGH, Nov. 17.—The 25th anniversary mid-winter meeting here of Variety Clubs International beginning Friday will conclude with a banquet Sunday night with guests including Gov. Harold Hoffman of Pennsylvania, Mayor David Lawrence of Pittsburgh, Paul Martin, Canadian Minister of National Health and Welfare, who is representing Canada at the United Nations Assembly, Branch Rickey, C. J. Latta of London and Luis Montes and other Mexican representatives.

Business meetings, presided over by international chief barker Jack Beresin, will be held Friday, and will be attended by delegates representing every Tent in the country as well as Tents in Ireland, England, Canada, Japan and Mexico. On Saturday the local Tent No. 1, originator of the Variety Clubs idea, will stage a telethon to raise money to erect a wing on the Pittsburgh Memorial Hospital. Stars and celebrities on the telethon are Virginia Mayo, Michael O'Shea, Janet Leigh, George Murphy, Tony Curtis, Rhonda Fleming, Van Heflin, Forrest Tucker, Tony Romano, Morton Downey and Dennis James. A number of other Hollywood personalities and executives are expected to arrive for the Sunday banquet as well as 85 executives from New York.

## Arnall to Coast Monday

WASHINGTON, Nov. 17. — Ellis Arnall, president of the Society of Independent Motion Picture Producers, said he will fly to the Coast Monday to discuss SIMPP matters with various members there.

## Total Industry Firms Unchanged at 14,900

**Washington, Nov. 17.—The total number of firms in the motion picture industry at the end of the first quarter of 1952 was 14,900, the Department of Commerce reports.**

**There has been no change in the figure since Sept., 1951.**

## 'Look' Feature on Picture Pioneers

Promoting the Motion Picture Pioneers' annual dinner which will be held on Nov. 25 at the Hotel Astor here, *Look Magazine,* issue of Dec. 2, which is on newsstands today, carries a full page feature on the organization which includes photographs of 17 industry leaders who are members.

It tells how the organization began 13 years ago, discusses the membership growth to almost 1,000, and lists some of the foundation's charity activities. A picture and a detailed account of the rise of Nate Blumberg, "Pioneer of 1952," and board chairman of Universal, appears in the feature.

## $1,152 for 'Gus'

INDIANAPOLIS, Nov. 17.—Twentieth Century-Fox's "My Pal Gus" is racking up an impressive first week's gross at the Circle Theatre here. It beat opening day totals of four other company toppers, according to the theatre's management. It opened on Thursday and grossed $1,152, compared to "Diplomatic Courier," $982; "What Price Glory," $1,065; "Dreamboat," $1,028, and "We're Not Married," $1,030.

## B'nai B'rith to Meet

New York's Cinema Lodge of B'nai B'rith will hold an informal business meeting and social evening at the Hotel Warwick tonight with president Marty Levine reporting on current undertakings and Oscar Goldstein, national B'nai B'rith executive, stressing the importance of the order in American life today.


NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"PLYMOUTH ADVENTURE"
Spencer TRACY · Gene TIERNEY
Van JOHNSON · Leo GENN
Color by TECHNICOLOR · An M-G-M Picture
plus GREAT HOLIDAY STAGE SPECTACLE

Operation Secret
CORNEL WILDE · KARL MALDEN · STEVE COCHRAN
In Person THE FOUR ACES SUNNY GALE JAY LAWRENCE · THE LANE BROS EXTRA CHARLIE BARNET AND HIS ORCHESTRA
PARAMOUNT TIMES SQUARE PHYLLIS THAXTER
Midnight Feature


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# THE EYES OF AMERICA WILL BE ON CHICAGO FOR THE NEXT 3 WEEKS!




## NATIONAL ALLIED CONVENTION

**NOVEMBER 15th to 19th**

The Great Independent Theatre Event of the Year! The largest assemblage of leading theatre owners in the distinguished history of Allied!




## "THE PRISONER OF ZENDA"

**NOVEMBER 21st**

A natural to follow Allied's enthusiastic salute to show business, M-G-M brings Chicago another big Technicolor adventure spectacle!




## "PLYMOUTH ADVENTURE"

**NOVEMBER 24th**

Chicago's big events launched by the National Allied Convention continue as M-G-M presents its famed Technicolor epic of the sea!

# Myers Gives Allied Alternatives

(Continued from page 1)

**January meeting of the Allied board and instruct the negotiating committee in the meantime to ascertain how far the distributors will go in developing an effective conciliation or mediation plan and in meeting other points in this report or which the committee or the board may raise.**

**5) Defer final action until such time as the film committee of Allied shall report that conditions regarding film rentals, terms and conditions which are now giving rise to so many protests have eased to a point where confidence and good will among exhibitors has been restored.**

Sentiment among convention delegates leans toward either of the last two alternatives. Action on arbitration, however, may not be taken until Wednesday, at which time it is expected whatever recommendation is made by the Allied board will be closely followed.

Myers' report on the distributors' draft, although distributed generally at the opening convention business session today, also has not yet been officially discussed by him and may not be until tomorrow's or Wednesday's meeting.

Jack Kirsch's keynote address today tipped the board's thinking on the major controversial issues to be presented to the convention, including arbitration. Kirsch reminded the convention that the plan does not include arbitration of film rentals, which Allied's convention in New York last year made a requisite of any plan acceptable to it. Of conciliation, Kirsch said it appeared only to accord an open-door policy at film exchanges which, he said, is nothing new. "Allied has been using it for years," he said.

His keynote also praised COMPO's tax repeal campaign and the COMPO financing effort of the past summer, indicating further that there is little doubt Allied's membership in COMPO will be renewed for another year. He set the stage for serious consideration of H. A. Cole's proposal that Allied officers withdraw from cooperative industry endeavor and predicted the convention will launch a campaign against exorbitant film rentals which cannot be withstood. At the same time, Kirsch noted, many are asking what has happened to Allied's old militant stand and policies.

**"We haven't retreated an inch," he said. "Allied is still doing business at the same old stand."**

**He admonished the convention to "be bold in your thinking and action. Don't act like whipped dogs."**

Kirsch's keynote address was praised to the convention by Wilbur Snaper, Allied president, who endorsed it as "setting the tenor and tempo of the convention." Ben Marcus, Allied treasurer, opened the convention. The first session got under way 50 minutes late but some of the fault lay with the hotel arrangements office which had rented the auditorium for a Chicago Monday morning quarterbacks luncheon for sports writers, who were shown films of last Saturday's Michigan State-Notre Dame football game. The auditorium had to be cleared and rearranged after the luncheon for the sports experts, which ran late.



Wilbur Snaper

On the dais for the opening session, which was well attended, were Marcus, Snaper, permanent convention chairman; Kirsch, general chairman of the convention; Jack Rose of Illinois Allied, and Stanley Kane of North Central Allied. John Daly, clerk of the city of Chicago, welcomed the delegates.

The session adjourned till tomorrow following Kirsch's keynote address. The Allied film clinics were in continuous session and will resume again tomorrow morning. The first general convention luncheon will be held tomorrow, followed by a demonstration of RCA large screen theatre television and a convention open forum. In the evening there will be a night club party for the delegates at Chez Paree.

Meanwhile, visitors to the TESMA-TEDA equipment exhibit and trade show continue heavy.

## *Sees Much Criticism, Little Enthusiasm in Myers' Report*

CHICAGO, Nov. 17.—The neutral examiner of the report on the distributors' proposed industry arbitration draft prepared by Abram F. Myers for the Allied States convention here will look in vain for evidences of unqualified enthusiasm. There is, however, no lack of criticism of virtually all of the proposals in the draft or, at least, expressed disappointment in the language.

**The proposals for abitration of competitive bidding complaints perhaps arouse the most regret in Myers' report.**

Myers notes that exhibitor members of the drafting committee stood solidly for curbing the use of competitive bidding as much as possible. His report to the convention says that that aim was weakened "by the exceptions upon which the distributors have insisted."

By way of example he cites uncertainty as to the definition of a pre-release. He says that if distributors claim, contrary to his own views, that a pre-release means "after a pre-release first run in any city, the distributor is free to require bidding on all subsequent engagements, then this provision will afford no remedy for one of the worst of the current abuses."

Myers added that "under the distributors' wording they could, if so minded, reject all offers first submitted and then bring all the theatres in the city into competition for the picture."

### 'Cloak for Favoritism'

In discussing another proposal covering rejection of bids Myers says: "We tried to limit the competition to those who showed enough interest in the pictures to make an initial offer; the distributors apparently want to make the rejection of bids the occasion for enlarging the competition and, possibly, a cloak for favoritism and discrimination."

Of awards in competitive bidding cases, Myers' report says: "The clear and simple language of the Aug. 20 draft has been supplanted by gobbledegook and one important provision has been mislaid. . . ."

**Myers begins the report by pointing out that the distributors' draft is not the "all-inclusive plan" contemplated by the Allied board "because it makes no provision for the arbitration of film rentals as stipulated by Allied."**

Taking up the subjects of arbitration individually, the report has little criticism to make of the provisions governing clearance disputes. The second subject, runs, also gets off with only minor comment. Myers does point out that if all of the nine distributors subscribing to the arbitration plan availed themselves of the provision permitting each of them two pre-release pictures a year to be sold on special terms, there would be 18 such pictures annually. He adds, however, that at present there is no limitation on the number of such pre-release pictures.

### Doesn't Go Deep

On the subject of forcing pictures, Myers says the proposal to curb the abuse "does not go to the heart of the evil. Salesmen," he says, "no longer condition the licensing of one picture on the licensing of additional product." He asserts they raise the price of the desirable pictures "to the point where an exhibitor finds he can make a more advantageous deal by taking them all. In other words, instead of direct forcing, we have forcing by price differentials."

Myers said an Allied proposal which attacked the practice "was rejected by the distributors." This was resolved, he said, by distributors writing in the words forcing "directly or by any means." Myers said he feels that forcing by price differentials is forcing "by any means" and he would expect any "fair minded arbitrators to accept that view."

**He adds: "I do not need to remind you, however, that an argument is an unsatisfactory substitute for a clear-cut provision."**

Contract violations in the draft and the provisions governing them escape Myers' criticism. However, in discussing damages, he indicates some dissatisfaction, particularly with the language, on the four-year limitation period, or less. Distributors, he said, have added to the provision language "which will hardly prove enlightening to the non-lawyers who will administer the system and serve as arbitrators, not to mention the poor devils whose interests will be at stake in the

(Continued on page 5)

## Allied Considering Distribution of Fan Magazine: 'Revue'

CHICAGO, Nov. 17.—The Allied board today considered distribution of the new pocket-size fan magazine, "Revue," by Allied units as a revenue producer for regional organizations. Allied would place the magazines in as many theatres as possible, whether members of Allied or not, and the distributing regionals would get a percentage of the sales. Price of the magazine is 10 cents.

Final action on the proposal was postponed until the board's winter meeting in New Orleans, when it will be considered again, along with other revenue producing plans for the regional units. The magazine selling idea is not exclusively an Allied proposal but is open to other theatres as well.

## *Myers Relinquishing Some of His Duties*

**Chicago, Nov. 17. — Abram F. Myers, Allied chairman and general counsel, said today he will endeavor to relinquish a number of the routine duties he has handled for the organization for many years in order to "take things a little easier."**

**Among the assignments he is giving up first is that of board and convention press liaison, a function he has performed for years. Wilbur Snaper, Allied president, has taken over that task from Myers for the Allied sessions here.**

## *Sees Less Sentiment For Cole Proposal*

**Chicago, Nov. 17. — Convention sentiment here is veering away from support of H. A. Cole's proposal that Allied officers withdraw from all-industry cooperative efforts in favor of concentrating exclusively on handling exhibitors' trade practice complaints. Many feel that the Cole proposal is needless and that Allied officers can perform both functions. These are predicting the Cole proposal will be rejected.**

**William McCraw of Dallas and Paul Short of National Screen Service and Texas COMPO spoke against the Cole proposal at today's Allied board meeting. They had been invited to the meeting by Cole, who also is from Dallas.**

## *Registrations Near 1,000 in Chicago*

**Chicago, Nov. 17. — The combined registrations of the Allied States and TESMA-TEDA conventions may reach 1,000, it was evident here today as the facilities of the Morrison Hotel were overtaxed in efforts to handle the incoming crowds.**

**At least 100 more applications for tickets to the Wednesday night Allied banquet than the hall can accommodate have been received.**

**The TESMA-TEDA trade show, most elaborate in the history of the industry, extends over two exhibition floors and is well attended. The trade exhibit will be repeated here next year at the Theatre Owners of America convention in the Conrad Hilton Hotel, and will be alternated between the conventions of the two national exhibitor organizations thereafter.**

## Myers' Report

(*Continued from page* 4)

proceedings."

Myers said he warned the distributors that their aim of reducing anti-trust litigation through arbitration would succeed in large measure according to their liberality in subjecting themselves to damage awards. With double damages now the likely amount that could be won by a complainant, Myers says "it remains to be seen whether aggrieved exhibitors will resort to arbitration or continue to go to court."

**Least Enthusiastic Words**

Perhaps his least enthusiastic words are left to the conciliation proposals. He said these were proposed when distributors rejected Allied's requests for arbitration of film rentals. Despite its "engaging language," Myers said, the conciliation plan "provides nothing more than that the distributors shall maintain an open-door policy, which some companies are doing now." He says the plan does not go as far as the old UMPI plan and that based on Allied's experience and that of its officers engaged in handling trade practice complaints to date "I have grave doubts as to whether the plan now offered will solve the problems uppermost in the exhibitors' minds, having to do with current selling policies and high film rentals."

**On practices and procedure, Myers has mild criticism of the form of awards and appeals. On the matter of obtaining Justice Department and court approval of the plan Myers says that if "Allied elects to go along with this arbitration movement I would have to insist that the negotiations with the attorney general include counsel for all the participating organizations and be not limited to counsel for the film companies.**

He said a provision has been added to the draft that, should the plan be abandoned at the end of its 18 months trial period, he thinks "outstanding cease and desist orders" would be ineffective 12 months after but unpaid damage awards could still be collected."

Myers also says that the selection of local exhibitor arbitrators should be left to the local and regional exhibitor associations and not chosen, as proposed, by exhibitor members of the national administrator of the plan.

Nothing in Myers' report to the convention could be interpreted as an endorsement in whole of the distributors' draft.

## *Montgomery Wins 1st Filmack Prize*

**Chicago, Nov. 17.— L. C. Montgomery of New Orleans won the drawing at the opening Allied convention session today for early arrivals. Prize was a decorative desk clock, donated by Irving Mack of Filmack, to encourage early arrivals at the business meetings. A drawing will be held daily, with only the first 50 arrivals eligible.**

## *Allied States Convention Personality Notes . . .*

CHICAGO, Nov. 17. — Three Ohioan delegates to Allied States' national convention at the Morrison Hotel here—Leo T. Jones, of Upper Sandusky, Ernest Schwartz of Cleveland, and Martin G. Smith of Toledo (who has written an article depicting his experiences as a "guinea pig" in an effort to break the power of the Ohio State Censor Board, for the Convention Year Book)—all are attending their 19th national Allied convention, maintaining their perfect records of never having missed one of these national gatherings since Allied was organized. . . . Attending his first national Allied convention is Marion F. Bodwell of Wyoming, Ill., who started in the theatre business at the age of 10 distributing handbills for the old Lyceum Theatre at Wyoming, was promoted to ticket-taker shortly thereafter, became projectionist at the age of 12, and opened his own theatre (the Paramount) at the age of nineteen. Now only 49, Bodwell is a veteran of 39 years in show business. . . .

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W. H. (Bill) Hoffman, owner of the Lamar, Arthur, Ill., will have an opportunity to renew old acquaintances while he's here for the convention. He used to be a featured vocalist on Chicago radio stations KYW, WCFL, and WIBO. . . . Charlie Jones, owner of the Dawn Theatre, Elma, Iowa, who is attending his second national Allied convention, also is a journalist, having written a series of articles on small town theatres for *Motion Picture Herald*. . . . A member of Allied since its inception in the state of Wisconsin, C. L. Roser of Baraboo began his career in show business as an auditor for the old Ringling Brothers circus back in 1906. In 1915, Al Ringling, eldest of the Ringling brothers, built the Al Ringling Theatre in Baraboo, winter headquarters of the circus, and put Roser in charge of it. Roser recalls that they used to house the polar bears in heated brick buildings and let the camels spend their daytimes in snow-covered barnyards. . . .

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*F. J. McWilliams, owner and operator of the Portage and Home theatres, Portage, Wisc., as well as the Drive-in on the outskirts of Portage, opened his first theatre 46 years ago, charging five cents admission, and has been an exhibitor ever since except for 18 months in 1916 and 1917 when he travelled for Mutual Film. . . . R. V. McGinnis, chairman of the board of Allied of Oklahoma and owner of McGinnis Theatres, is attending his first national Allied convention. He brings real political "savvy" to his position as a member of COMPO of Oklahoma; McGinnis at one time was secretary to U.S. Congressman Wesley E. Disney and is a member of the public affairs committee of the Tulsa Chamber of Commerce. . . . Another Ohion also attending his 19th national Allied convention to maintain a perfect attendance record is Roy E. Wells, former owner of the Salem and Grand theatres, Dayton, O., who now operates the St. Paul at St. Paul, O.*

## Indiana Allied

(*Continued from page* 1)

annual meeting at the Hotel Lincoln here on Dec. 2-3.

A round-table discussion for exhibitors from small and medium towns will be led by E. L. Ornstein and J. P. Finneran. A. H. Borkenstein, E. L. Millee and D. Irving Long will preside at the clinic for city and subsequent-run operators. J. R. Pell, T. R. Mendelsohn and Jack Armstrong will be moderators for the drive-in group.

Trueman Rembusch, president of the Indiana Allied, announced that Wilbur Snaper, president of national Allied; Abram F. Myers, general counsel of the national organization, and Max E. Youngstein, vice-president of United Artists, already have accepted invitations to speak at the convention.

An ATOI directors' meeting will precede the convention, on the night of Dec. 1.

A party for exhibitors attending the convention will be given by Indianapolis Tent No. 10 of Variety in the Lincoln Hotel.

## *Pittsburgh Owners Ask Tax Abolition*

**Pittsburgh, Nov. 17.— Morris Finkel, chairman of the board of Allied of Western Pennsylvania, headed a group that appeared before the City Council here today requesting that the city abolish its 10 per cent amusement tax.**

**He declared that the tax is threatening the very existence of motion picture theatres, and that many theatres had been forced to close their doors while others have been operating on a part time basis because of the "paralyzing effect" on business. The request was referred to the Committee on Finance for discussion tomorrow.**

## Allied Board

(*Continued from page* 1)

**obtain better film prices and terms for members, and to renew Allied's membership in the Council of Motion Picture Organizations for another year.**

Heretofore the Allied board habitually has taken final action on all such policy matters and has presented them to the convention for approval. Thus, in asking the convention to make the final decision now, Allied has inaugurated a new board and convention policy. Whether or not it will be continued in the future was not certain.

In asking the convention to decide these issues, the Allied board will make a report on the results of its deliberations and probably will make recommendations, it was said.

As of today, it appeared that the board would recommend only conditional approval of arbitration, dependent upon changes and additions to the proposed industry draft designed to give small exhibitors a better break, particularly in the area of film playing conditions. It appeared today that Cole's proposal would win the board's recommendation but final action on it would be up to the convention. Renewal of membership in COMPO also appears to be favored by the board, with the convention to have the last word on that also.

**The board approved a plan and recommended its adoption by the general convention under which Allied regional units will engage in an expanded interchange of film buying information, including terms, allocations and prices. The plan in effect is an elaboration of the work being done by "Caravan," but with added embellishments, such as the exchange of ideas and opinions on films.**

## *Allied Will Hold 1953 Convention in Boston*

**Chicago, Nov. 17.—The Allied board today approved New England Allied's bid for the 1953 national convention. It will be held at the Sheraton Plaza Hotel, Boston; the tentative dates being Nov. 7-11.**

# MGM Plan

(*Continued from page* 1)

bids has worked out well and has gained the confidence and recognition of exhibitors generally," Reagan said, "we have no objection to the disclosure of bids after the deadline date and before the award is made if this is desired by our customers."

Reagan said that M-G-M had been striving to further its policy of limiting its competitive bidding situations only where necessary to meet legal requirements and it has to some extent been successful. Continuing, he said:

**Complicated Problems**

"Naturally, bidding situations present many complicated problems at times not easy to solve. Where performance in a given case points to a division of product as a practical solution, we have done this where agreeable to all concerned. We have little doubt that the theatre-going public prefers to have a theatre identified with a particular producer's product rather than the confusion which results when the public does not know which theatre will play a picture, particularly our type of pictures.

"We shall continue to exert our efforts to confine competitive bidding to those situations where there is no other alternative as we are fully aware of the feelings of the rank and file of exhibitors on this subject.

"In the meantime, we are hopeful of the adoption of the proposed arbitration and conciliation plan upon which so much time and attention have been given by all parties. I sincerely hope and do believe that the conciliation system to which I shall personally devote myself, will effectively deal with many of the exhibitor-distributor problems now confronting all of us, and that it will in fact make arbitration in many cases unnecessary."

## *Levin Executives Meet*

CHICAGO, Nov. 17.—A three-day conference of divisional executives of Jack H. Levin Associates, Inc., has been scheduled for tomorrow through Thursday in the Morrison Hotel here. Jack Levin, president of the national checking and survey organization, will discuss with the heads of his various offices operational plans for the coming year.

## *Lenore Sanders Rites*

Funeral services for Lenore R. Sanders, United Artists pressbook department publicity writer who died suddenly on Saturday, were held here yesterday. The former writer and editor for fan magazines had been on a leave of absence from U.A. for three months.

**Congratulations to the Met.**
We welcome to the magnificent Stage of the Metropolitan
**"LA FORZA DEL DESTINO"**
NOW READY FOR RELEASE
Carmine Gallone's Motion Picture Version
**"LA FORZA DEL DESTINO"**
Featuring the World's Outstanding Singers
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# *"Road To Bali"*

(*Continued from page* 1)

crocodiles, bears, and an octopus as well as a mistaken-identity wedding ceremony in spectacular headdresses. The best running gag in the film is a switch on the snake-in-a-basket-charming by flute playing, which here involves beautiful women emerging from an empty basket. Of course, the "patty-cake" routine is included but with a twist.

THE story by Frank Butler and Harry Tugend has Hope and Crosby recover the sunken treasure and escape the destructive traps of power-mad prince Murvyn Vye, a close relative of Miss Lamour's. At the finale it appears the boys are doomed to die and Miss Lamour is to be married off to an old, greedy chief but a volcano erupts and the trio escapes with the treasure.

Johnny Burke and James Van Heusen provided a highly serviceable score which is topped by a jazz number, "Chicago Style," and a lovely ballad, "To See You," and includes "Hoot Mon," "Moonflowers," "The Merry-Go-Runaround" and "The Road to Bali."

Tugend produced and liberally utilized process photography of some attractive island settings. Hal Walker's direction kept the gags and the proceedings moving at a sharp pace. Others in the cast are Peter Coe, Ralph Moody and Leon Askin as well as the usual bevy of beautiful girls.

This was viewed at a special trade preview at the Bijou Theatre in New York and a packed audience of exhibitors and press representatives responded in an extremely hearty fashion. Promotional possibilities of this were demonstrated by Paramount in an impressive exploitation display as it could be done by a typical theatre. Tie-ups were made at an insignificant cost with a local pet shop for tropical animals and birds; a frozen fruit juice company for "Bali Brew"; a costume company for sarongs and costumes; a fruit wholesaler for tropical fruits and coconuts; a record company for phonograph records and albums; a model agency for tropical beauties; a sawdust company for South Seas sand, sea shells, and tropical decorations; and lobby displays of color stills, blowups and posters from National Screen Service.

Few films come to the exhibitor with so much advance demand and properly exploited, this very funny production should be one of the year's top grossers.

Running time, 90 minutes. General audience classification. For January release.

WALTER PASHKIN

# Jack Kirsch Hints

(*Continued from page* 1)

touched on the suggestion lightly, but the fact that he mentioned it at all was taken as an indication that he saw possibilities in the idea, especially in regard to conciliation.

**In his own words, Kirsch said, speaking of efforts to achieve results, "Possibly a more certain and detailed procedure along the lines of the abortive UMPI plan of 1942 can be worked out. That must remain for further discussion by those who have given more time to the proceedings than I have. But do not delay any affirmative action you may have in mind in blind reliance on conciliation as a solution of your film problems. There are a lot of characters among the film companies, but I have never met one who looked—or acted—like Santa Claus."**

(UMPI was set up by all segments of the film industry to work out intra-industry problems in 1942. The various proposals ultimately were rejected by the Department of Justice and, subsequently, the organization was dissolved).

Kirsch's welcome address to the delegates was sounded on a high note of optimism. He expressed confidence that present difficulties would be overcome, adding that "my devotion to the business is not so great, nor am I so old, that I would not be out trying my hand at some other line of endeavor if I felt that the motion picture business is washed up and has no future." That, he said, "goes for all of you."

The upsurge in business during the summer months, Kirsch said, caused an elation that now appears to be premature, as receipts fell off after Labor Day. He admitted that television was a big factor in the slump, but he insisted there were other problems to cope with, declaring that he was convinced that TV "is not a permanent menace." The industry has withstood more serious challenges than that offered by television, but TV coupled with other existing and threatened handicaps "might indeed do the trick," he said.

Kirsch reviewed the efforts that had been made by Allied leaders and the Council of Motion Picture Organizations in seeking the repeal of the Federal admission tax, as well as their fight against the bill to exempt nonprofit amusements from the tax. He warned that a great deal is yet to be done to offset the government's suit to compel film companies to turn over their choicest films for TV exhibition. If this action should coast along to a freak decision in favor of the government, or should the companies tamely submit to a consent decree, Kirsch said it would not be an exaggeration to say that "such a calamity would spell ruin for every motion picture theatre in the United States."

**Kirsch charged that the Attorney General had abused his discretion as a prosecuting officer in filing this suit and that the exhibitors were within their rights in demanding that the case be withdrawn and, if the demand is unheeded, they will be justified in carrying their complaints even to Congress.**

While exhibitors have shown good faith in working with other branches on matters adversely affecting the industry, Kirsch charged that the distributors have refused to throw the exhibitors a lifesaver on matters concerning film rental, pre-releases, must percentages and other problems. He claimed that the exhibitors "were innocent enough to believe that this new era of good feeling would extend all down the line." Allied, Kirsch said, may have changed its methods a little in protecting the independent exhibitor, but it has never deviated from its loyalty. He urged that the current convention unite the exhibitors on a course of affirmative action "that our distributor friends can no longer ignore."

# RKO Talks

(*Continued from page* 1)

having been with Stolkin in Chicago. However, he said that he may go to Chicago this week for further parleys or Stolkin may come here to continue the negotiations on the purchase by Fox of the Stolkin group's 29 per cent stock interest. He added that there were so many ramifications to the projected deal that he could not make a flat statement as to the progress of the talks.

**Unofficial Reports**

From other sources yesterday it was reported that Fox had returned to New York from Chicago to get commitments for further necessary finances to complete the deal. Unofficial reports in Chicago were that the price of the stock loomed as a barrier to any early deal. The resignations of Arnold Grant and Arnold Picker as RKO's chief executive officers last week sent the stock down about one point at the time, although it went up a quarter of a point yesterday to 3 and 5/8, in a day that saw 10,200 shares traded.

Prospective purchasers, on the one hand, are said to be angling to take advantage of the lower quotation, whereas the Stolkin group, on the other hand, is not prepared to take any heavy loss on its investment at the moment.

**Call Both Deals Cold**

In Chicago, members of the Stolkin syndicate declined to divulge details of the Fox negotiations and, although indicating that the deal was cold, admitted that it was not beyond the possibility of being revived. It also was indicated that talks concerning sale of the stock to a group represented by Col. Henry Crown, of the Hilton Hotel interests, also are cold. It could not be learned whether any new group had entered the scene.

Meanwhile, the RKO board, which met here daily last week, did not convene yesterday. Sherrill Corwin, acting board chairman, was reported to have been in Chicago, as was Edward J. Burke, board member from Chicago, who attended last week's meetings.

Reports circulating yesterday to the effect that Walt Disney would withhold "Peter Pan" from RKO release until internal difficulties were overcome were scouted by company spokesmen. It was pointed out that the RKO promotional departments were working on the picture's openings. Roy Disney, president of Walt Disney Productions, when asked about the report said, "No comment."

## *Father Peyton Will Address Pioneers*

Father Patrick Peyton, of the Congregation of the Holy Cross, will be one of the principal speakers at the "Jubilee Dinner" of the Motion Picture Pioneers at the Hotel Astor on Nov. 25, it was disclosed here yesterday by Jack Cohn, Pioneers president.


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# High Court Refuses Anti-trust Appeal

WASHINGTON, Nov. 17.—The Supreme Court today refused to hear an appeal by two California exhibitors against a lower court decision dismissing their anti-trust suit against 10 distributors and two other independent exhibitors.

The suit was brought by Steve and Emma M. Chorak, owners of the Puente Theatre in Puente, Cal. They charged the defendants with conspiracy to give them inferior playing time and unreasonably long clearances. The California District Court and Court of Appeals hold there was no conspiracy but that the distributors had acted independently. The Choraks appealed to the Supreme Court, but a majority of the justices today indicated they would not take the case. Only three of the nine justices—Reed, Black and Douglas—said they thought the case should be heard.

Distributor defendants in the case were RKO Radio, Columbia, Warner Brothers, Paramount, 20th Century-Fox, United Artists, Universal, Republic, Loew's and Monogram. Exhibitor defendants were A. L. Sanborn, owner of the El Monte theatre in El Monte, Cal., and James Edwards Jr., operator of the Valley and Tumblewood theatres in El Monte.

## *"Andersen" to Net $25,000 for Hospital*

Indications are that the benefit premiere of Samuel Goldwyn's "Hans Christian Andersen" at the Criterion Theatre here Nov. 24 will net approximately $25,000 for the Will Rogers Memorial Hospital. All proceeds from the premiere are to go to the Saranac Lake institution. Tickets are now on sale and a sellout is expected by midweek. Celebrities from all branches of the entertainment world, along with top civic officials, are to attend the affair.

The premiere is the first in a contemplated annual series of benefit showings of important pictures aimed to further the tuberculosis research and treatment work performed at the hospital.

The benefit will be televised by station WPIX, with Tex McCrary and Jinx interviewing celebrities who will attend the opening. The program will be aired from 8:30 to 9:00 P.M., and recordings will be made of the interviews for subsequent use by Tex and Jinx on their Coast-to-Coast morning radio show.

## *George Shupert Quits Peerless TV Firm*

George Shupert, vice-president of Peerless Television Productions, which handles Edward Small's film sales to TV stations, has resigned. He will announce a new affiliation shortly.

During the last year Shupert is understood to have sold 26 Small productions to television stations in 27 markets. Sales amounted to approximately $1,000,000, it was said.

## *Rachmil and Fadiman In Columbia Posts*

HOLLYWOOD, Nov. 17.—In unrelated shiftings, Lewis Rachmil and William Fadiman, who last week resigned from RKO Radio production posts, have joined Columbia Pictures in production capacities.

# Television--Radio

## *with Pinky Herman*

A SPECIAL TIE-UP between Universal-International Pictures and Walt Framer's "The Big Pay-Off," Tviewed Coast-to-Coast via NBC, has been effected to seek the "Because of You Girl." The contest will be held in 22 cities and the winner will receive an all-expense trip to New York and a modeling contract on "The Big Pay-Off." . . . With the findings by the FCC "that Paramount Pictures did not control the Allen B. DuMont Laboratories, Inc." Dr. A. B. DuMont announced that this "Is a long step towards better television service throughout the country." Look for increased activity and further appropriations for development of the DuMont Network, simultaneous with the completion of WABD's multi-million-dollar tele-center in New York. . . . Jackie Gleason, rotund comic of his own CBShow, has been named Grand Marshal of Macy's 26th annual Thanksgiving Day Parade which will be telecast exclusively via CBS, Thursday, Nov. 27 from 11:00 A.M. to noon. Robert Trout will narrate the event, a chore he's handled since 1931.

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*Mayer Kris Kristensen and the City of Yonkers, N. Y., will pay tribute tonight to Sid Caesar, half of the great comedy team of "Caesar & Coca," starred every Saturday nite on Max Liebman's "Your Show of Shows" via NBC. Besides top-ranking city and Westchester County officials who have designated Nov. 18 as "Sid Caesar Day," in honor of a local boy who made good in a big way, others who will attend the festivities include, Liebman, Charles Sanford, Imogene Coca, Dave Tebet, Harry Forwood, Bill Hobin, Carl Reiner and Howard Morris, Prexy Joseph H. McConnell, Veep Pat Weaver of NBC, NBC producers Hal Janis and George McGarrett, Comics Jack Carter, Morey Amsterdam and Jack E. Leonard, Harry Kalcheim of the William Morris Agency and Rear Admiral Louis B. Olsen, Commandant of the U. S. Coast Guard, Eastern District. (Sid got his major league start while an enlisted man, as featured comic in the Coast Guard's feature film, "Tars and Spars.") The 2,000 assembled guests at the Armory on North Broadway in Yonkers will hear a variation of Bill Shakespeare's classic lines, said variation being, "Friends, Yeomen, Countrymen, . . . I came to BURY Caesar with PRAISE."*



Sid Caesar

☆ ☆ ☆

**We are happy to correct, via this pillar, an error that appears in the current edition of the *Motion Picture & Television Almanac* stating that Sesac, Inc., was organized in 1951. In reality, Paul Heinecke formed Sesac, Inc., in 1931, five years after he had founded Associated Music Publishers. Acclaimed as a pioneer in popularizing classical music in America, Heinecke recently celebrated his 50th anniversary as head of Breitkopf Publications. . . . Abby Greshler, who has just produced the second film of the new "Peck's Bad Boy" TV series, starring Jimmy Boyd, is en route to New York to complete a deal, probably with UA, for distribution of "Emergency Call," full length flicker he acquired from Butcher Films, Ltd., of London. . . . Next Saturday's "All-Star Revue," via NBC-TV, will feature the Ritz Brothers who will stop clowning long enough to introduce their own composition, "Get Out and Vote For Santa." Sid Kuller, who directs the Eddie Cantor and Donald O'Connor shows, will handle similar chores for this Bill Harmon production. . . .**

☆ ☆ ☆

Several agencies have called Johnny Olsen for commercial films as a result of the vet emcee's fine job in a special "Battle Cancer" film just released nationally. . . . Ruth Cummings, wife of Roy Rowland and niece of Louis B. Mayer, is in Gotham to arrange for publication of several new original stories. Miss Cummings' articles and short stories have appeared in numerous leading magazines. . . . TV producers and directors seek perfection in their story material and the histrionics of their actors but often are careless or perhaps regard musical background music as unimportant. Conversely, appropriate mood music, does much to enhance the quality of dramatic programs, a fact that was established way back in the nickelodeon days. Examples of effective musical background that come to mind are heard in the NBC-TVehicle, "The Doctor" on Sundays, and "Man Against Crime," CBSeries, telecast every Wednesday.

# Set 'Carmen' for Fabian's Grand

Fabian's Grand, Albany, N. Y., plans to carry the Dec. 11 telecast of "Carmen," it was learned here yesterday.

Meanwhile, negotiations between Theatre Network Television, the agency which has booked the first theatre TV entertainment event, and other circuits will resume tomorrow. Today, Nathan Halpern, TNT president, will be in Chicago to address the national Allied convention.

Upon his return here, Halpern is due to continue talks with various circuit executives, including those of Loew's, Warner Brothers, Shea Enterprises, RKO Theatres and United Paramount Theatres. For the Metropolitan Opera production of "Carmen," TNT is seeking 40 cents per seat as a minimum against 50 per cent of the net box-office receipts. It is understood that TNT expects to line-up from 40 to 50 theatres for the cross-country three-hour telecast. Although circuit executives are virtually unanimous in their interest, some oppose the price being sought for the event.

## *Deny Gamble Bid on Ownership Change*

WASHINGTON, Nov. 17.—A Federal Communications Commission hearing examiner today denied an application by Ted Gamble to change a pending appplication for a Portland television station to take note of different ownership.

The application is by the Mt. Hood Radio and Television Co. Ralph Stolkin, Sherrill Corwin, Edward Burke and Harry Kahn recently sold their interest in the company to the employes. Gamble, a major stockholder in the firm, was asking the examiner, during a hearing on various Portland TV applications, to amend the application to take note of this change. The examiner denied the request, and Gamble will appeal to the full Commission.

## *DuMont Hails FCC's Resnick Findings*

DuMont Laboratories hailed the recommendations of Federal Communications Commission examiner Leo Resnick, which found that Paramount Pictures does not control Allen B. DuMont Laboratories, Inc.

Resnick's findings, declared Dr. Allen B. DuMont, president, "is a long step towards better television service throughout the nation. It removes all questions as to the stability of our licenses in New York, Washington and Pittsburgh, and will make it possible for us to acquire additional stations."

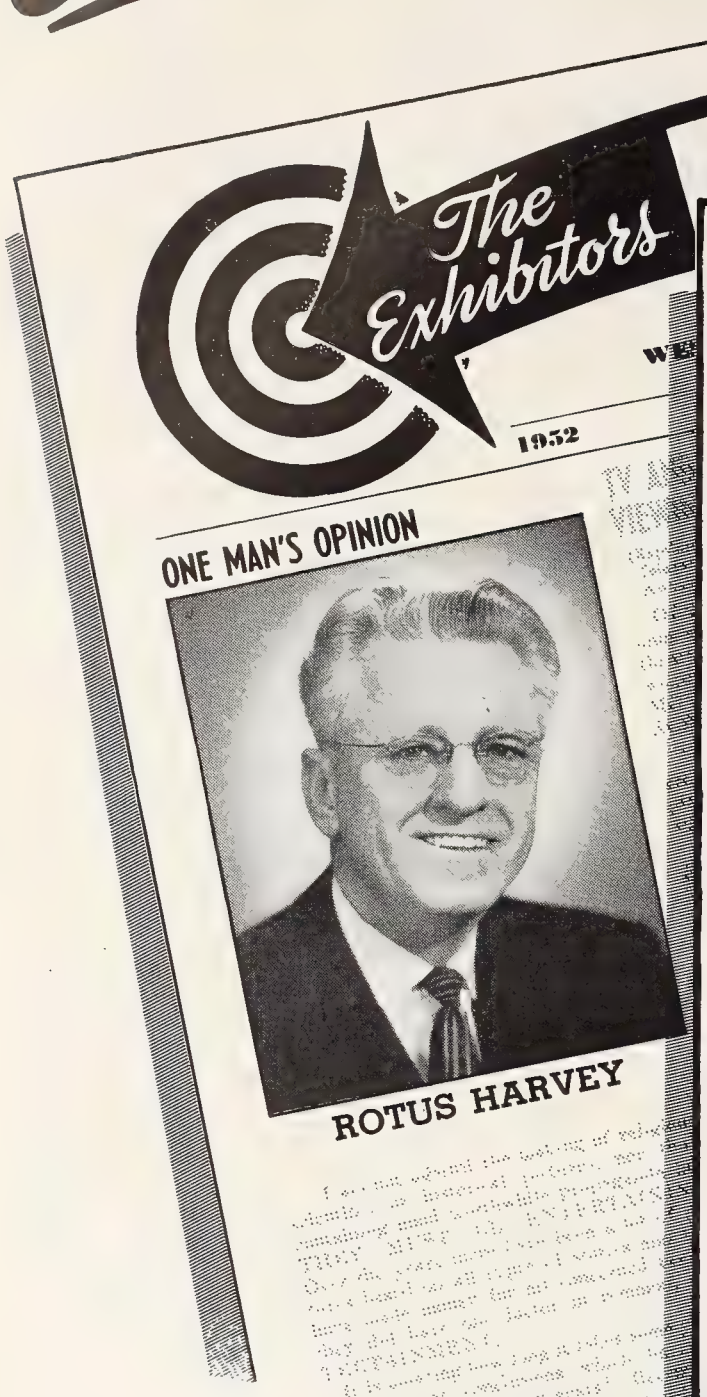
## *Turn Down TV Set Tax*

BOSTON, Nov. 17.—Massachusetts legislators today turned down a suggestion to tax all television sets $1.50 or $2.00 annually. Senator Ralph C. Mahar, chairman of a legislative commission studying the possibility of establishing a television channel in Massachusetts for educational purposes, ruled out a suggestion that individual television sets be taxed to provide money for a state owned station.

## *Harry Tugend to Write*

HOLLYWOOD, Nov. 17.—Harry Tugend has given up his Paramount producership to concentrate exclusively on writing.

*Check* these facts and figures from "The Exhibitors Digest". Look at the tremendous increase in operating costs . . .




## SUPPLIES-EQUIPMENT SINCE '40

The percentage of increase in prices of equipment and supplies since 1940 is as follows:

| | |
|---|---|
| Seats | 143% |
| Box office | 76% |
| Carpet | 120% |
| Carpet padding | 76% |
| Display frames | 166% |
| Draperies | 79% |
| Projection equipment and supplies | 115% |
| Stage equipment | 110% |
| Furniture and miscellaneous | 116% |
| Janitor and lavatory supplies | 106% |
| Miscellaneous | 35% |
| Marquee letters | 126% |
| Carbons | 33⅓% |
| Stationery supplies | 93% |
| Printing | 90% |

*then*

*Compare* – the negligible increase, *IF ANY*, that you have paid N.S.S. during all these years of rising costs!

*Compare* – All your costs with the LOW COST, *Service-with-a-Smile* Policy of *The Prize Baby*



FIRST IN FILM NEWS

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# Allied Votes to Renew COMPO Membership

## *Rembusch Gives Board's Report; Minority Report by Yamins Touches Off Near Revolt; See End of Arbitration Efforts*

By SHERWIN KANE

CHICAGO, Nov. 18.—A near revolt of the Allied States membership against the majority report of the board of directors approving Allied's continued membership in the Council of Motion Picture Organizations for another year flared at the first open forum of the convention here today, revealing the temper of the convention and leading to predictions that Allied's participation in efforts to set up an industry arbitration plan will be terminated by the convention when the subject comes up tomorrow.



Nathan Yamins

The one-year renewal of Allied's COMPO membership was carried only after bitter debate from the floor following a minority board report read by Nathan Yamins of Massachusetts which would have limited Allied's continuation in COMPO only for the duration of the fight for admission tax repeal.

Yamins scored distribution trade practices in making the minority report and said its purpose was to

(Continued on page 6)

# Small Business Group Future Hangs in Doubt

## *Probe's Continuance to Rest on New Committee*

WASHINGTON, Nov. 18. — The Senate Small Business Committee in the new Congress will have to make a new and fresh determination whether to continue its investigation of the motion picture industry, informed observers believe.

It was also learned that the chances now favor Sen. Thye (R., Minn.) to head the group in the next Congress. Sen. Tobey (R., N.H.) and Sen. Saltonstall (R., Mass.) both outrank Thye on the Republican side of the committee, but observers believe that both will decline the Small Business Committee post to devote themselves to jobs as chairmen of other higher-ranking committees. Tobey is in line to head the Interstate and Foreign Commerce Committee, while Saltonstall will probably head the Armed Services Committee.

The investigation of distributor trade practices, started earlier in the

(Continued on page 10)

# No Action Taken on Md.'s Censor Law

BALTIMORE, Nov. 18.—The Maryland State Board of Motion Picture Censors and the State Legislature's Judiciary Council today discussed responsibility for any changes in Maryland's censorship law and failed to reach any decision.

The motion picture censorship problem was referred to the Council by former Attorney General Hall Hammond in a last summer ruling wherein he stated the Board of Censors can only ban indecent or obscene films.

## *National Conclave For Drive-in Owners*

**Chicago, Nov. 18.—A national convention of drive-in theatre operators has been scheduled for March 23-25 in Milwaukee by drive-in operators attending the annual Allied convention here. The drive-in meeting will be held in conjunction with the annual convention of Allied Theatre Owners of Wisconsin.**

## Program to Fight Pricing Abuses Approved by Allied

CHICAGO, Nov. 18.—A three-point program for combatting alleged abuses in film pricing practices drawn up by the Allied States board of directors was approved by the convention here today.

Relief from the practices complained of is to be sought by Allied by any or all of the following means:

**1) Instituting and conducting litigation.**

**2) Petitioning the Department of Justice and other executive and**

(Continued on page 7)

## *Abbott, Costello Sign 4-Film U-I Contract*

Universal - International reported here yesterday the signing of a new contract with Bud Abbott and Lou Costello which calls for their services through 1955 and provides that they star in a minimum of four pictures over that period.

The first of the four films will be "Abbott and Costello Meet Dr. Jekyll and Mr. Hyde," slated to start in

(Continued on page 10)

## *Skouras to Aid Israel Fund Event*

Spyros P. Skouras, president of 20th Century-Fox, has been appointed honorary chairman of the annual dinner concert to be given by the American Fund for Israel Institutions to be held on the evening of Jan. 8 in New York's Waldorf-Astoria Hotel.

At the affair tribute will be paid to Sol Hurok for his work as a trustee of the Fund. Edward A. Norman, president of the Fund, has cited Hurok for supporting the "artistic and cultural development of Israel." Hurok, whose career story is being brought to the screen by 20th Century-Fox in "Tonight We Sing," managed the first American tour of the Israel Philharmonic Orchestra.

# *Allied Approaches Issue Of Arbitration Critically*

CHICAGO, Nov. 18.—With the Allied States convention here not yet having taken action on the proposed industry arbitration plan, the atmosphere is in sharp contrast to the open-arm welcome and flat proclamations at the Theatre Owners of America convention in Washington last September that "arbitration is here."

Apart from all other evidences of the critical attitude with which Allied is approaching the distributors' arbitration draft, there is this excerpt from a message in the convention journal by Abram F. Myers, Allied board chairman and general counsel:

"As this piece is being written the prospects for the early establishment of an arbitration system are dismal, to say the least. The distributors are working behind closed doors on a new draft which will be unveiled in their good time. Based on our experience to date it is not expected that this draft will be wholly acceptable to exhibitors and so there will be counter-proposals and the thing may go on indefinitely, unless Allied concludes that the effort no longer justifies the necessary expenditures of time and money.

"Perhaps the only justification for mentioning arbitration is to point out that here again Allied was able to contribute the services of able, experienced men to what in the early stages was believed to be a bona fide effort to benefit the entire industry. That the negotiations degenerated into just another film deal was not their fault."

## *Still Withhold Draft Of Arbitration Plan*

**Chicago, Nov. 18.—Despite the detailed, point-by-point analysis of the distributors' draft of the proposed industry arbitration plan given to the Allied convention here by Abram F. Myers, chairman and general counsel, the draft will not be released here for publication. Distributors have declined again to authorize its release.**

**Unsuccessful efforts to obtain authorization for its release were also made by the Theatre Owners of America at its September convention in Washington.**

# Personal Mention

Y. FRANK FREEMAN, Paramount vice-president and studio head, will arrive here today from the Coast.

•

ELIAS LAPINERE, who will rejoin the M-G-M organization on Jan. 1 as special publicity representative in Europe, will arrive here tomorrow from Europe on the *S.S. Liberte,* accompanied by MRS. LAPIENERE.

•

LEON J. BAMBERGER, RKO Radio sales promotion manager, will speak at the Allied of Indiana meeting in Indinapolis Dec. 2-3 and at the Independent Exhibitors of New England meeting in Boston Dec. 9.

•

BRADFORD CROSS, formerly an account executive at Gray and Rogers Advertising Agency, Philadelphia, has joined the staff of the Princeton Film Center, Inc., Princeton, N. J.

•

IRENE CHRISTMAN, of the title registration bureau of the Motion Picture Association of America, has become the bride of Richard Stainkamp of New York.

•

EDWARD RUBY, pioneer in the equipment field, and head of Ruby Co., New York, is in Kew Gardens General Hospital, Queens, N. Y., following a heart attack.

•

FELIPE MIER, president of Mier and Brooks, Mexican producers, is due here tomorrow from a four-month stay in Europe, en route to Mexico City.

•

BELLA KREISMAN, secretary to JOHN J. GLYNN, Warner International Corp. vice-president and treasurer, has become engaged to SAMUEL KANDEL.

•

FRANK W. PHELPS, head of Warner Brothers Theatres labor department, will be in Washington today and will return here early next week.

•

JESSE L. LASKY and his executive assistant, JOHN GREGORY, flew to the Coast from here last night and will return in 10 days.

•

FRANK SAVIOLA, Paramount salesman in the Rochester and Syracuse territories, announces the birth of a girl.

•

SOL KARP, formerly assistant manager at the State Theatre, Hartford, is now overseas with the U. S. Navy.

•

NUNNALLY JOHNSON, 20th Century-Fox writer-producer, arrived here yesterday from Hollywood.

•

WILLIAM M. PIZOR, Lippert Pictures vice-president, is in Hollywood from New York.

## *Sochin Lining Up Shorts*

Irving Sochin, Universal Pictures' short subjects sales manager, has returned to New York from a three-week trip to the company's Western branches and a visit to the Coast studios setting up plans for the short subjects program for 1952-53.

# Review Group Cites Goldwyn

An award honoring Samuel Goldwyn for his production of "Hans Christian Andersen" was presented to the producer here yesterday by the New York City Federation of Women's Clubs and the Motion Picture Councils of Greater New York at a joint luncheon in the Plaza Hotel. More than 150 representatives of the national and local organizations which preview and rate films for an aggregate membership of 40,000,000 women attended the event.

Mrs. Charlotte Baruth, president of the New York City Federation of Women's Clubs, said that in the long list of "distinguished" pictures produced by Goldwyn, none surpassed "Andersen" as outstanding family entertainment. In a brief address to the luncheon guests, Goldwyn said his decision to make the picture 16 years ago stemmed from his conviction that the "great Danish story-teller represents a wonderful and simple philosophy of life."

Goldwyn said he had decided to give at least one free performance in each city throughout the world for under-privileged children seeing it.

### Goldwyn to Address SPG

HOLLYWOOD, Nov. 18.—The Screen Publicists Guild announced today that Samuel Goldwyn would be the principal speaker at the Guild's annual dinner, to be held here Dec. 10.

# Three-monthCapitol Line-up Is Set

The Capitol Theatre here yesterday released its line-up of shows for December, January and February.

On Wednesday, Dec. 3, Universal's "Because of You," starring Loretta Young and Jeff Chandler, will open.

Johnny Ray with an in-person supporting cast will bow in on Wednesday, Dec. 24 for the holiday, marking the first in-person attraction at the house in a year and a half. The holiday show will co-feature Universal's "Against All Flags," starring Errol Flynn and Maureen O'Hara.

RKO Radio's "Androcles and the Lion," produced by Gabriel Pascal and starring Jean Simmons, Robert Newton, Victor Mature and Maurice Evans, will be the third feature shown during this period, early in January. A Hollywood-style invitational premiere is being prepared.

M-G-M's "Above and Beyond," with Robert Taylor and Eleanor Parker playing the leads, completes the three-month line-up.

## *Religious to See Film*

Loew's Theatres, in conjunction with the Motion Picture Department of the International Federation of Catholic Alumnae, will have special showings here on Saturday for the Sisters and others of religious orders, of "Because You're Mine," which stars Mario Lanza. The showings will be held in Brooklyn and Manhattan.

# WB Sales Meet Starts Today

PITTSBURGH, Nov. 18.—Jules Lapidus, Warner Brothers Eastern and Canadian division sales manager, will preside at a meeting of district and branch managers of Central and Mid-Atlantic sales districts to begin tomorrow at the Hotel Schenley here.

Robert Smeltzer, Mid-Atlantic district manager; J. S. Abrose, Central district manager, and six branch managers will meet with Lapidus, Norman H. Moray, short subjects general sales manager, I. F. Dolid, and Bernard R. Goodman, supervisor of exchanges.

Branch managers who will attend include William G. Mansell, Philadelphia; P. R. DeFazio, Washington; R. H. Dunbar, Cincinnati; J. M. Wechsler, Cleveland; C. W. McKean, Indianapolis, and Jack Kalmenson, Pittsburgh.

### W. B. Midwest Zone Meet in Milwaukee

MILWAUKEE, Nov. 18.—Warner Brothers Midwest zone held its kick-off showmanship drive meeting here at the Schroeder Hotel. Mayor Ziedler opened the conclave by applauding the exhibitors for their assists in their civic promotions.

The high light of the drive is an exploitation contest conceived by Al Kvool with prizes of $3000 in cash. Exchange managers from Paramount, Universal, 20th Century-Fox, M-G-M and Warner Brothers told of the pictures selected and prize offers.

# Col. Stockholder Files Trust Suit

A minority stockholders suit against Columbia Pictures and its officers and directors, seeking to enjoin the company from engaging in alleged anti-trust trade practices, has been filed in New York Supreme Court.

The suit was brought by William B. Weinberger of New York, whose attorney is Samuel H. Levinkind, also of this city, Levinkind claimed that his client owns more than 100 shares and is in no way connected with exhibition.

The complaint is due to be answered by Columbia on Tuesday. The suit charges Columbia with engaging in a course of action in violation of Federal and state anti-trust laws in connection with the production, distribution and exhibition of motion pictures.

## *Columbia Directors Declare 2 Dividends*

The directors of Columbia Pictures here yesterday declared a dividend of 25 cents on the corporation's common stock and voting trust certificates for common stock payable Dec. 18 to stockholders of record on Dec. 4. They also declared a two-and-a-half per cent dividend on the common stock and voting trust certificates for common stock, payable on Jan. 18 to stockholders of record on Dec. 5.

# *Newsreel Parade*

*ATOMIC Energy Commission head Gordon Dean's discussion of the successful experiments of the Hydrogen Bomb highlights current newsreels. Also featured are the drive of French forces to cut off Red units in the Indo-China war, the funeral of Dr. Chaim Weizmann in Israel, Britain's Queen viewing Coronation fashions, and President-elect Eisenhower ending his Georgia vacation.*

**MOVIETONE NEWS, No. 54**—Atomic chairman talks of H-Bomb. Tanker rams Navy ship in war drill off Cape Henry, Va. Eisenhower ends Georgia vacation. Chaim Weizmann laid to rest. Queen Elizabeth sees fashions for coronation. Princeton-Yale, Michigan State-Notre Dame football games.

**NEWS OF THE DAY, No. 224**—U.S. reports first test of H-Bomb. Birthday party for Mamie Eisenhower. Jitterbug championship. Coronation fashions for Queen. Michigan State-Notre Dame, Army-Penn football games.

**PARAMOUNT NEWS, No. 27**—First H-Bomb experiments revealed. Weizmann rites in Israel. Hamburg, Germany gets the "jitters." Yale-Princeton, Notre Dame-Michigan State football games.

**TELENEWS DIGEST, No. 48A**—Eisenhower's vacation ends. Stevenson relaxes in Arizona. Landslide vote elects Field Marshal Alexander Papagos in Greece. General Naguib celebrates third month as new Egyptian leader. French show new baby jet. Michigan State-Notre Dame football games.

**UNIVERSAL NEWS, No. 414**—Atomic Commission head tells of H-Bomb tests. French forces drive to cut off Red units in Indo-China. Eisenhower ends vacation in Georgia. Picture Pioneers award to Nate Blumberg, "Pioneer of 1952." Chaim Weizmann funeral. Michigan State-Notre Dame, Princeton-Yale football games.

**WARNER PATHE NEWS, No. 29**—Gordon Dean talks on the H-Bomb. New French drive in Indo-China war. Funeral of Israel's president, Dr. Chaim Weizmann. Wingless plane flies, but not for long. France shows the world the first baby jet. Marines launch toys for tots appeal in Los Angeles. Princeton-Yale, Michigan State-Notre Dame football games.

# Newsreel Coverage Of House Hearings

WASHINGTON, Nov. 18.—Newsreels and television may be allowed to cover some House Committee hearings in the new Congress.

Rep. Martin (R., Mass.), who is slated to be the speaker of the new House, is reported ready to leave up to the individual committees the question of whether their hearings should be filmed and broadcast. In the present Congress, cameras have been banned under a ruling of the present House speaker, Rep. Rayburn (D., Tex.). Martin opposed Rayburn's ruling at the time it was made and indications now are he will overrule it when he is speaker.

## *Odeon Theatres Sets Joint Dividend*

LONDON, Nov. 18.—Odeon Theatres Ltd. announce that dividend arrears on six per cent cumulative preference shares that were due on last June 30 will be paid, less income tax, on Dec. 22 together with a dividend for the half-year ending Dec. 31, bringing payments up to date.

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# Report Stolkin At Coast Meets

Ralph Stolkin, head of the syndicate which bought out Howard Hughes' controlling interest in RKO Radio Pictures, was reported here yesterday to have left Chicago for the Coast for conferences with Sherrill Corwin, acting board chairman of RKO Radio.

Meanwhile, Matthew Fox, head of Films for Television and a partner in United Artists, who heads a group negotiating for the purchase of the Stolkin syndicate interests, said there are no new developments in the negotiations. He spiked reports that Louis R. Lurie, Coast real estate operator who once sought to purchase control of Warner Brothers, was a member of the Fox syndicate. Fox said that he did not know when he would confer again with Stolkin, either here or in Chicago.

Presumably, while on the Coast, Corwin and Stolkin will confer on the various offers received for the purchase of their 29 per cent interest in RKO and perhaps slate a meeting with Hughes.

An unconfirmed Coast report has the Stolkin group seeking a modification of their purchase agreement with Hughes, in order to eliminate certain requirements blocking the deal by which Fox would acquire RKO control.

# Jacon Heads Sales Of Italian Films

Italian Films Export, the new agency set up to distribute Italian product in the U. S., moved nearer to full organization yesterday with the announcement here by Dr. Renato Gualino, chief executive of the IFE, that:

Bernard Jacon has been named vice-president of sales and distribution;

The IFE will be known as the IFE Releasing Organization, will be officially established on Dec. 1 and will be in full operation by the end of the year;

Regional offices are being established in New York, Cleveland, Chicago, Atlanta and Los Angeles, for which field personnel is being established to cover 26 exchange areas;

A release schedule is now being prepared on product to play in all types of theatres, as follows:

(1), Six to eight features with general audience appeal, to be re-recorded in America with American dialogue; (2), eight to 12 features to be sub-titled for the more specialized theatres, and (3), 20 to 30 films, also sub-titled, for theatres catering to Italian and Italo-American communities.

Entering the industry in 1921, Jacon represented Small and Strausberg Theatres in New York as promotion manager until 1928. For the next six years he was buyer and general manager of Mantell Theatres, and then from 1934 until 1938, he served as general manager for Rockaway Beach Theatres. From 1938 to 1946 he was with Universal in an executive capacity. In 1946 he joined Superfilms Distribution Corp. in New York, as manager of sales and distribution. Since 1949, he has been serving as vice-president in charge of sales of Lux Film Distributing Corp.

# Review

## "Stars and Stripes Forever"

*(20th Century-Fox)*

JOHN PHILIP SOUSA's marches and band music have been and remain enormously popular and this highly exploitable film tribute to him in color by Technicolor contains a resoundingly played score of his compositions. Clifton Webb delivers a brisk performance in whiskers-and-white-gloves as Sousa but the story, based on Sousa's "Marching Along," is familiar and incidental to the music.

It is the type of film which exhibitors can readily exploit, for the appeal of the music, the military setting, and the name of the world-famous composer-conductor is considerable. If properly backed, this should register strong returns.

Colorful and rousing renditions of the following are included: "Semper Fidelus," "The Stars and Stripes Forever," "Washington Post March," "Hail to the Chief," "El Capitan," "Light Cavalry Overture," "Presidential Polinaise," "Battle Hymn of the Republic." Also heard are "The Bowery," "Springtime in New York," "Father's Got Him," "Sweet Marie," "I'm Afraid" and a satiric vocalization of "Caro Nome," from "Rigoletto."

Debra Paget is sparkling and attractive in some boisterous production numbers as an oldtime burlesque house chorus girl and singer. Robert Wagner portrays Miss Paget's fiance, a favorite with Webb from their days at the Marine Corps barracks in Washington, when Wagner invented a tuba-like instrument named the Sousaphone. Ruth Hussey is properly sweet and wise as Webb's wife and the romantic adviser of Miss Paget and Wagner.

The Lamar Trotti screenplay, from a story by Ernest Vajda, follows the success of the Sousa band. There are numerous scenes of humor and warm sentiment as Wagner marries Miss Paget and they grow closer to Webb and his wife. Wagner loses a leg in the Spanish-American War but returns to his loving wife and plays the Sousaphone at a Webb Brooklyn Navy Yard Concert at the finale.

Trotti produced economically yet utilized colorful settings. Henry Koster directed ably. This is an attractive entertainment package containing the necessary elements for good business almost everywhere.

Running time, 89 minutes. General audience classification. For December release.

WALTER PASHKIN

## Film Art Directors To Address Ampa

The "Showmanship Class" of the Associated Motion Pictures Advertisers meeting at the Hotel Woodstock here tomorrow night will discuss "Displays" and will be addressed by Vincent Trotta, Henry Spiegel and Frank Adams, it was announced by Harry K. McWilliams, AMPA president.

Trotta was Paramount Pictures art director for 26 years. He is currently conducting his own art service to the industry. Spiegel is director of advertising, publicity and exploitation for the New York and Brooklyn Paramount theatres. Adams is with the American Display Co.

## Terry Turner with General Teleradio

Terry Turner, former director of exploitation of RKO Radio Pictures, will join the staff of General Teleradio, Inc., parent company for the Mutual network, on Dec. 1. He will direct his efforts toward accelerating attendance in motion picture theatres with the heavy aid of radio and television. As exploitation head of RKO Radio, Turner in the past few years has used radio and TV widely to boost theatre attendance.

Turner is a former director of advertising and exploitation of Loew's Theatres, and of Radio City Music Hall and RKO Theatres.

## AMPP Okays Program

HOLLYWOOD, Nov. 18.—The Association of Motion Picture Producers' board approved the continuation of the organization's on-job training program for U. S. Armed Forces technicians for another year, Fred S. Meyer, chairman of the military affairs com-

## IRO Wins Guarantee Suit vs. Holiday Here

A judgment in favor of International Releasing Organization has been handed down here in IRO's suit against I. Z. Amusement, Inc., lessee of the Holiday Theatre, New York, on charges that the defendant failed to pay the agreed minimum guarantee for playing "Kisenga, Man of Africa" at the Holiday last March, according to IRO.

Sol Edwards, IRO president, said the case was important inasmuch as I. Z. Amusement had tried to attack the effect of the standard licensing agreement. It was intimated by the defendant that the standard contract was not valid, Edwards said. IRO has the U. S. distribution rights to 27 J. Arthur Rank pictures.

Efforts to reach the Holiday management were unsuccessful.

## No 'Carmen' at ATC

BOSTON, Nov. 18.—The American Theatre Corp. of Boston stated today that it does not contemplate presenting the opera "Carmen" at the Pilgrim Theatre here on Dec. 11.

**No Fabian-TNT Deal**

No deal has been set for theatre televising "Carmen" in Fabian's Grand, Albany, N. Y., a circuit spokesman explained here yesterday. He acknowledged the circuit's interest in the Theatre Network Television event, but stated negotiations were still in progress and no actual booking has been made for the Grand.

## AA Signs Hayes Goetz

HOLLYWOOD, Nov. 18.—Allied Artists has signed Hayes Goetz to a long term contract as producer. Goetz, with M-G-M for the past 15 years, most recently produced "Hour of 13" for that studio in England.

# National Pre-Selling

RUTH HARBERT has written an interesting story depicting how some movie stars celebrate Christmas Eve. This tale of Yultide appears in *Good Housekeeping's* December issue and is essentially a story about children since most of the stars named in the article have children. Miss Harbert takes the reader into the homes of Esther Williams, Robert Ryan, Jeanne Crain, William Holden, Brenda Marshall and young stars Janet Leigh and Tony Curtis. To illustrate the article pictures are used of Esther Williams, who is almost crowded out of the scene by her two sons and their pet puppy, and Robert Ryan and his wife, Jessica, whose living room is "knee-deep" with children.

•

***Life*, in the issue now on the newsstands, recreates for its reader how the *Mayflower* storm was filmed for "Plymouth Adventure," M-G-M's feature. A four-color picture of a full-scale replica of the *Mayflower* showing 73 members of the cast on board is part of a two-page editorial spread. Also reproduced is a model of the *Mayflower*'s waist mounted on hydraulic rocker and being tossed about by powerful wave and wind machines. A full page is devoted to Dawn Addams, the 22-year-old English starlet who plays the part of Priscilla Mullins. Spencer Tracey and Gene Tierney are pictured in a tense scene at the rail of the *Mayflower*.**

•

*Louella Parsons in* Pictorial Review, *on newsstands Sunday, tells about a telephone call she received from Clark Gable while he was in London. Gable went to England to star in M-G-M's "Never Let Me Down." Louella reports that Clark is "one of the most effective goodwill ambassadors we ever sent to Britain." The same issue of* Pictorial Review *has a full-color ad for "Plymouth Adventure" on its back page.*

•

Claire Bloom appears on the cover of *Time*, now on newsstands. In a story of her career, the writers for *Time* tell how Charles Chaplin chose her for the feminine lead in "Limelight." In the same issue there are full-color pictures of Marilyn Monroe and Zsa Zsa Gabor. James Linen, *Time's* publisher, tells how Daniele Delorme, star of the French picture, "Gigi," went to the *Life-Time* reception room and asked to speak with an editor of *Life*. The three alert and unhurried receptionists, Sallie Harrington, Gwen Tremble and Ruth Kenny, seeing Miss Delorme, thought she was a high school girl and deduced that she was in quest of a still of her favorite movie star. However, she went to *Life* to thank the movie editor for the "nice story" he had done on "Gigi."

•

**Elizabeth Taylor's life story is told with pictures and text in the issue of *Look* now on newsstands. A four-color portrait is used along with photographs taken in Europe. Elizabeth Taylor's next feature to be released is M-G-M's "The Girl Who Had Everything."**

WALTER HAAS

The New

# RKO IS READY TO GO!

## WITH THE MOST POWERFUL PRODUCT LINE-UP IN YEARS!

**Golden days ahead for RKO's exhibitor friends... with the *new* RKO unfurling its biggest array of boxoffice dynamite in time for the big holiday business and beyond! *Just look...***



**"BLACKBEARD, THE PIRATE"**

RKO presents "BLACKBEARD, THE PIRATE" Color by Technicolor · An Edmund Grainger Production · Starring Robert Newton · Linda Darnell · William Bendix · Keith Andes

NATIONAL RELEASE **DEC. 25**



**"MONTANA BELLE"**

Jane Russell as "MONTANA BELLE" · Co-starring George Brent · In Trucolor · With Scott Brady · Forrest Tucker · Andy Devine · Produced by Howard Welsch · Associate Producer Robert Peters

NATIONAL RELEASE **NOV. 11**

RKO RADIO PICTURES

## Walt Disney's "PETER PAN"

A New Achievement in Cartoon Entertainment

Color by TECHNICOLOR

KEY-CITY PRE-RELEASE IN **FEB.**





## Samuel Goldwyn's "HANS CHRISTIAN ANDERSEN"

Samuel Goldwyn presents "HANS CHRISTIAN ANDERSEN and the Dancer" · Color by Technicolor · Starring Danny Kaye and Farley Granger and introducing Jeanmaire

PRE-RELEASE **NOV. 24**





## "BEAUTIFUL BUT DANGEROUS"

Howard Hughes presents Robert Mitchum · Jean Simmons · Arthur Hunnicutt in "BEAUTIFUL BUT DANGEROUS" with Edgar Buchanan · Wallace Ford · Raymond Walburn

NATIONAL RELEASE **FEB. 27**





## "ANDROCLES AND THE LION"

Gabriel Pascal presents Bernard Shaw's "ANDROCLES AND THE LION" starring Jean Simmons · Victor Mature · Robert Newton · Maurice Evans and Alan Young as 'Androcles' · With Elsa Lanchester · Reginald Gardiner · Gene Lockhart · Produced by Gabriel Pascal

NATIONAL RELEASE **OCT. 28**







## "ANGEL FACE"

Howard Hughes presents Robert Mitchum · Jean Simmons in "ANGEL FACE" co-starring Mona Freeman · Herbert Marshall

NATIONAL RELEASE **FEB. 11**



## "NEVER WAVE AT A WAC"

Frederick Brisson presents Rosalind Russell · Paul Douglas · Marie Wilson in "NEVER WAVE AT A WAC" · An Independent Artists Picture

NATIONAL RELEASE **JAN. 16**







## "FACE TO FACE"

Huntington Hartford presents "FACE TO FACE" · A Duo-Drama comprising James Mason in "THE SECRET SHARER" by Joseph Conrad with Gene Lockhart · Michael Pate and Robert Preston in "THE BRIDE COMES TO YELLOW SKY" by Stephen Crane · Introducing Marjorie Steele with Minor Watson

RELEASED **NOV. 14**



*Titles and Release Dates subject to change.*

# Allied Renews Compo Membership

(*Continued from page* 1)

make sure that no one would misconstrue Allied's continued membership in COMPO as a sign of weakness or indifference to the trade practice complaints of Allied members.

The board's majority report was read by Trueman Rembusch, one of the triumvirate which heads COMPO. The one-year renewal, he said, would be subject to the same conditions as in the past, which would give the board authority to terminate it earlier for cause.



**Trueman Rembusch**

The report cited COMPO's contributions and activities beneficial to exhibitors, including the tax repeal campaign, the Hollywood round tables on production topics and the star tours. "If there were no COMPO today," Rembusch said, "we would have to organize one just to conduct the tax fight."

Sig Goldberg of Wisconsin Allied touched off the fireworks with an excoriation of distribution practices, particularly advanced admission pictures. He asserted he didn't think, nor did the Wisconsin delegation, that COMPO "has worked out." "It would be dead as a dodo today," he said, "if it were not for the admission tax fight. We can carry on that fight without renewing Allied's membership in COMPO."

**Goldberg then moved that Allied withdraw from COMPO at once, and the motion was seconded by Ted Mann of Minneapolis.**

Rembusch cautioned that the motion, if adopted, would do "untold damage to the tax campaign and would make the work of your Col. Cole greatly more complicated." H. A. Cole of Texas Allied is co-chairman of the tax campaign.

### Finally Wins

The argument waxed back and forth with ultimately more weight being thrown against the motion than for it. Charles Blatt of Western Pennsylvania Allied reminded the convention that COMPO is not responsible for trade practice abuses or sales policies of any kind. Ben Cubby of Iowa-Nebraska Allied said approval of the motion would be a sign of Allied weakness, evidence that in reversing its board of directors it was divided internally. Phil Isley of Texas Allied, Ben Marcus of Wisconsin Allied and Jack Kirsch of Illinois Allied and general convention chairman, all argued against the resolution.

**"There is $300,000,000 in tax savings at stake," Kirsch shouted. "If you overlook that you're daffy."**

The revolt on the floor simmered to a murmur and Mann withdrew his second of the motion, after which Goldberg withdrew the motion itself.

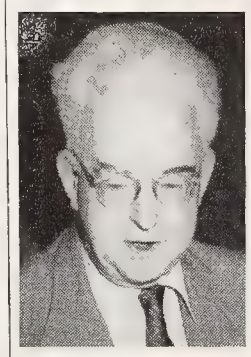
There was no mistaking the temper of the convention, however, and leaders of key delegations freely predicted that Allied is definitely ready to withdraw from the industry arbitration movement completely—not merely content with reserving its decision pending further efforts to obtain arbitration provisions more to its liking.

**The convention next turned to reports of the film clinics, which have been in continuous closed sessions here since Sunday. William Carroll of Indiana Allied reported 12 complaints which had developed in virtually all of the six separate clinics, representing individual types of theatres and situations.**

These most frequent complaints, he said, were: advanced admission prices, "bottlenecking" of pictures, clearances, the "silent treatment" of exhibitors by salesmen, competitive bidding abuses, trailers, accessories, film costs, print shortages, film buying methods and tie-in sales. Carroll said that discussion at the clinics showed that virtually every company on occasion endeavors either to force advanced admissions by demand or by terms; that "illegal, arbitrary clearances exist between theatres not in substantial competition; that salesmen frequently do not call on some exhibitors for extended periods of time; that bidding is used by distributors largely to further their own ends; that trailers are excessively priced; that accessories are inadequate; that film costs are continuing to increase and that the print shortages are so bad "they put playdates on the auction block."

### Thrown Open to Floor

The report was thrown open to discussion from the floor which was not concluded by adjournment time.



**H. A. Cole**

The session was opened at 3 P.M. by Wilbur Snaper, Allied president and permanent convention chairman. It led off with reports by Cole and Pat McGee, co-chairmen of the industry tax repeal campaign on progress of the fight. Cole said that to date 195 Congressmen have been pledged as favoring repeal of the tax and 60 others are on record as favoring a reduction. Cole said he was not satisfied with progress; that a 218 majority would be unsafe, since legislators change their minds. He urged regional chairmen to do their jobs better to insure success.

Cole said the campaign plan is to introduce a tax repeal measure on the first day of the new session of Congress in January. He asked all exhibitors for the vital information on the damage the tax is doing to their business, to present to Congressmen when hearings are held on the repeal measure.

McGee amplified on Cole's remarks, urging exhibitors to stick together in the fight and insure its success.

Snaper said "if we win this tax repeal fight we go from 'red' to 'blacks.'"

## *Film Clinics Play To SRO Attendance*

**Chicago, Nov. 18.—The six Allied Film Clinics which have been in almost continuous session here since Sunday are unusually well attended, indicating the genuine interest in film buying and booking problems among the independent exhibitors in attendance.**

**The clinics are specialized according to theatre situations, so that exhibitors with similar problems are congregated together. All six of the individual theatre clinic groups have attracted crowds which taxed the capacities of their meeting rooms. The session, except for the drive-in clinics, have been closed to the press.**

## Reelect Adler, Davee To TESMA Board

CHICAGO, Nov. 18.—The following have been elected to three-year terms on the board of directors of the Theatre Equipment Supply Manufacturers Association at the annual convention here: Ben H. Adler, Adler Silhouette Letter Co., and Larry W. Davee, Century Projector Corp., both reelected, and Donald Hyndman, Eastman Kodak Co., and Tom La Vezzi, La Vezzi Machine Works, both new members.

Reelected to the Theatre Equipment Dealers Association board for three-year terms were Joseph Cefrie, Boston, and Eldon Peek, Oklahoma Theatre Supply Co., Denver. New directors elected for three-year terms are: Solon Burns, Modern Theatre Supply Co., Seattle, and Homer Teigmeier of B. F. Shearer Co., San Francisco. Tom Shearer of the latter company continues as TEDA board chairman.

TESMA-TEDA confirmed the dates Oct. 31-Nov. 4 for next year's joint convention with the Theatre Owners of America at the Conrad Hilton Hotel here.

A new TESMA trade mark was adopted embodying the slogan: "That the Show May Go On," embodying the basic creed of TESMA members.

Harry Strong, president of the Strong Electric Co., was presented with a placque by TESMA in appreciation of his many years of service to the organization.

## *Equipment Men Cite Schutz for Service*

**Chicago, Nov. 18.—The committee in charge of memorializing the 25th anniversary of George Schutz as editor of Quigley Publications' *Better Theatres* presented Schutz with a citation at a dinner at the Ivanhoe Restaurant here tonight. Oscar F. Neu was chairman of the committee.**

**The citation, in part, as quoted from a resolution on Nov. 10 by the George Schutz Salute Committee, reads: "In recognition of his consistent editorial leadership in pioneering in the interests of better standards of theatre design, better equipment and better theatre maintenance" and "in appreciation of his continuous assistance in the mutual interests of equipment manufacturers and theatre operators throughout a quarter of a century of progress, this citation, in honor of his 25th anniversary as editor of *Better Theatres*, is tendered to George Schutz."**

## *'Limelight' Sets Two Records in Toronto*

TORONTO, Nov. 18.—Charles Chaplin's "Limelight" set all-time house records with its opening-day and first-weekend grosses at the Odeon Carlton Theatre here, grossing $3,000 on Friday and $5,500 on Saturday, it is understood.

The premiere will be followed during the next two weeks by 22 key openings on the Odeon circuit across Canada.

## *Allied to Reaffirm 16mm. Suit Stand*

**Chicago, Nov. 18.—Little time will be devoted by the Allied convention here to the Government's 16mm. suit to force the sale of films to television.**

**It's not that Allied is disinterested or unconcerned, it was said. The board and delegates will reaffirm solid exhibitor opposition to the suit. Beyond that, they feel, all that can be done about it has been done already or will be done.**




See more...do more—
enjoy the best for less!

**FLY TWA**
to **EUROPE** in
**THRIFT SEASON**
and **SAVE!**

You can save more than $100 on a TWA ticket to Europe and return (through March 31). See your travel agent or call Trans World Airlines.

ACROSS THE U.S. AND OVERSEAS
FLY TWA

### *Seating Has Flavor Of Political Meets*

**Chicago, Nov. 18.—The Allied States convention auditorium here has seating arrangements similar to those employed by national political conventions. State delegations are seated together under state banners. The same seating arrangement will prevail at the closing banquet tomorrow night.**

**Largest state delegation is claimed by Wisconsin with over 100 delegates. Large delegations also are here from Ohio, Michigan and other nearby Midwestern states. The home delegation, Illinois, also is very well represented.**

## Pricing Abuses

(*Continued from page* 1)

**administrative agencies for action.**

**3) Appealing to appropriate Congressional committees, such as the Senate Small Business Committee for relief.**

In line with the resolution, Allied is requesting its members to submit all evidence of individual cases of alleged abuses to it for use in the three avenues of action to be taken.

Most of the "abuses" complained of by Allied center on high film prices and terms requiring advanced admissions.

**The Allied board also gave partial approval to the proposal offered some time ago by H. A. Cole of Dallas, asking that Allied officers be relieved of their assignments in all-industry, cooperative endeavors in order to concentrate upon trade practice fights.**

The directors decided "that for the time being, and until the distributors shall reform their destructive policies and practices, Allied leaders should confine their participation in cooperative undertakings to those projects which promise direct, immediate and substantial benefit to exhibitors, so that they may be free to devote their available time and energy to measures for the protection of Allied members."

"To this end," the resolution continues, "the directors will re-examine all such cooperative undertakings in which Allied leaders are now engaged, and will carefully screen all such projects that may be hereafter promoted, to determine whether they meet this test."

### Will Be Screened Later

Wilbur Snaper, Allied president, explained that the projects will be screened by the board individually at a later date. It was unofficially indicated that Allied representation on the industry arbitration drafting committee probably will be terminated but that authorization will be given to Allied officials to continue on the industry tax repeal campaign and, probably, in COMPO, although the latter was somewhat uncertain.

Submission of the resolution to the convention today touched off a spirited discussion on the convention floor, almost wholly in support of it. Among those individually endorsing it from the floor were A. C. Myrick of Iowa-Nebraska Allied, M. K. McDaniel, Texas Allied; J. B. Steadman, Ohio Allied; George Vallos, Illinois Allied; Siebert Wirley of Texas, and others. Each recited particular instances of alleged examples of trade practice abuses, including advanced admission requirements, encountered in their own operations.

### Harvey A Visitor

Rotus Harvey, former president of Western Theatre Owners, a visitor at the Allied convention, said that W.T.O. also will meet with the Senate Small Business Committee and will gather evidence, too, to present in support of pricing and other trade practice complaints. Harvey charged, also, that the practice of extended engagements is bringing about a serious artificial product shortage in his territory.



**Ben Berger**

Ben Berger of Minneapolis contended that most companies are concentrating their resources on the making of "B" pictures, which leads to the high film price complaints. He said 75 per cent of the theatres would be out of business if it were not for concessions sales. "There is a creeping paralysis in the business," he said. "We must act to prevent our patrons from being deprived because of price from seeing the good pictures." Berger said North Central Allied is planning to retaliate in every way it can against the conditions complained of. He said he would urge NCA to petition the Minnesota State Legislature to establish the distribution and exhibition of films as a public utility, subject to fair rate schedules.

Ben Marcus, moderator of the small city film clinic; Ted Mendelsohn of Minneapolis and John Wolfberg of Denver all attacked high film prices and advanced admission pictures. Mendelsohn suggested that all such pictures be by-passed by exhibitors.

Charles Niles of Iowa-Nebraska Allied offered the resolution in support of the board's policy statement and included a request to exhibitors to make their personal negotiating experiences available for use by Allied.

### *Rodgers Due Today At Allied Meet*

**Chicago, Nov. 18. — W. F. Rodgers, chairman of the distributors arbitration committee, is expected here tomorrow, probably to make a last-ditch battle to rescue the industry arbitration plan from what appears tonight to be an almost certain veto by the Allied States convvention.**

# *Allied Meet Sees Large Screen TV Demonstration*

CHICAGO, Nov. 18.—A demonstration of large screen television in the Allied States convention auditorium here today held an audience of 400 exhibitors in wrapt attention for 45 minutes.

The demonstration was provided by RCA on a 12 x 15-foot screen. The program originated in NBC's local television studio, WNBQ, about two miles from the convention hotel. It consisted of a panel composed of Jack O'Brien of RCA, Nathan Halpern of Theatre Network Television, Trueman Rembusch, Nathan Yamins, A. R. Blocher, John Wolfberg and Leon Back of Allied. Questions were posed for Halpern to answer.

**Among other things, Halpern said that by the end of this year theatre installations of large screen TV will pass the 100 mark. There are about 90 now. He assured exhibitors that there would be no acceptable standard of color TV for theatres within the next several years, discounting concern about obsolescence of equipment bought today. He estimated it would take about five years on the average to liquidate the cost of equipment.**

Halpern said 50 theatres showing large screen TV of the Walcott-Marciano heavyweight championship fight grossed $400,000, or an average of slightly over $8,000 apiece. The average net profit was about $5,000 for large theatres and $1,000 to $2,000 for small ones. He said the total seating capacity of the theatres was about 120,000.

Halpern also reported on the status of the FCC hearings on applications for exclusive theatre TV channels and cited the programs, previously announced, for future theatre telecasts.

### *'5000 Fingers' Float In Macy Parade*

Columbia Pictures' national campaign for "The 5000 Fingers of Dr. T." will be kicked off Thanksgiving Day with a float in the annual Macy parade here, which will be seen over the Coast-to-Coast network of CBS-TV.

Macy officials announced that the "5000 Fingers" float will be the first ever devoted to a Hollywood feature in the 20-year history of the parade.

### *Jarrico Suit Opens*

HOLLYWOOD, Nov. 18.—Counsel for writer Paul Jarrico and RKO Radio Pictures have agreed, at the opening of the former's $350,000 suit against company, to allow Superior Judge Orlando H. Rhodes to try the case without a jury. The suit arises from cupied today's session. The suit arises Howard Hughes' firing of Jarrico when the writer refused to answer the Un-American Activities Committee's Committee's questions.

### *Refuse McConnell Bid*

CHICAGO, Nov. 18. — Attorney Thomas C. McConnell's request for interest on supplemental attorneys' fees granted him to cover his activities during the period from the original Towne decision to the time the appeal was denied has been turned down by the Seventh District Court of Appeals.

### *Switow Asks Allied Rogers Drive Aid*

**Chicago, Nov. 18. — Sam Switow, national exhibitor chairman of the Will Rogers Memorial Hospital, urged the Allied States convention delegates here today to support the hospital's annual Christmas Salute and to place the public coin collection containers in their theatres.**

**Switow said it is hoped that 200,000 signature may be obtained for the Christmas Salute this year, with accompanying donations of $150,000. He said 3,600 coin containers are in theatres now.**

### *Charge Rank Theatre With Quota Default*

BALTIMORE, Nov. 18.—In view of Trade has issued a summons against the Rank Organization's Haymarket Gaumont Theatre for an alleged default in the 25 per cent supporting program quota.

The action came as a surprise, the general feeling in the trade being that the supporting program quota is ineffective. To date, there have been only seven quota prosecutions for the past year's alleged defaulters. All of them were independent exhibitors in "closed" situations, the theory apparently being that absence of competition should permit an exhibitor to book enough British features on favorable terms.

### *United Artists Opens Branch in Albany*

BUFFALO, Nov. 18.—A United Artists sub-branch has been opened here under the management of Buffalo branch manager Mannie A. Brown, and will be added to the territory supervised by Moe Dudleson.

Michael Frashela has joined the local UA sales staff, covering Rochester and Syracuse. Selwyn Ginsler is covering Buffalo.

### *Korda Film for India*

LONDON, Nov. 18.—Sir Alexander Korda will make "Taj Mahal" in India with color as one of his "important productions" for next year. His London Films has had considerable success here with the Indian-made "Aan."

### *ITOO Board to Meet*

COLUMBUS, O., Nov. 18.—A meeting of the board of directors of the Independent Theatre Owners of Ohio will be held here Dec. 2.

### *Allied Banquet to Honor Greer Garson*

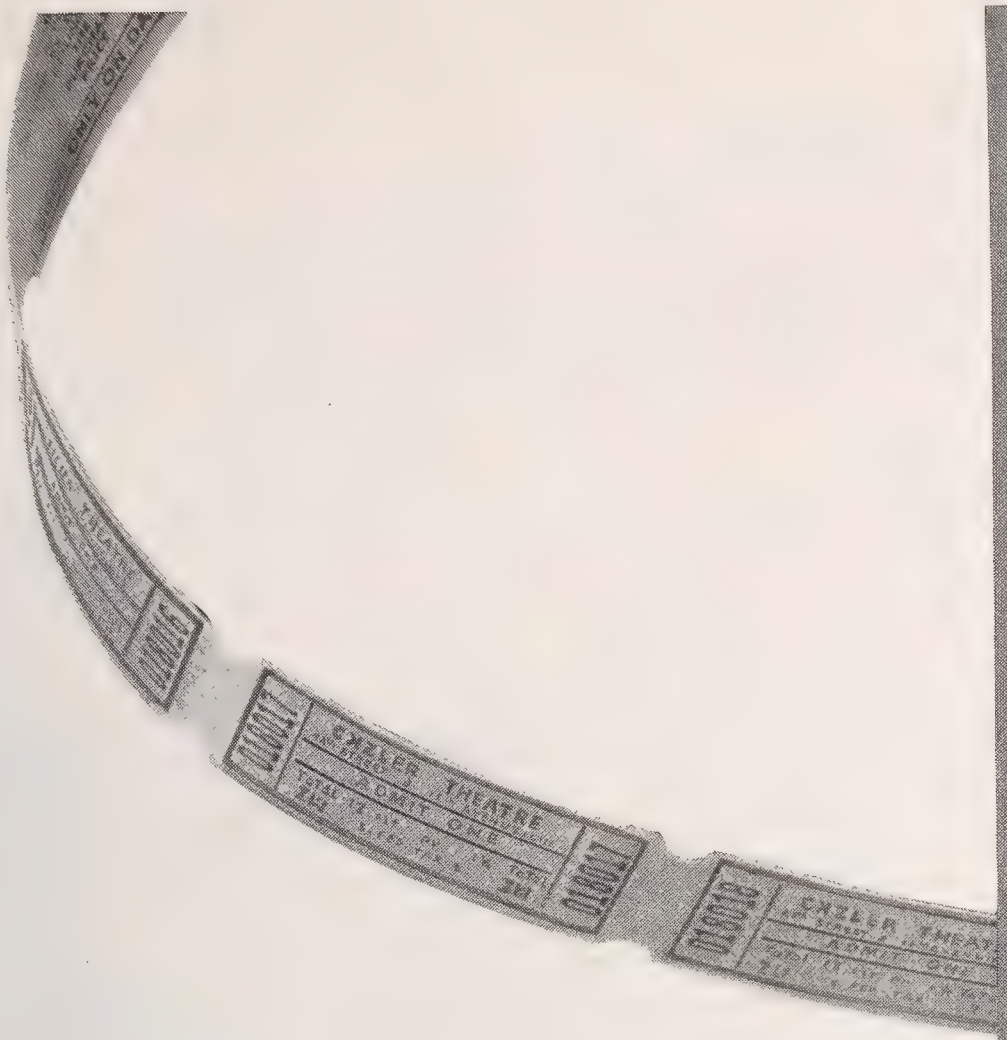
**Chicago, Nov. 18.—Greer Garson will be guest of honor at the Allied States convention banquet here tomorrow night. Ronald Reagan will be toastmaster and entertainment will be provided by Morton Downey. The banquet will mark the close of the convention.**

# Movies' Greatest Salesman is

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*(first nine months, 1952—Publishers' Information Bureau)*



# Advertised in Look in 1952

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Ten Tall Men
Death of a Salesman
The Marrying Kind
The Sniper
Affair in Trinidad

**LOEW'S**

Lone Star
Show Boat

An American in Paris
Singing in the Rain
Skirts Ahoy
Carbine Williams
The Washington Story
The Merry Widow
Because You're Mine
Prisoner of Zenda
Plymouth Adventure
Lovely to Look At
Scaramouche

**PARAMOUNT**

Sailor Beware
Aaron Slick from Punkin Crick
Red Mountain
The Atomic City
Come Back Little Sheba

**RKO**

Snow White

Robin Hood
Peter Pan
Hans Christian Andersen
The Las Vegas Story
Rancho Notorious
Macao
Clash By Night
Blackbeard the Pirate
The Big Sky
One Minute to Zero

Androcles and the Lion
The Lusty Men
Double Dynamite

**REPUBLIC**

The Quiet Man

**TWENTIETH CENTURY FOX**

The Snows of Kilimanjaro

**UNIVERSAL**

Bend of the River
The Battle of Apache Pass
The World in His Arms
Back At The Front
Against All Flags

**WARNER BROS.**

The Iron Mistress

**Look**

**During the first nine months of 1952,** movie advertisers invested a total of some $428,000 in Look – a good deal more than they spent in any other magazine. In fact, in this nine-month period, Look carried almost *twice as many pages of movie advertising as any other major magazine.*

One reason is that Look does the greatest job of pre-selling movies. Every issue carries exciting articles on Hollywood productions and personalities, and much-quoted reviews of new productions. And, once each year, the coveted Look Motion Picture Achievement Awards focus national attention on the outstanding accomplishments of the industry.

But an even more compelling reason is this: Look *reaches an audience of 20,650,000 movie-minded Americans – at the lowest cost per thousand in the major magazine field.*

***First with the movies...***

## 20th Field Talks on Product Promotions

Twentieth Century-Fox division managers will hold strategy meetings with branch heads during the next two weeks to activate merchandising and advertising plans that were set at the two-day home office meeting last week.

Division managers who returned to their offices at the weekend will start visiting exchange centers this week to discuss immediate plans for Thanksgiving releases, "Pony Soldier" and "Bloodhounds of Broadway." Plans for campaigns will also be made for Christmas and New Year's releases, "Stars and Stripes Forever," "My Cousin Rachel," "Ruby Gentry" and "The I Don't Care Girl," as well as the continued handling of Darryl F. Zanuck's "The Snows of Kilimanjaro."

The coming year's product line-up is slated for consideration with attention given to the use of special campaign kits which were used as blueprints at last week's confabs.

## Small Business Group

(*Continued from page* 1)

year, is still continuing, officials said. Committee investigator William D. Amis is again on the West Coast, and, while he is there primarily on other committee business, he is expected to devote at least some time to talking to California exhibitors.

But the investigation will still be only in its early stages when the year ends, and the new committee therefore will have to make its own decision as to whether to drop the probe or develop it still further. "We don't have nearly enough information for a report with any sort of conclusions," says one committee staff member, "but we will have plenty of information to put before the committee in January to permit them to make a very sound determination as to whether to continue the investigation or drop it."

When the committee originally voted the investigation last Spring, it did not have any information of its own on the subject, but merely complaints from the Pacific Coast theatre owners and other exhibitors. At that time, committee members indicated they had okayed the investigation more because there was no committee opposition to it rather than because of any strong positive feeling for it.

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Only 11¼ hrs. one-stop!
The fine service of United's "Hollywood" flights is yours on the "Overnight Hollywood" to Los Angeles. You leave New York after midnight, stop only at Denver, enjoy a delicious breakfast aloft, and arrive in Los Angeles at 8:20 a. m., giving you a full day for business.
United AIR LINES
COMPARE THE FARE AND YOU'LL GO BY AIR

# Review

## "The Bad and the Beautiful"

(*Metro-Goldwyn-Mayer*) *Hollywood, Nov.* 18

THIS big and skillful telling of an intimate story about Hollywood employs a large and extremely capable cast topped by no less than seven players whose names rate marquee billing, to wit: Lana Turner, Kirk Douglas, Dick Powell, Walter Pidgeon, Barry Sullivan, Gloria Grahame and Gilbert Roland. These actors, and a great many others whose lesser works match theirs in quality, turn in sparkling performances in a production that is known hereabouts as "an actor's picture," if there ever was one. So far as name power and player performance can be said to guarantee the success of an attraction, this one manifestly is guaranteed, and maybe that is far enough.

The story about Hollywood that this picture tells has nothing in common with the homey, folksy little story which the COMPO tourists go about the country telling the paying public for the purpose of offsetting the injurious effects of unfavorable newspaper handling of Hollywood news. Whereas the COMPO troupers tell of a Hollywood that is really just like any other small town in the country, with its hardworking citizens running the usual averages as to divorces, marriages, child-bearing and church attendance, "The Bad and the Beautiful" tells of a Hollywood as ruthless, unbridled and barren of ethics as its most fervent detractors have pictured it. The film presents this kind of Hollywood so expertly and convincingly as to set the COMPO educational efforts back to where they started. It is, intentionally or not, a vivid expression of the viewpoint held by the no means minor segment of Hollywood opinion which has contended all along that the homey, folksy Hollywood story of the COMPO tourists has cost a lot of ticket sales by its de-glamorizing influence. This is one of the mootest of the moot questions around Hollywood, and is likely to stay that way.

Generically, "The Bad and the Beautiful" groups with "A Star Is Born," "Sunset Boulevard" and "All About Eve," and this certainly is not box-office company to be scorned. It is as big as any of the trio, as nameful, as expert, speaking roundly, and more outspoken, uninhibited and elemental than any of them. Subjectively it is closest to "Sunset Boulevard," which is not to say similar, and structurally it is closest to "All About Eve" in that it runs out three story lines, inter-related, managing to keep each important independently without cost to the over-all narrative. Charles Schnee rates rare praise for an extraordinary job on the script.

Douglas plays the son of a hated Hollywood producer whose funeral (attended only by extras paid to appear as mourners) keys the picture. Douglas, who hated his father but learned from him the secrets of success-at-any-price, determines to make Hollywood bow down to the family name again, and the picture records the double-crosses, steals, schemes, deceits and frauds by which he does so. Miss Turner, as an actress, Powell as a writer and Sullivan as a director portray the principal victims of his raging ambition, although there are others, and Pidgeon enacts a producer who (and this is the structural point on which the story hinges) attempts, with seeming success, to persuade them that by the acts with which Douglas ruined their respective lives he made each of them so famous and rich, that they should come now to his economic rescue by making for him a picture that could put him on his feet. This cynical representation is probably the most damaging single aspersion ever cast upon the ladies and gentlemen of the motion picture producing profession.

Direction by Vincente Minnelli undoubtedly is accountable in large measure for some of the splendid individual instances of superb performance, as well as for the over-all excellence.

Producer John Houseman has a highly professional and clearly a thoughtful achievement to his credit here.

Running time, 118 minutes. Adult audience classification. For January release.

WILLIAM R. WEAVER

## End SWG Strike vs. TV Film Producers

HOLLYWOOD, Nov. 18.—The Screen Writers Guild and the Authors League of America have ended their 14-week strike against the Alliance of Television Film Producers, which makes 85 per cent of the television films produced on the Coast, with the producers winning an important concession on royalties and granting the two other original demands of the writers involving the reservation of rights by the author and the leasing of stories Many details of the contract remain to be worked out, it was said, but there was agreement in principle.

### Eastern SAG Votes to Authorize Strike Action

The Eastern membership of the Screen Actors Guild, seeking to "curb unlimited and repetitious televising of filmed advertisements," has unanimously voted to authorize strike action against producers of TV film commercials and the American Association of Advertising Agencies.

Walter Pidgeon, newly elected SAG president, presented the strike proposal to the membership, which may bring the first work-stoppage in the Guild's 19-year history.

## Discuss Promotion Of 'Theatre Week'

HOLLYWOOD, Nov. 18.—Plans are to be discussed concerning the promotion next year of "National Theatre Week" by Lester Cowan with leaders of both the motion picture industry and the stage, it was announced as Cowan left here for New York to film scenes featuring stage players for the Cinema Productions' feature, "Main Street to Broadway."

Stage and screen players will work together in the promotion which is to be in their common interest. "Main Street" is an exhibitor-financed attraction to be released by M-G-M. Cowan has stated the release should coincide with "National Theatre Week."

## Kodak 36-Week Net Is $28,585,716

ROCHESTER, N. Y., Nov. 18.—Eastman Kodak announced that net earnings for the three-quarter year period ending Sept. 7 were $28,585,716 or $1.71 a share, as compared with $32,350,194 or $2.13 a share a year ago.

Seventeen cents of the per share decrease is attributed to the 10 per cent stock dividend in January. Sales for the 36-week period were $388,859,261 against $384,243,040 for the same period last year.

Company directors today voted a wage dividend of an estimated $22,200,000 for more than 51,000 Kodak personnel in the U. S., with payment to be made on March 6, 1953, at the rate of $27.50 per each $1,000 earned at Kodak during the five years, 1948-1952.

## Salt Lake City Bans "Everybody's Girl"

SALT LAKE CITY, Nov. 18.—In an unprecedented action, the police anti-vice squad has ordered the banning of the picture, "Everybody's Girl," from showing at the State Theatre here. While Salt Lake City has no censors for motion pictures, the picture was one of a very few to be banned by police within the memory of local showmen.

The film had played only one day in the downtown house when Capt. E. J. Steinfeldt, head of the anti-vice bureau, ordered the ban. He described the picture as "unfit for public viewing" and said it "fails to meet the qualifications by which motion pictures may be shown in Salt Lake City."

## Cohen to RKO Radio As A Copywriter

Charles Cohen has joined RKO Radio's advertising department here as a copywriter, it was announced by Richard Condon, director of advertising, publicity and exploitation.

Cohen, who last week resigned a similar position at 20th Century-Fox, entered the industry in 1929 with M-G-M. He remained there until 1945, when he was named advertising manager for Berkely Industries in New Jersey. He returned to the industry in 1948 at Universal-International, and two years later joined 20th Century-Fox.

### Ehrlich, Boehnel In New RKO Posts

Joe Ehrlich has been added to RKO Radio's publicity department to handle publicity and promotion of short subjects. Bob Boehnel, who has been dividing his time between short subject publicity and general newspaper contacts, will devote his full time to newspapers.

Ehrlich formerly was with 20th Century-Fox, where he handled syndicates and wire services.

## Abbott, Costello

(*Continued from page* 1)

mid-January. Howard Christie will produce and Charles Lamont will direct the comedy which will be their 25th for U-I since the series began in 1940. John Grant will prepare the screenplay.

"...they want to know if it's a COMPANION-approved movie!"



Currently advertised
in the COMPANION

**The Prisoner of Zenda.....MGM**

**Plymouth Adventure.....MGM**

**Because of You....Universal-International**

Over 4,250,000 COMPANION readers
are equally choosy about their entertainment.
That's why Hollywood has invested more
money in the COMPANION during the past six years
than in any other monthly magazine.*

**Except of course the fan magazines.*

Woman's Home COMPANION

***Current Circulation over 4,250,000***

# JENNIFER JONES' GREATEST SMASH SINCE "DUEL in the SUN"



**The story of a flame named Ruby...who wrecked a whole town...*SIN BY SIN*...**

JENNIFER
JONES
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HESTON
KARL
MALDEN

# *Ruby Gentry*

A BERNHARD-VIDOR presentation • Released by 20th Century-Fox



***DATE 'RUBY' FOR THE HOLIDAYS!***

Produced by JOSEPH BERNHARD and KING VIDOR • Directed by KING VIDOR • Screenplay by SILVIA RICHARDS • Story by ARTHUR FITZ-RICHARD

NEWS WHILE IT IS NEWS

# MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 72. NO. 97 NEW YORK, U.S.A., WEDNESDAY, NOVEMBER 19, 1952 TEN CENTS

# Allied Votes to Renew COMPO Membership

## *Rembusch Gives Board's Report; Minority Report by Yamins Touches Off Near Revolt; See End of Arbitration Efforts*

By SHERWIN KANE

CHICAGO, Nov. 18.—A near revolt of the Allied States membership against the majority report of the board of directors approving Allied's continued membership in the Council of Motion Picture Organizations for another year flared at the first open forum of the convention here today, revealing the temper of the convention and leading to predictions that Allied's participation in efforts to set up an industry arbitration plan will be terminated by the convention when the subject comes up tomorrow.



Nathan Yamins

The one-year renewal of Allied's COMPO membership was carried only after bitter debate from the floor following a minority board report read by Nathan Yamins of Massachusetts which would have limited Allied's continuation in COMPO only for the duration of the fight for admission tax repeal.

Yamins scored distribution trade practices in making the minority report and said its purpose was to

(Continued on page 6)

## Small Business Group Future Hangs in Doubt

### *Probe's Continuance to Rest on New Committee*

WASHINGTON, Nov. 18. — The Senate Small Business Committee in the new Congress will have to make a new and fresh determination whether to continue its investigation of the motion picture industry, informed observers believe.

It was also learned that the chances now favor Sen. Thye (R., Minn.) to head the group in the next Congress. Sen. Tobey (R., N.H.) and Sen. Saltonstall (R., Mass.) both outrank Thye on the Republican side of the committee, but observers believe that both will decline the Small Business Committee post to devote themselves to jobs as chairmen of other higher-ranking committees. Tobey is in line to head the Interstate and Foreign Commerce Committee, while Saltonstall will probably head the Armed Services Committee.

The investigation of distributor trade practices, started earlier in the

(Continued on page 10)

## NEWS FLASHES

BALTIMORE, Nov. 18.--No action was taken here today in a meeting between the State Legislature's Judiciary Council and the State Board of Motion Picture Censors held to effect changes in the Maryland censorship law. The problem had been referred to the Council following the Supreme Court's decision last summer on the "Miracle" case.

•

CHICAGO, Nov. 18.-Drive-in operators attending the annual Allied convention here have scheduled a national convention of drive-in theatre operators for March 23-25 in Milwaukee in conjunction with the convention of the Allied Theatre Owners of Wisconsin.

## Program to Fight Pricing Abuses Approved by Allied

CHICAGO, Nov. 18.—A three-point program for combatting alleged abuses in film pricing practices drawn up by the Allied States board of directors was approved by the convention here today.

Relief from the practices complained of is to be sought by Allied by any or all of the following means:

**1) Instituting and conducting litigation.**

**2) Petitioning the Department of Justice and other executive and**

(Continued on page 7)

## *Abbott, Costello Sign 4-Film U-I Contract*

Universal - International reported here yesterday the signing of a new contract with Bud Abbott and Lou Costello which calls for their services through 1955 and provides that they star in a minimum of four pictures over that period.

The first of the four films will be "Abbott and Costello Meet Dr. Jekyll and Mr. Hyde," slated to start in

(Continued on page 10)

## *Skouras to Aid Israel Fund Event*

Spyros P. Skouras, president of 20th Century-Fox, has been appointed honorary chairman of the annual dinner concert to be given by the American Fund for Israel Institutions to be held on the evening of Jan. 8 in New York's Waldorf-Astoria Hotel.

At the affair tribute will be paid to Sol Hurok for his work as a trustee of the Fund. Edward A. Norman, president of the Fund, has cited Hurok for supporting the "artistic and cultural development of Israel." Hurok, whose career story is being brought to the screen by 20th Century-Fox in "Tonight We Sing," managed the first American tour of the Israel Philharmonic Orchestra.

## *Allied Approaches Issue Of Arbitration Critically*

CHICAGO, Nov. 18.—With the Allied States convention here not yet having taken action on the proposed industry arbitration plan, the atmosphere is in sharp contrast to the open-arm welcome and flat proclamations at the Theatre Owners of America convention in Washington last September that "arbitration is here."

Apart from all other evidences of the critical attitude with which Allied is approaching the distributors' arbitration draft, there is this excerpt from a message in the convention journal by Abram F. Myers, Allied board chairman and general counsel:

"As this piece is being written the prospects for the early establishment of an arbitration system are dismal, to say the least. The distributors are working behind closed doors on a new draft which will be unveiled in their good time. Based on our experience to date it is not expected that this draft will be wholly acceptable to exhibitors and so there will be counter-proposals and the thing may go on indefinitely, unless Allied concludes that the effort no longer justifies the necessary expenditures of time and money.

"Perhaps the only justification for mentioning arbitration is to point out that here again Allied was able to contribute the services of able, experienced men to what in the early stages was believed to be a bona fide effort to benefit the entire industry. That the negotiations degenerated into just another film deal was not their fault."

## *Still Withhold Draft Of Arbitration Plan*

**Chicago, Nov. 18.—Despite the detailed, point-by-point analysis of the distributors' draft of the proposed industry arbitration plan given to the Allied convention here by Abram F. Myers, chairman and general counsel, the draft will not be released here for publication. Distributors have declined again to authorize its release.**

**Unsuccessful efforts to obtain authorization for its release were also made by the Theatre Owners of America at its September convention in Washington.**

# Personal Mention

Y. FRANK FREEMAN, Paramount vice-president and studio head, will arrive here today from the Coast.

•

ELIAS LAPINERE, who will rejoin the M-G-M organization on Jan. 1 as special publicity representative in Europe, will arrive here tomorrow from Europe on the *S.S. Liberte,* accompanied by MRS. LAPIENERE.

•

LEON J. BAMBERGER, RKO Radio sales promotion manager, will speak at the Allied of Indiana meeting in Indianapolis Dec. 2-3 and at the Independent Exhibitors of New England meeting in Boston Dec. 9.

•

BRADFORD CROSS, formerly an account executive at Gray and Rogers Advertising Agency, Philadelphia, has joined the staff of the Princeton Film Center, Inc., Princeton, N. J.

•

IRENE CHRISTMAN, of the title registration bureau of the Motion Picture Association of America, has become the bride of Richard Stainkamp of New York.

•

EDWARD RUBY, pioneer in the equipment field, and head of Ruby Co., New York, is in Kew Gardens General Hospital, Queens, N. Y., following a heart attack.

•

FELIPE MIER, president of Mier and Brooks, Mexican producers, is due here tomorrow from a four-month stay in Europe, en route to Mexico City.

•

BELLA KREISMAN, secretary to JOHN J. GLYNN, Warner International Corp. vice-president and treasurer, has become engaged to SAMUEL KANDEL.

•

FRANK W. PHELPS, head of Warner Brothers Theatres labor department, will be in Washington today and will return here early next week.

•

JESSE L. LASKY and his executive assistant, JOHN GREGORY, flew to the Coast from here last night and will return in 10 days.

•

FRANK SAVIOLA, Paramount salesman in the Rochester and Syracuse territories, announces the birth of a girl.

•

SOL KARP, formerly assistant manager at the State Theatre, Hartford, is now overseas with the U. S. Navy.

•

NUNNALLY JOHNSON, 20th Century-Fox writer-producer, arrived here yesterday from Hollywood.

•

WILLIAM M. PIZOR, Lippert Pictures vice-president, is in Hollywood from New York.

## *Sochin Lining Up Shorts*

Irving Sochin, Universal Pictures' short subjects sales manager, has returned to New York from a three-week trip to the company's Western branches and a visit to the Coast studios setting up plans for the short subjects program for 1952-53.

# Review Group Cites Goldwyn

An award honoring Samuel Goldwyn for his production of "Hans Christian Andersen" was presented to the producer here yesterday by the New York City Federation of Women's Clubs and the Motion Picture Councils of Greater New York at a joint luncheon in the Plaza Hotel. More than 150 representatives of the national and local organizations which preview and rate films for an aggregate membership of 40,000,000 women attended the event.

Mrs. Charlotte Baruth, president of the New York City Federation of Women's Clubs, said that in the long list of "distinguished" pictures produced by Goldwyn, none surpassed "Andersen" as outstanding family entertainment. In a brief address to the luncheon guests, Goldwyn said his decision to make the picture 16 years ago stemmed from his conviction that the "great Danish story-teller represents a wonderful and simple philosophy of life."

Goldwyn said he had decided to give at least one free performance in each city throughout the world for under-privileged children seeing it.

### Goldwyn to Address SPG

HOLLYWOOD, Nov. 18.—The Screen Publicists Guild announced today that Samuel Goldwyn would be the principal speaker at the Guild's annual dinner, to be held here Dec. 10.

# Three-month Capitol Line-up Is Set

The Capitol Theatre here yesterday released its line-up of shows for December, January and February.

On Wednesday, Dec. 3, Universal's "Because of You," starring Loretta Young and Jeff Chandler, will open.

Johnny Ray with an in-person supporting cast will bow in on Wednesday, Dec. 24 for the holiday, marking the first in-person attraction at the house in a year and a half. The holiday show will co-feature Universal's "Against All Flags," starring Errol Flynn and Maureen O'Hara.

RKO Radio's "Androcles and the Lion," produced by Gabriel Pascal and starring Jean Simmons, Robert Newton, Victor Mature and Maurice Evans, will be the third feature shown during this period, early in January. A Hollywood-style invitational premiere is being prepared.

M-G-M's "Above and Beyond," with Robert Taylor and Eleanor Parker playing the leads, completes the three-month line-up.

## *Religious to See Film*

Loew's Theatres, in conjunction with the Motion Picture Department of the International Federation of Catholic Alumnae, will have special showings here on Saturday for the Sisters and others of religious orders, of "Because You're Mine," which stars Mario Lanza. The showings will be held in Brooklyn and Manhattan.

# WB Sales Meet Starts Today

PITTSBURGH, Nov. 18.—Jules Lapidus, Warner Brothers Eastern and Canadian division sales manager, will preside at a meeting of district and branch managers of Central and Mid-Atlantic sales districts to begin tomorrow at the Hotel Schenley here.

Robert Smeltzer, Mid-Atlantic district manager; J. S. Abrose, Central district manager, and six branch managers will meet with Lapidus, Norman H. Moray, short subjects general sales manager, I. F. Dolid, and Bernard R. Goodman, supervisor of exchanges.

Branch managers who will attend include William G. Mansell, Philadelphia; P. R. DeFazio, Washington; R. H. Dunbar, Cincinnati; J. M. Wechsler, Cleveland; C. W. McKean, Indianapolis, and Jack Kalmenson, Pittsburgh.

### W. B. Midwest Zone Meet in Milwaukee

MILWAUKEE, Nov. 18.—Warner Brothers Midwest zone held its kick-off showmanship drive meeting here at the Schroeder Hotel. Mayor Ziedler opened the conclave by applauding the exhibitors for their assists in their civic promotions.

The high light of the drive is an exploitation contest conceived by Al Kvool with prizes of $3000 in cash. Exchange managers from Paramount, Universal, 20th Century-Fox, M-G-M and Warner Brothers told of the pictures selected and prize offers.

# Col. Stockholder Files Trust Suit

A minority stockholders suit against Columbia Pictures and its officers and directors, seeking to enjoin the company from engaging in alleged anti-trust trade practices, has been filed in New York Supreme Court.

The suit was brought by William B. Weinberger of New York, whose attorney is Samuel H. Levinkind, also of this city, Levinkind claimed that his client owns more than 100 shares and is in no way connected with exhibition.

The complaint is due to be answered by Columbia on Tuesday. The suit charges Columbia with engaging in a course of action in violation of Federal and state anti-trust laws in connection with the production, distribution and exhibition of motion pictures.

## *Columbia Directors Declare 2 Dividends*

The directors of Columbia Pictures here yesterday declared a dividend of 25 cents on the corporation's common stock and voting trust certificates for common stock payable Dec. 18 to stockholders of record on Dec. 4. They also declared a two-and-a-half per cent dividend on the common stock and voting trust certificates for common stock, payable on Jan. 18 to stockholders of record on Dec. 5.

# *Newsreel Parade*

*ATOMIC Energy Commission head Gordon Dean's discussion of the successful experiments of the Hydrogen Bomb highlights current newsreels. Also featured are the drive of French forces to cut off Red units in the Indo-China war, the funeral of Dr. Chaim Weizmann in Israel, Britain's Queen viewing Coronation fashions, and President-elect Eisenhower ending his Georgia vacation.*

**MOVIETONE NEWS, No. 94**—Atomic chairman talks of H-Bomb. Tanker rams Navy ship in war drill off Cape Henry, Va. Eisenhower ends Georgia vacation. Chaim Weizmann laid to rest. Queen Elizabeth sees fashions for coronation. Princeton-Yale, Michigan State-Notre Dame football games.

**NEWS OF THE DAY, No. 224**—U.S. reports first test of H-Bomb. Birthday party for Mamie Eisenhower. Jitterbug championship. Coronation fashions for Queen. Michigan State-Notre Dame, Army-Penn football games.

**PARAMOUNT NEWS, No. 27**—First H-Bomb experiments revealed. Weizmann rites in Israel. Hamburg, Germany gets the "jitters." Yale-Princeton, Notre Dame-Michigan State football games.

**TELENEWS DIGEST, No. 48A**—Eisenhower's vacation ends. Stevenson relaxes in Arizona. Landslide vote elects Field Marshal Alexander Papagos in Greece. General Naguib celebrates third month as new Egyptian leader. French show new baby jet. Michigan State-Notre Dame football games.

**UNIVERSAL NEWS, No. 414**—Atomic Commission head tells of H-Bomb tests. French forces drive to cut off Red units in Indo-China. Eisenhower ends vacation in Georgia. Picture Pioneers award to Nate Blumberg, "Pioneer of 1952." Chaim Weizmann funeral. Michigan State-Notre Dame, Princeton-Yale football games.

**WARNER PATHE NEWS, No. 29**—Gordon Dean talks on the H-Bomb. New French drive in Indo-China war. Funeral of Israel's president, Dr. Chaim Weizmann. Wingless plane flies, but not for long. France shows the world the first baby jet. Marines launch toys for tots appeal in Los Angeles. Princeton-Yale, Michigan State-Notre Dame football games.

# Newsreel Coverage Of House Hearings

WASHINGTON, Nov. 18.—Newsreels and television may be allowed to cover some House Committee hearings in the new Congress.

Rep. Martin (R., Mass.), who is slated to be the speaker of the new House, is reported ready to leave up to the individual committees the question of whether their hearings should be filmed and broadcast. In the present Congress, cameras have been banned under a ruling of the present House speaker, Rep. Rayburn (D., Tex.). Martin opposed Rayburn's ruling at the time it was made and indications now are he will overrule it when he is speaker.

## *Odeon Theatres Sets Joint Dividend*

LONDON, Nov. 18.—Odeon Theatres Ltd. announce that dividend arrears on six per cent cumulative preference shares that were due on last June 30 will be paid, less income tax, on Dec. 22 together with a dividend for the half-year ending Dec. 31, bringing payments up to date.

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# Report Stolkin At Coast Meets

Ralph Stolkin, head of the syndicate which bought out Howard Hughes' controlling interest in RKO Radio Pictures, was reported here yesterday to have left Chicago for the Coast for conferences with Sherrill Corwin, acting board chairman of RKO Radio.

Meanwhile, Matthew Fox, head of Films for Television and a partner in United Artists, who heads a group negotiating for the purchase of the Stolkin syndicate interests, said there are no new developments in the negotiations. He spiked reports that Louis R. Lurie, Coast real estate operator who once sought to purchase control of Warner Brothers, was a member of the Fox syndicate. Fox said that he did not know when he would confer again with Stolkin, either here or in Chicago.

Presumably, while on the Coast, Corwin and Stolkin will confer on the various offers received for the purchase of their 29 per cent interest in RKO and perhaps slate a meeting with Hughes.

An unconfirmed Coast report has the Stolkin group seeking a modification of their purchase agreement with Hughes, in order to eliminate certain requirements blocking the deal by which Fox would acquire RKO control.

# Jacon Heads Sales Of Italian Films

Italian Films Export, the new agency set up to distribute Italian product in the U. S., moved nearer to full organization yesterday with the announcement here by Dr. Renato Gualino, chief executive of the IFE, that:

Bernard Jacon has been named vice-president of sales and distribution;

The IFE will be known as the IFE Releasing Organization, will be officially established on Dec. 1 and will be in full operation by the end of the year;

Regional offices are being established in New York, Cleveland, Chicago, Atlanta and Los Angeles, for which field personnel is being established to cover 26 exchange areas;

A release schedule is now being prepared on product to play in all types of theatres, as follows:

(1), Six to eight features with general audience appeal, to be re-recorded in America with American dialogue; (2), eight to 12 features to be sub-titled for the more specialized theatres, and (3), 20 to 30 films, also sub-titled, for theatres catering to Italian and Italo-American communities.

Entering the industry in 1921, Jacon represented Small and Strausberg Theatres in New York as promotion manager until 1928. For the next six years he was buyer and general manager of Mantell Theatres, and then from 1934 until 1938, he served as general manager for Rockaway Beach Theatres. From 1938 to 1946 he was with Universal in an executive capacity. In 1946 he joined Superfilms Distribution Corp. in New York, as manager of sales and distribution. Since 1949, he has been serving as vice-president in charge of sales of Lux Film Distributing Corp.

# Review

## "Stars and Stripes Forever"

*(20th Century-Fox)*

JOHN PHILIP SOUSA's marches and band music have been and remain enormously popular and this highly exploitable film tribute to him in color by Technicolor contains a resoundingly played score of his compositions. Clifton Webb delivers a brisk performance in whiskers-and-white-gloves as Sousa but the story, based on Sousa's "Marching Along," is familiar and incidental to the music.

It is the type of film which exhibitors can readily exploit, for the appeal of the music, the military setting, and the name of the world-famous composer-conductor is considerable. If properly backed, this should register strong returns.

Colorful and rousing renditions of the following are included: "Semper Fidelus," "The Stars and Stripes Forever," "Washington Post March," "Hail to the Chief," "El Capitan," "Light Cavalry Overture," "Presidential Polinaise," "Battle Hymn of the Republic." Also heard are "The Bowery," "Springtime in New York," "Father's Got Him," "Sweet Marie," "I'm Afraid" and a satiric vocalization of "Caro Nome," from "Rigoletto."

Debra Paget is sparkling and attractive in some boisterous production numbers as an oldtime burlesque house chorus girl and singer. Robert Wagner portrays Miss Paget's fiance, a favorite with Webb from their days at the Marine Corps barracks in Washington, when Wagner invented a tuba-like instrument named the Sousaphone. Ruth Hussey is properly sweet and wise as Webb's wife and the romantic adviser of Miss Paget and Wagner.

The Lamar Trotti screenplay, from a story by Ernest Vajda, follows the success of the Sousa band. There are numerous scenes of humor and warm sentiment as Wagner marries Miss Paget and they grow closer to Webb and his wife. Wagner loses a leg in the Spanish-American War but returns to his loving wife and plays the Sousaphone at a Webb Brooklyn Navy Yard Concert at the finale.

Trotti produced economically yet utilized colorful settings. Henry Koster directed ably. This is an attractive entertainment package containing the necessary elements for good business almost everywhere.

Running time, 89 minutes. General audience classification. For December release.

WALTER PASHKIN

## Film Art Directors To Address Ampa

The "Showmanship Class" of the Associated Motion Pictures Advertisers meeting at the Hotel Woodstock here tomorrow night will discuss "Displays" and will be addressed by Vincent Trotta, Henry Spiegel and Frank Adams, it was announced by Harry K. McWilliams, AMPA president.

Trotta was Paramount Pictures art director for 26 years. He is currently conducting his own art service to the industry. Spiegel is director of advertising, publicity and exploitation for the New York and Brooklyn Paramount theatres. Adams is with the American Display Co.

## Terry Turner with General Teleradio

Terry Turner, former director of exploitation of RKO Radio Pictures, will join the staff of General Teleradio, Inc., parent company for the Mutual network, on Dec. 1. He will direct his efforts toward accelerating attendance in motion picture theatres with the heavy aid of radio and television. As exploitation head of RKO Radio, Turner in the past few years has used radio and TV widely to boost theatre attendance.

Turner is a former director of advertising and exploitation of Loew's Theatres, and of Radio City Music Hall and RKO Theatres.

## AMPP Okays Program

HOLLYWOOD, Nov. 18.—The Association of Motion Picture Producers' board approved the continuation of the organization's on-job training program for U. S. Armed Forces technicians for another year, Fred S. Meyer, chairman of the military affairs com-

## IRO Wins Guarantee Suit vs. Holiday Here

A judgment in favor of International Releasing Organization has been handed down here in IRO's suit against I. Z. Amusement, Inc., lessee of the Holiday Theatre, New York, on charges that the defendant failed to pay the agreed minimum guarantee for playing "Kisenga, Man of Africa" at the Holiday last March, according to IRO.

Sol Edwards, IRO president, said the case was important inasmuch as I. Z. Amusement had tried to attack the effect of the standard licensing agreement. It was intimated by the defendant that the standard contract was not valid, Edwards said. IRO has the U. S. distribution rights to 27 J. Arthur Rank pictures.

Efforts to reach the Holiday management were unsuccessful.

## No 'Carmen' at ATC

BOSTON, Nov. 18.—The American Theatre Corp. of Boston stated today that it does not contemplate presenting the opera "Carmen" at the Pilgrim Theatre here on Dec. 11.

**No Fabian-TNT Deal**

No deal has been set for theatre televising "Carmen" in Fabian's Grand, Albany, N. Y., a circuit spokesman explained here yesterday. He acknowledged the circuit's interest in the Theatre Network Television event, but stated negotiations were still in progress and no actual booking has been made for the Grand.

## AA Signs Hayes Goetz

HOLLYWOOD, Nov. 18.—Allied Artists has signed Hayes Goetz to a long term contract as producer. Goetz, with M-G-M for the past 15 years, most recently produced "Hour of 13" for that studio in England.

# National Pre-Selling

RUTH HARBERT has written an interesting story depicting how some movie stars celebrate Christmas Eve. This tale of Yultide appears in *Good Housekeeping's* December issue and is essentially a story about children since most of the stars named in the article have children. Miss Harbert takes the reader into the homes of Esther Williams, Robert Ryan, Jeanne Crain, William Holden, Brenda Marshall and young stars Janet Leigh and Tony Curtis. To illustrate the article pictures are used of Esther Williams, who is almost crowded out of the scene by her two sons and their pet puppy, and Robert Ryan and his wife, Jessica, whose living room is "knee-deep" with children.

•

***Life*, in the issue now on the newsstands, recreates for its reader how the *Mayflower* storm was filmed for "Plymouth Adventure," M-G-M's feature. A four-color picture of a full-scale replica of the *Mayflower* showing 73 members of the cast on board is part of a two-page editorial spread. Also reproduced is a model of the *Mayflower*'s waist mounted on hydraulic rocker and being tossed about by powerful wave and wind machines. A full page is devoted to Dawn Addams, the 22-year-old English starlet who plays the part of Priscilla Mullins. Spencer Tracey and Gene Tierney are pictured in a tense scene at the rail of the *Mayflower*.**

•

*Louella Parsons in* Pictorial Review, *on newsstands Sunday, tells about a telephone call she received from Clark Gable while he was in London. Gable went to England to star in M-G-M's "Never Let Me Down." Louella reports that Clark is "one of the most effective goodwill ambassadors we ever sent to Britain." The same issue of* Pictorial Review *has a full-color ad for "Plymouth Adventure" on its back page.*

•

Claire Bloom appears on the cover of *Time*, now on newsstands. In a story of her career, the writers for *Time* tell how Charles Chaplin chose her for the feminine lead in "Limelight." In the same issue there are full-color pictures of Marilyn Monroe and Zsa Zsa Gabor. James Linen, *Time's* publisher, tells how Daniele Delorme, star of the French picture, "Gigi," went to the *Life-Time* reception room and asked to speak with an editor of *Life*. The three alert and unhurried receptionists, Sallie Harrington, Gwen Tremble and Ruth Kenny, seeing Miss Delorme, thought she was a high school girl and deduced that she was in quest of a still of her favorite movie star. However, she went to *Life* to thank the movie editor for the "nice story" he had done on "Gigi."

•

**Elizabeth Taylor's life story is told with pictures and text in the issue of *Look* now on newsstands. A four-color portrait is used along with photographs taken in Europe. Elizabeth Taylor's next feature to be released is M-G-M's "The Girl Who Had Everything."**

WALTER HAAS

The New

# RKO IS READY TO GO!

## WITH THE MOST POWERFUL PRODUCT LINE-UP IN YEARS!

**Golden days ahead for RKO's exhibitor friends... with the *new* RKO unfurling its biggest array of boxoffice dynamite in time for the big holiday business and beyond! *Just look...***



"BLACKBEARD, THE PIRATE"

RKO presents "BLACKBEARD, THE PIRATE" Color by Technicolor · An Edmund Grainger Production · Starring Robert Newton · Linda Darnell · William Bendix · Keith Andes

NATIONAL RELEASE **DEC. 25**



"MONTANA BELLE"

Jane Russell as "MONTANA BELLE" · Co-starring George Brent · In Trucolor · With Scott Brady · Forrest Tucker · Andy Devine · Produced by Howard Welsch · Associate Producer Robert Peters

NATIONAL RELEASE **NOV. 11**

RKO RADIO PICTURES

## Walt Disney's "PETER PAN"

A New Achievement in Cartoon Entertainment

Color by TECHNICOLOR

KEY-CITY PRE-RELEASE IN **FEB.**



## Samuel Goldwyn's "HANS CHRISTIAN ANDERSEN"

Samuel Goldwyn presents "HANS CHRISTIAN ANDERSEN and the Dancer" · Color by Technicolor · Starring Danny Kaye and Farley Granger and introducing Jeanmaire

PRE-RELEASE **NOV. 24**









## "BEAUTIFUL BUT DANGEROUS"

Howard Hughes presents Robert Mitchum · Jean Simmons · Arthur Hunnicutt in "BEAUTIFUL BUT DANGEROUS" with Edgar Buchanan · Wallace Ford · Raymond Walburn

NATIONAL RELEASE **FEB. 27**



## "ANDROCLES AND THE LION"

Gabriel Pascal presents Bernard Shaw's "ANDROCLES AND THE LION" starring Jean Simmons · Victor Mature · Robert Newton · Maurice Evans and Alan Young as 'Androcles' · With Elsa Lanchester · Reginald Gardiner · Gene Lockhart · Produced by Gabriel Pascal

NATIONAL RELEASE **OCT. 28**







## "NEVER WAVE AT A WAC"

Frederick Brisson presents Rosalind Russell · Paul Douglas · Marie Wilson in "NEVER WAVE AT A WAC" · An Independent Artists Picture

NATIONAL RELEASE **JAN. 16**



## "ANGEL FACE"

Howard Hughes presents Robert Mitchum · Jean Simmons in "ANGEL FACE" co-starring Mona Freeman · Herbert Marshall

NATIONAL RELEASE **FEB. 11**



## "FACE TO FACE"

Huntington Hartford presents "FACE TO FACE" · A Duo-Drama comprising James Mason in "THE SECRET SHARER" by Joseph Conrad with Gene Lockhart · Michael Pate and Robert Preston in "THE BRIDE COMES TO YELLOW SKY" by Stephen Crane · Introducing Marjorie Steele with Minor Watson

RELEASED **NOV. 14**







*Titles and Release Dates subject to change.*

# Allied Renews Compo Membership

(*Continued from page* 1)

make sure that no one would misconstrue Allied's continued membership in COMPO as a sign of weakness or indifference to the trade practice complaints of Allied members.

The board's majority report was read by Trueman Rembusch, one of the triumvirate which heads COMPO. The one-year renewal, he said, would be subject to the same conditions as in the past, which would give the board authority to terminate it earlier for cause.



**Trueman Rembusch**

The report cited COMPO's contributions and activities beneficial to exhibitors, including the tax repeal campaign, the Hollywood round tables on production topics and the star tours. "If there were no COMPO today," Rembusch said, "we would have to organize one just to conduct the tax fight."

Sig Goldberg of Wisconsin Allied touched off the fireworks with an excoriation of distribution practices, particularly advanced admission pictures. He asserted he didn't think, nor did the Wisconsin delegation, that COMPO "has worked out." "It would be dead as a dodo today," he said, "if it were not for the admission tax fight. We can carry on that fight without renewing Allied's membership in COMPO."

**Goldberg then moved that Allied withdraw from COMPO at once, and the motion was seconded by Ted Mann of Minneapolis.**

Rembusch cautioned that the motion, if adopted, would do "untold damage to the tax campaign and would make the work of your Col. Cole greatly more complicated." H. A. Cole of Texas Allied is co-chairman of the tax campaign.

### Finally Wins

The argument waxed back and forth with ultimately more weight being thrown against the motion than for it. Charles Blatt of Western Pennsylvania Allied reminded the convention that COMPO is not responsible for trade practice abuses or sales policies of any kind. Ben Cubby of Iowa-Nebraska Allied said approval of the motion would be a sign of Allied weakness, evidence that in reversing its board of directors it was divided internally. Phil Isley of Texas Allied, Ben Marcus of Wisconsin Allied and Jack Kirsch of Illinois Allied and general convention chairman, all argued against the resolution.

**"There is $300,000,000 in tax savings at stake," Kirsch shouted. "If you overlook that you're daffy."**

The revolt on the floor simmered to a murmur and Mann withdrew his second of the motion, after which Goldberg withdrew the motion itself.

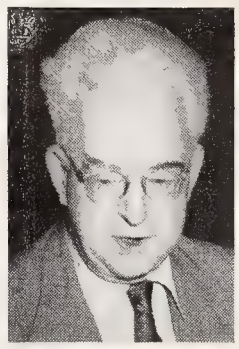
There was no mistaking the temper of the convention, however, and leaders of key delegations freely predicted that Allied is definitely ready to withdraw from the industry arbitration movement completely—not merely content with reserving its decision pending further efforts to obtain arbitration provisions more to its liking.

**The convention next turned to reports of the film clinics, which have been in continuous closed sessions here since Sunday. William Carroll of Indiana Allied reported 12 complaints which had developed in virtually all of the six separate clinics, representing individual types of theatres and situations.**

These most frequent complaints, he said, were: advanced admission prices, "bottlenecking" of pictures, clearances, the "silent treatment" of exhibitors by salesmen, competitive bidding abuses, trailers, accessories, film costs, print shortages, film buying methods and tie-in sales. Carroll said that discussion at the clinics showed that virtually every company on occasion endeavors either to force advanced admissions by demand or by terms; that "illegal, arbitrary clearances exist between theatres not in substantial competition; that salesmen frequently do not call on some exhibitors for extended periods of time; that bidding is used by distributors largely to further their own ends; that trailers are excessively priced; that accessories are inadequate; that film costs are continuing to increase and that the print shortages are so bad "they put playdates on the auction block."

### Thrown Open to Floor

The report was thrown open to discussion from the floor which was not concluded by adjournment time.



**H. A. Cole**

The session was opened at 3 P.M. by Wilbur Snaper, Allied president and permanent convention chairman. It led off with reports by Cole and Pat McGee, co-chairmen of the industry tax repeal campaign on progress of the fight. Cole said that to date 195 Congressmen have been pledged as favoring repeal of the tax and 60 others are on record as favoring a reduction. Cole said he was not satisfied with progress; that a 218 majority would be unsafe, since legislators change their minds. He urged regional chairmen to do their jobs better to insure success.

Cole said the campaign plan is to introduce a tax repeal measure on the first day of the new session of Congress in January. He asked all exhibitors for the vital information on the damage the tax is doing to their business, to present to Congressmen when hearings are held on the repeal measure.

McGee amplified on Cole's remarks, urging exhibitors to stick together in the fight and insure its success.

Snaper said "if we win this tax repeal fight we go from 'red' to 'blacks.'"

## *Film Clinics Play To SRO Attendance*

**Chicago, Nov. 18.—The six Allied Film Clinics which have been in almost continuous session here since Sunday are unusually well attended, indicating the genuine interest in film buying and booking problems among the independent exhibitors in attendance.**

**The clinics are specialized according to theatre situations, so that exhibitors with similar problems are congregated together. All six of the individual theatre clinic groups have attracted crowds which taxed the capacities of their meeting rooms. The session, except for the drive-in clinics, have been closed to the press.**

## Reelect Adler, Davee To TESMA Board

CHICAGO, Nov. 18.—The following have been elected to three-year terms on the board of directors of the Theatre Equipment Supply Manufacturers Association at the annual convention here: Ben H. Adler, Adler Silhouette Letter Co., and Larry W. Davee, Century Projector Corp., both reelected, and Donald Hyndman, Eastman Kodak Co., and Tom La Vezzi, La Vezzi Machine Works, both new members.

Reelected to the Theatre Equipment Dealers Association board for three-year terms were Joseph Cefrie, Boston, and Eldon Peek, Oklahoma Theatre Supply Co., Denver. New directors elected for three-year terms are: Solon Burns, Modern Theatre Supply Co., Seattle, and Homer Teigmeier of B. F. Shearer Co., San Francisco. Tom Shearer of the latter company continues as TEDA board chairman.

TESMA-TEDA confirmed the dates Oct. 31-Nov. 4 for next year's joint convention with the Theatre Owners of America at the Conrad Hilton Hotel here.

A new TESMA trade mark was adopted embodying the slogan: "That the Show May Go On," embodying the basic creed of TESMA members.

Harry Strong, president of the Strong Electric Co., was presented with a placque by TESMA in appreciation of his many years of service to the organization.

## *Equipment Men Cite Schutz for Service*

**Chicago, Nov. 18.—The committee in charge of memorializing the 25th anniversary of George Schutz as editor of Quigley Publications' *Better Theatres* presented Schutz with a citation at a dinner at the Ivanhoe Restaurant here tonight. Oscar F. Neu was chairman of the committee.**

**The citation, in part, as quoted from a resolution on Nov. 10 by the George Schutz Salute Committee, reads: "In recognition of his consistent editorial leadership in pioneering in the interests of better standards of theatre design, better equipment and better theatre maintenance" and "in appreciation of his continuous assistance in the mutual interests of equipment manufacturers and theatre operators throughout a quarter of a century of progress, this citation, in honor of his 25th anniversary as editor of *Better Theatres*, is tendered to George Schutz."**

## *'Limelight' Sets Two Records in Toronto*

TORONTO, Nov. 18.—Charles Chaplin's "Limelight" set all-time house records with its opening-day and first-weekend grosses at the Odeon Carlton Theatre here, grossing $3,000 on Friday and $5,500 on Saturday, it is understood.

The premiere will be followed during the next two weeks by 22 key openings on the Odeon circuit across Canada.

## *Allied to Reaffirm 16mm. Suit Stand*

**Chicago, Nov. 18.—Little time will be devoted by the Allied convention here to the Government's 16mm. suit to force the sale of films to television.**

**It's not that Allied is disinterested or unconcerned, it was said. The board and delegates will reaffirm solid exhibitor opposition to the suit. Beyond that, they feel, all that can be done about it has been done already or will be done.**




See more...do more—
enjoy the best for less!

**FLY TWA**
to **EUROPE** in
**THRIFT SEASON**
and **SAVE!**

You can save more than $100 on a TWA ticket to Europe and return (through March 31). See your travel agent or call Trans World Airlines.

ACROSS THE U.S. AND OVERSEAS
FLY TWA

### *Seating Has Flavor Of Political Meets*

**Chicago, Nov. 18.—The Allied States convention auditorium here has seating arrangements similar to those employed by national political conventions. State delegations are seated together under state banners. The same seating arrangement will prevail at the closing banquet tomorrow night.**

**Largest state delegation is claimed by Wisconsin with over 100 delegates. Large delegations also are here from Ohio, Michigan and other nearby Midwestern states. The home delegation, Illinois, also is very well represented.**

## Pricing Abuses

(*Continued from page* 1)

**administrative agencies for action.**

**3) Appealing to appropriate Congressional committees, such as the Senate Small Business Committee for relief.**

In line with the resolution, Allied is requesting its members to submit all evidence of individual cases of alleged abuses to it for use in the three avenues of action to be taken.

Most of the "abuses" complained of by Allied center on high film prices and terms requiring advanced admissions.

**The Allied board also gave partial approval to the proposal offered some time ago by H. A. Cole of Dallas, asking that Allied officers be relieved of their assignments in all-industry, cooperative endeavors in order to concentrate upon trade practice fights.**

The directors decided "that for the time being, and until the distributors shall reform their destructive policies and practices, Allied leaders should confine their participation in cooperative undertakings to those projects which promise direct, immediate and substantial benefit to exhibitors, so that they may be free to devote their available time and energy to measures for the protection of Allied members."

"To this end," the resolution continues, "the directors will re-examine all such cooperative undertakings in which Allied leaders are now engaged, and will carefully screen all such projects that may be hereafter promoted, to determine whether they meet this test."

### Will Be Screened Later

Wilbur Snaper, Allied president, explained that the projects will be screened by the board individually at a later date. It was unofficially indicated that Allied representation on the industry arbitration drafting committee probably will be terminated but that authorization will be given to Allied officials to continue on the industry tax repeal campaign and, probably, in COMPO, although the latter was somewhat uncertain.

Submission of the resolution to the convention today touched off a spirited discussion on the convention floor, almost wholly in support of it. Among those individually endorsing it from the floor were A. C. Myrick of Iowa-Nebraska Allied, M. K. McDaniel, Texas Allied; J. B. Steadman, Ohio Allied; George Vallos, Illinois Allied; Siebert Wirley of Texas, and others. Each recited particular instances of alleged examples of trade practice abuses, including advanced admission requirements, encountered in their own operations.

### Harvey A Visitor

Rotus Harvey, former president of Western Theatre Owners, a visitor at the Allied convention, said that W.T.O. also will meet with the Senate Small Business Committee and will gather evidence, too, to present in support of pricing and other trade practice complaints. Harvey charged, also, that the practice of extended engagements is bringing about a serious artificial product shortage in his territory.



Ben Berger

Ben Berger of Minneapolis contended that most companies are concentrating their resources on the making of "B" pictures, which leads to the high film price complaints. He said 75 per cent of the theatres would be out of business if it were not for concessions sales. "There is a creeping paralysis in the business," he said. "We must act to prevent our patrons from being deprived because of price from seeing the good pictures." Berger said North Central Allied is planning to retaliate in every way it can against the conditions complained of. He said he would urge NCA to petition the Minnesota State Legislature to establish the distribution and exhibition of films as a public utility, subject to fair rate schedules.

Ben Marcus, moderator of the small city film clinic; Ted Mendelsohn of Minneapolis and John Wolfberg of Denver all attacked high film prices and advanced admission pictures. Mendelsohn suggested that all such pictures be by-passed by exhibitors.

Charles Niles of Iowa-Nebraska Allied offered the resolution in support of the board's policy statement and included a request to exhibitors to make their personal negotiating experiences available for use by Allied.

### *Rodgers Due Today At Allied Meet*

**Chicago, Nov. 18. — W. F. Rodgers, chairman of the distributors arbitration committee, is expected here tomorrow, probably to make a last-ditch battle to rescue the industry arbitration plan from what appears tonight to be an almost certain veto by the Allied States convvention.**

# *Allied Meet Sees Large Screen TV Demonstration*

CHICAGO, Nov. 18.—A demonstration of large screen television in the Allied States convention auditorium here today held an audience of 400 exhibitors in wrapt attention for 45 minutes.

The demonstration was provided by RCA on a 12 x 15-foot screen. The program originated in NBC's local television studio, WNBQ, about two miles from the convention hotel. It consisted of a panel composed of Jack O'Brien of RCA, Nathan Halpern of Theatre Network Television, Trueman Rembusch, Nathan Yamins, A. R. Blocher, John Wolfberg and Leon Back of Allied. Questions were posed for Halpern to answer.

**Among other things, Halpern said that by the end of this year theatre installations of large screen TV will pass the 100 mark. There are about 90 now. He assured exhibitors that there would be no acceptable standard of color TV for theatres within the next several years, discounting concern about obsolescence of equipment bought today. He estimated it would take about five years on the average to liquidate the cost of equipment.**

Halpern said 50 theatres showing large screen TV of the Walcott-Marciano heavyweight championship fight grossed $400,000, or an average of slightly over $8,000 apiece. The average net profit was about $5,000 for large theatres and $1,000 to $2,000 for small ones. He said the total seating capacity of the theatres was about 120,000.

Halpern also reported on the status of the FCC hearings on applications for exclusive theatre TV channels and cited the programs, previously announced, for future theatre telecasts.

### *'5000 Fingers' Float In Macy Parade*

Columbia Pictures' national campaign for "The 5000 Fingers of Dr. T." will be kicked off Thanksgiving Day with a float in the annual Macy parade here, which will be seen over the Coast-to-Coast network of CBS-TV.

Macy officials announced that the "5000 Fingers" float will be the first ever devoted to a Hollywood feature in the 20-year history of the parade.

### *Jarrico Suit Opens*

HOLLYWOOD, Nov. 18.—Counsel for writer Paul Jarrico and RKO Radio Pictures have agreed, at the opening of the former's $350,000 suit against company, to allow Superior Judge Orlando H. Rhodes to try the case without a jury. The suit arises from cupied today's session. The suit arises Howard Hughes' firing of Jarrico when the writer refused to answer the Un-American Activities Committee's Committee's questions.

### *Refuse McConnell Bid*

CHICAGO, Nov. 18. — Attorney Thomas C. McConnell's request for interest on supplemental attorneys' fees granted him to cover his activities during the period from the original Towne decision to the time the appeal was denied has been turned down by the Seventh District Court of Appeals.

### *Switow Asks Allied Rogers Drive Aid*

**Chicago, Nov. 18. — Sam Switow, national exhibitor chairman of the Will Rogers Memorial Hospital, urged the Allied States convention delegates here today to support the hospital's annual Christmas Salute and to place the public coin collection containers in their theatres.**

**Switow said it is hoped that 200,000 signature may be obtained for the Christmas Salute this year, with accompanying donations of $150,000. He said 3,600 coin containers are in theatres now.**

### *Charge Rank Theatre With Quota Default*

BALTIMORE, Nov. 18.—In view of Trade has issued a summons against the Rank Organization's Haymarket Gaumont Theatre for an alleged default in the 25 per cent supporting program quota.

The action came as a surprise, the general feeling in the trade being that the supporting program quota is ineffective. To date, there have been only seven quota prosecutions for the past year's alleged defaulters. All of them were independent exhibitors in "closed" situations, the theory apparently being that absence of competition should permit an exhibitor to book enough British features on favorable terms.

### *United Artists Opens Branch in Albany*

BUFFALO, Nov. 18.—A United Artists sub-branch has been opened here under the management of Buffalo branch manager Mannie A. Brown, and will be added to the territory supervised by Moe Dudleson.

Michael Frashela has joined the local UA sales staff, covering Rochester and Syracuse. Selwyn Ginsler is covering Buffalo.

### *Korda Film for India*

LONDON, Nov. 18.—Sir Alexander Korda will make "Taj Mahal" in India with color as one of his "important productions" for next year. His London Films has had considerable success here with the Indian-made "Aan."

### *ITOO Board to Meet*

COLUMBUS, O., Nov. 18.—A meeting of the board of directors of the Independent Theatre Owners of Ohio will be held here Dec. 2.

### *Allied Banquet to Honor Greer Garson*

**Chicago, Nov. 18.—Greer Garson will be guest of honor at the Allied States convention banquet here tomorrow night. Ronald Reagan will be toastmaster and entertainment will be provided by Morton Downey. The banquet will mark the close of the convention.**

# Movies' Greatest Salesman is

# Look

## That's why the movies invest more advertising dollars in Look than in any other magazine

*(first nine months, 1952—Publishers' Information Bureau)*



# Advertised in Look in 1952

**COLUMBIA**

Ten Tall Men
Death of a Salesman
The Marrying Kind
The Sniper
Affair in Trinidad

**LOEW'S**

Lone Star
Show Boat

An American in Paris
Singing in the Rain
Skirts Ahoy
Carbine Williams
The Washington Story
The Merry Widow
Because You're Mine
Prisoner of Zenda
Plymouth Adventure
Lovely to Look At
Scaramouche

**PARAMOUNT**

Sailor Beware
Aaron Slick from Punkin Crick
Red Mountain
The Atomic City
Come Back Little Sheba

**RKO**

Snow White

Robin Hood
Peter Pan
Hans Christian Andersen
The Las Vegas Story
Rancho Notorious
Macao
Clash By Night
Blackbeard the Pirate
The Big Sky
One Minute to Zero

Androcles and the Lion
The Lusty Men
Double Dynamite

**REPUBLIC**

The Quiet Man

**TWENTIETH CENTURY FOX**

The Snows of Kilimanjaro

**UNIVERSAL**

Bend of the River
The Battle of Apache Pass
The World in His Arms
Back At The Front
Against All Flags

**WARNER BROS.**

The Iron Mistress

**During the first nine months of 1952,** movie advertisers invested a total of some $428,000 in Look—a good deal more than they spent in any other magazine. In fact, in this nine-month period, Look carried almost *twice as many pages of movie advertising as any other major magazine.*

One reason is that Look does the greatest job of pre-selling movies. Every issue carries exciting articles on Hollywood productions and personalities, and much-quoted reviews of new productions. And, once each year, the coveted Look Motion Picture Achievement Awards focus national attention on the outstanding accomplishments of the industry.

But an even more compelling reason is this: Look *reaches an audience of 20,650,000 movie-minded Americans—at the lowest cost per thousand in the major magazine field.*

***First with the movies...***

**Look**

## 20th Field Talks on Product Promotions

Twentieth Century-Fox division managers will hold strategy meetings with branch heads during the next two weeks to activate merchandising and advertising plans that were set at the two-day home office meeting last week.

Division managers who returned to their offices at the weekend will start visiting exchange centers this week to discuss immediate plans for Thanksgiving releases, "Pony Soldier" and "Bloodhounds of Broadway." Plans for campaigns will also be made for Christmas and New Year's releases, "Stars and Stripes Forever," "My Cousin Rachel," "Ruby Gentry" and "The I Don't Care Girl," as well as the continued handling of Darryl F. Zanuck's "The Snows of Kilimanjaro."

The coming year's product line-up is slated for consideration with attention given to the use of special campaign kits which were used as blueprints at last week's confabs.

## Small Business Group

(*Continued from page* 1)

year, is still continuing, officials said. Committee investigator William D. Amis is again on the West Coast, and, while he is there primarily on other committee business, he is expected to devote at least some time to talking to California exhibitors.

But the investigation will still be only in its early stages when the year ends, and the new committee therefore will have to make its own decision as to whether to drop the probe or develop it still further. "We don't have nearly enough information for a report with any sort of conclusions," says one committee staff member, "but we will have plenty of information to put before the committee in January to permit them to make a very sound determination as to whether to continue the investigation or drop it."

When the committee originally voted the investigation last Spring, it did not have any information of its own on the subject, but merely complaints from the Pacific Coast theatre owners and other exhibitors. At that time, committee members indicated they had okayed the investigation more because there was no committee opposition to it rather than because of any strong positive feeling for it.

—FLY TO—
LOS ANGELES
on United's Luxurious
"OVERNIGHT HOLLYWOOD"
Only 11¼ hrs. one-stop!
The fine service of United's "Hollywood" flights is yours on the "Overnight Hollywood" to Los Angeles. You leave New York after midnight, stop only at Denver, enjoy a delicious breakfast aloft, and arrive in Los Angeles at 8:20 a. m., giving you a full day for business.
United AIR LINES
COMPARE THE FARE AND YOU'LL GO BY AIR

# Review

## "The Bad and the Beautiful"

(*Metro-Goldwyn-Mayer*) *Hollywood, Nov.* 18

THIS big and skillful telling of an intimate story about Hollywood employs a large and extremely capable cast topped by no less than seven players whose names rate marquee billing, to wit: Lana Turner, Kirk Douglas, Dick Powell, Walter Pidgeon, Barry Sullivan, Gloria Grahame and Gilbert Roland. These actors, and a great many others whose lesser works match theirs in quality, turn in sparkling performances in a production that is known hereabouts as "an actor's picture," if there ever was one. So far as name power and player performance can be said to guarantee the success of an attraction, this one manifestly is guaranteed, and maybe that is far enough.

The story about Hollywood that this picture tells has nothing in common with the homey, folksy little story which the COMPO tourists go about the country telling the paying public for the purpose of offsetting the injurious effects of unfavorable newspaper handling of Hollywood news. Whereas the COMPO troupers tell of a Hollywood that is really just like any other small town in the country, with its hardworking citizens running the usual averages as to divorces, marriages, child-bearing and church attendance, "The Bad and the Beautiful" tells of a Hollywood as ruthless, unbridled and barren of ethics as its most fervent detractors have pictured it. The film presents this kind of Hollywood so expertly and convincingly as to set the COMPO educational efforts back to where they started. It is, intentionally or not, a vivid expression of the viewpoint held by the no means minor segment of Hollywood opinion which has contended all along that the homey, folksy Hollywood story of the COMPO tourists has cost a lot of ticket sales by its de-glamorizing influence. This is one of the mootest of the moot questions around Hollywood, and is likely to stay that way.

Generically, "The Bad and the Beautiful" groups with "A Star Is Born," "Sunset Boulevard" and "All About Eve," and this certainly is not box-office company to be scorned. It is as big as any of the trio, as nameful, as expert, speaking roundly, and more outspoken, uninhibited and elemental than any of them. Subjectively it is closest to "Sunset Boulevard," which is not to say similar, and structurally it is closest to "All About Eve" in that it runs out three story lines, inter-related, managing to keep each important independently without cost to the over-all narrative. Charles Schnee rates rare praise for an extraordinary job on the script.

Douglas plays the son of a hated Hollywood producer whose funeral (attended only by extras paid to appear as mourners) keys the picture. Douglas, who hated his father but learned from him the secrets of success-at-any-price, determines to make Hollywood bow down to the family name again, and the picture records the double-crosses, steals, schemes, deceits and frauds by which he does so. Miss Turner, as an actress, Powell as a writer and Sullivan as a director portray the principal victims of his raging ambition, although there are others, and Pidgeon enacts a producer who (and this is the structural point on which the story hinges) attempts, with seeming success, to persuade them that by the acts with which Douglas ruined their respective lives he made each of them so famous and rich, that they should come now to his economic rescue by making for him a picture that could put him on his feet. This cynical representation is probably the most damaging single aspersion ever cast upon the ladies and gentlemen of the motion picture producing profession.

Direction by Vincente Minnelli undoubtedly is accountable in large measure for some of the splendid individual instances of superb performance, as well as for the over-all excellence.

Producer John Houseman has a highly professional and clearly a thoughtful achievement to his credit here.

Running time, 118 minutes. Adult audience classification. For January release.

WILLIAM R. WEAVER

## End SWG Strike vs. TV Film Producers

HOLLYWOOD, Nov. 18.—The Screen Writers Guild and the Authors League of America have ended their 14-week strike against the Alliance of Television Film Producers, which makes 85 per cent of the television films produced on the Coast, with the producers winning an important concession on royalties and granting the two other original demands of the writers involving the reservation of rights by the author and the leasing of stories Many details of the contract remain to be worked out, it was said, but there was agreement in principle.

### Eastern SAG Votes to Authorize Strike Action

The Eastern membership of the Screen Actors Guild, seeking to "curb unlimited and repetitious televising of filmed advertisements," has unanimously voted to authorize strike action against producers of TV film commercials and the American Association of Advertising Agencies.

Walter Pidgeon, newly elected SAG president, presented the strike proposal to the membership, which may bring the first work-stoppage in the Guild's 19-year history.

## Discuss Promotion Of 'Theatre Week'

HOLLYWOOD, Nov. 18.—Plans are to be discussed concerning the promotion next year of "National Theatre Week" by Lester Cowan with leaders of both the motion picture industry and the stage, it was announced as Cowan left here for New York to film scenes featuring stage players for the Cinema Productions' feature, "Main Street to Broadway."

Stage and screen players will work together in the promotion which is to be in their common interest. "Main Street" is an exhibitor-financed attraction to be released by M-G-M. Cowan has stated the release should coincide with "National Theatre Week."

## Kodak 36-Week Net Is $28,585,716

ROCHESTER, N. Y., Nov. 18.—Eastman Kodak announced that net earnings for the three-quarter year period ending Sept. 7 were $28,585,716 or $1.71 a share, as compared with $32,350,194 or $2.13 a share a year ago.

Seventeen cents of the per share decrease is attributed to the 10 per cent stock dividend in January. Sales for the 36-week period were $388,859,261 against $384,243,040 for the same period last year.

Company directors today voted a wage dividend of an estimated $22,200,000 for more than 51,000 Kodak personnel in the U. S., with payment to be made on March 6, 1953, at the rate of $27.50 per each $1,000 earned at Kodak during the five years, 1948-1952.

## Salt Lake City Bans "Everybody's Girl"

SALT LAKE CITY, Nov. 18.—In an unprecedented action, the police anti-vice squad has ordered the banning of the picture, "Everybody's Girl," from showing at the State Theatre here. While Salt Lake City has no censors for motion pictures, the picture was one of a very few to be banned by police within the memory of local showmen.

The film had played only one day in the downtown house when Capt. E. J. Steinfeldt, head of the anti-vice bureau, ordered the ban. He described the picture as "unfit for public viewing" and said it "fails to meet the qualifications by which motion pictures may be shown in Salt Lake City."

## Cohen to RKO Radio As A Copywriter

Charles Cohen has joined RKO Radio's advertising department here as a copywriter, it was announced by Richard Condon, director of advertising, publicity and exploitation.

Cohen, who last week resigned a similar position at 20th Century-Fox, entered the industry in 1929 with M-G-M. He remained there until 1945, when he was named advertising manager for Berkely Industries in New Jersey. He returned to the industry in 1948 at Universal-International, and two years later joined 20th Century-Fox.

### Ehrlich, Boehnel In New RKO Posts

Joe Ehrlich has been added to RKO Radio's publicity department to handle publicity and promotion of short subjects. Bob Boehnel, who has been dividing his time between short subject publicity and general newspaper contacts, will devote his full time to newspapers.

Ehrlich formerly was with 20th Century-Fox, where he handled syndicates and wire services.

## Abbott, Costello

(*Continued from page* 1)

mid-January. Howard Christie will produce and Charles Lamont will direct the comedy which will be their 25th for U-I since the series began in 1940. John Grant will prepare the screenplay.

"...they want to know if it's a COMPANION-approved movie!"



Currently advertised
in the COMPANION

**The Prisoner of Zenda.....MGM**

**Plymouth Adventure.....MGM**

**Because of You....Universal-International**

Over 4,250,000 COMPANION readers
are equally choosy about their entertainment.
That's why Hollywood has invested more
money in the COMPANION during the past six years
than in any other monthly magazine.*

**Except of course the fan magazines.*

Woman's Home COMPANION

***Current Circulation over 4,250,000***

# JENNIFER JONES' GREATEST SMASH SINCE "DUEL in the SUN"



**The story of a flame named Ruby...who wrecked a whole town...*SIN BY SIN*...**

JENNIFER
JONES
CHARLTON
HESTON
KARL
MALDEN

*Ruby Gentry*

A BERNHARD-VIDOR presentation · Released by 20th Century-Fox





**DATE 'RUBY' FOR THE HOLIDAYS!**

Produced by JOSEPH BERNHARD and KING VIDOR · Directed by KING VIDOR · Screenplay by SILVIA RICHARDS · Story by ARTHUR FITZ-RICHARD

NEWS WHILE IT IS NEWS

# MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 72. NO. 98 NEW YORK, U.S.A., THURSDAY, NOVEMBER 20, 1952 TEN CENTS

# ALLIED REJECTS MAJORS' ARBITRATION PLAN DRAFT

## ITOA to Test Arbitration on Local Level

Whether an industry arbitration system can be operated on a regional basis may be tested by the Independent Theatre Owners Association of New York. Harry Brandt, ITOA president, announced yesterday that regardless of any action taken by other exhibitor organizations, his association was prepared to go ahead with arbitration and establish the necessary machinery and procedures "for the peaceful settlement of trade disputes within the City of New York."

At mid-afternoon yesterday and prior to Allied's action on arbitration at its annual convention in Chicago, Brandt stated that "ITOA believes that it can make arbitration work in New York and we are prepared to go ahead with it, working out any

(Continued on page 6)

## NEWS FLASHES

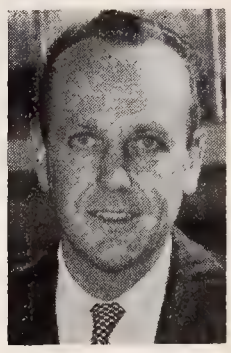
It was learned here yesterday that preliminary talks between the Department of Justice and representatives and attorneys for RKO Theatres on an extension of time for the disposition of RKO's stock interests in Metropolitan Playhouses are underway. Under the terms of RKO Theatres' consent decree, the deadline for the disposition of its Metropolitan Playhouses stock interest is Dec. 20.

•

The MPAA distributors' committee will hold a meeting within two weeks to elect a chairman. The term of A. W. Schwalberg expires on Dec. 31.

## *Ampa Hearst TributeToday*

William Randolph Hearst, Jr., publisher of the New York *Journal-American* and *American Weekly* and editor-in-chief of all Hearst newspapers, will be the principal guest at a luncheon today to be sponsored by the Associated Motion Picture Advertisers honoring the Hearst Publications at the Picadilly Hotel. Howard Dietz will be the principal speaker and will pay tribute to the Hearst publications on behalf of AMPA, "in appreciation of



W. R. Hearst, Jr.

(Continued on page 10)

## I. E. Chadwick Dies On Coast at 68

HOLLYWOOD, Nov. 19. — Services will be held Friday at the Temple Israel for Isaac E. Chadwick, 68, president of Independent Motion Picture Producers Association since 1940 and recently appointed chairman of the newly established labor-management health and welfare fund, who died this morning at Temple Hospital,

(Continued on page 10)

## *Convention's Closing Session Approves Myers' Board of Directors Report; Action of Board, Convention Unanimous*

By SHERWIN KANE

CHICAGO, Nov. 19.—The Allied States convention at its closing session here today unanimously approved the board of directors' recommendation rejecting the distributors' draft of the proposed industry arbitration plan.

The action followed a report to the convention by Abram F. Myers, Allied chairman and general counsel, which listed the plus and minus factors of the distributors' draft and concluded with the board's recommendation that the plan be rejected, on the grounds that "it did not promise direct, immediate and substantial benefit to exhibitors; it contains no provision for arbitrating film rentals, and it contains provisions which are not deemed to be in the exhibitors' interest."



Abram Myers

Myers told the convention that "neither the board as a whole nor any individual is opposed to arbitration. They yield to

(Continued on page 6)

## Allied Convention Scores U.S. 16mm. Suit vs. Distribution

CHICAGO, Nov. 19.—The Allied board at its closing session here today adopted a resolution condemning the Department of Justice for instituting the anti-trust suit against distributors to force the sale of 16mm. films to television.

Other resolutions adopted included one calling for Allied cooperation with the Crusade for Freedom; commending Jack Kirsch of Illinois Allied for convention arrangements; Abram F. Myers, Allied chairman, and Wilbur Snaper, president, for their work for the convention; H. A. Cole and Pat McGee, for their accomplishments as co-chairmen of the industry's campaign for admissions tax repeal; Trueman Rembusch for his work as one of the governing triumvirate of the Council of Motion Picture Organizations, and Martin G. Smith of Toledo, O., for

(Continued on page 7)

## *MPTO of District of Columbia is 7th TOA Unit to Approve Arbitration Plan*

**Unanimous endorsement of the industry arbitration plan by the Motion Picture Theatre Owners of the District of Columbia was announced here yesterday by the Theatre Owners of America. This makes the seventh TOA unit to approve the formula, which was recently presented at a meeting of the association in Washington by Herman M. Levy, TOA general counsel.**

**Other TOA units that have endorsed the plan are: Theatre Owners of North and South Carolina; Motion Picture Theatre Owners of Arkansas, Mississippi and Tennessee; Motion Picture Exhibitors of Florida; Tennessee Theatre Owners Association; Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois, and the TOA of the Albany Exchange Area.**

## High Film Prices, Hiked Admissions Draw Allied Fire

CHICAGO, Nov. 19. — Pursuing its revived militant policy to the end, Allied's annual convention here today devoted much of the last session to emphasizing it is out to battle high film prices and advanced admission pictures, among other things, with all of the determination it can muster.

A resolution was offered from the floor by John Vlachos of Michigan Allied, and adopted unanimously by the convention, endorsing the Allied board's statement of policy concerning Allied's militant attitude toward objectionable trade practices and its plan to combat them by court and legislative means. Vlachos emphasized that

(Continued on page 6)

# Personal Mention

EDWARD L. HYMAN, vice-president of United Paramount Theatres, and his assistant, BERNARD LEVY, will be in Des Moines today, from New York.

•

JEAN BENOIT-LEVY, French producer, with MRS. BENOIT-LEVY, and BERT GARAI, president of Keystone Pictures, Inc., will be aboard the *S.S. Liberte* arriving here from Europe today.

•

CHARLES K. FLINT will retire from active service as Eastman Kodak Co. vice-president and general manager of the company's Kodak Park Works, Rochester, on Jan. 1.

•

LOUIS ALTER, ASCAP composer, and his wife JEAN, have become parents of a seven-pound nine-ounce baby girl, ALLISON ANN, born at Leroy Sanitarium here.

•

EDMOND TURCOTTE, member of the National Film Board of Canada from 1932 to 1947, has been appointed Canadian Ambassador to Colombia.

•

HOWARD DIETZ, M-G-M advertising-publicity director, and JOSEPH R. VOGEL, in charge of Loew's theatres, will leave here today for the Coast.

•

WILLIAM F. RODGERS, M-G-M vice-president and sales consultant, is due back here tomorrow from the national Allied convention banquet in Chicago.

•

GEORGE WELTNER, Paramount International president, will leave London by plane for New York on Nov. 30.

•

ROBERT PERKINS, Paramount Far East district manager, will arrive in New York on Dec. 1 from Tokyo.

•

HUGH OWEN, Paramount's Eastern and Southern division manager, will leave here Sunday for Charlotte.

•

BARNEY ROSE, Universal San Francisco district manager, is vacationing in Honolulu.

•

ARTHUR KRIM, president of United Artists, left here by plane yesterday for a month's business tour of Europe.

•

GEORGE HENDRICKS is the new manager of the Mayfair Theatre in Baltimore.

•

DAN S. TERRELL, M-G-M exploitation head, left here yesterday for Boston.

•

LYNN FARNOL left here yesterday for the Coast.

•

VINCENT FLYNN, Omaha M-G-M manager, is in New York on vacation.

## 20c Loew's Dividend

Loew's directors, at their regular board meeting here yesterday, declared a quarterly dividend of 20 cents a share on the common stock, payable Dec. 19 to stockholders of record on Dec. 9.

# 700 See 2nd Annual SPG Award Go to Louis Mayer

HOLLYWOOD, Nov. 19.—With more than 700 members of the production branch of the industry attending its second annual Milestone Dinner at the Biltmore Hotel here, Screen Producers Guild tonight paid its highest honor to Louis B. Mayer. SPG president Sol C. Siegel, introducing the honor guest, said Mayer is more to be credited than anybody else with creating the "job of the producer as it is known today."

In his address accepting the award Mayer said, in part, "I saw silent film grow from a few hundred feet to multiple reel feature length—silent film replaced by sound—and now I am to be part of something I consider tremendously thrilling in screen entertainment—Cinerama." After reciting present Cinerama achievements, he went on, "Cinerama has a ceiling—not in quality or imagination—but in where and how it can be used. No one knows for sure, but my guess is that no more than 200 theatres will have Cinerama within the next two or three years. It is for selected theatres, for selective stories, for selective audiences."

### Touches on Television

Touching on television, Mayer said, "Radio came along and we worried for quite a while. But we found it didn't hurt very much. Now we have TV and we blame it for most of our troubles. It hurts, of course. So do night baseball, automobile rides, Canasta and other things that claim leisure time and dollars of the public. Television will remain only a part of the distractions employed by the public for its diversions."

George Jessell was master of ceremonies of the dinner, while Buddy Adler was chairman, and Arthur Freed produced the show featuring Bob Hope, Jack Benny, George Burns, Ethel Merman, Lena Horne and others.

## Republic Opening To Honor Guard

WASHINGTON, Nov. 19.—Frank Pace, Jr., Secretary of the Army, and Major General Raymond B. Fleming, chief of the National Guard Bureau, are expected to be among the notables participating in premiere events here tomorrow for Republic's "Thunderbird" at the Warner Theatre. The film, a tribute to the National Guard, will have a day-and-date opening at the Warner and Ambassador Theatres.

Republic executives attending the premiere will include William Saal, president Herbert J. Yates' executive assistant; James R. Grainger, executive vice-president in charge of sales and distribution; James V. O'Gara, district manager, and John H. Auer, associate producer-director of the film.

The stars of the picture, John Derek, Eileen Christy, John Barrymore, Jr., Mona Freeman, Gene Evans and Ward Bond, joined by Forrest Tucker and Vic Damone, will also take part in the proceedings.

## GoldensonReelected United Palsy Head

Leonard H. Goldenson, president of United Paramount Theatres, has been reelected to his fourth consecutive term as president of United Cerebral Palsy, of which he is a founder.

Several other industry leaders were named national officers for the coming year. Earl J. Hudson, president of United Detroit Theatres, was reelected vice-president and also elected to a new post as chairman of the board for the United Cerebral Palsy-Chestnut Hill Center in Philadelphia. Hudson has long been active in the palsy movement and is also president of United Cerebral Palsy in Michigan.

### Five New Posts

Two of five new posts as regional vice-presidents also went to theatremen. Henry G. Plitt, of Paramount Gulf Theatres, New Orleans, was chosen regional vice-president for the South, and Jerry Zigmond of Los Angeles, West Coast manager of United Paramount Theatres, and former president of United Cerebral Palsy of California, was elected regional vice-president for the Pacific Coast.

Robert H. O'Brien, secretary-treasurer of United Paramount Theatres, was reelected assistant treasurer.

Addressing 400 delegates from all parts of the nation at United Cerebral Palsy's recent third annual convention here, Goldenson praised the motion picture industry for outstanding cooperation ever since the movement started.

Contributions during the past year totaled a record-breaking $4,062,143, or nearly double last year's $2,133,000, Goldenson reported.

Tribute also was paid by Goldenson to Bob Hope, life chairman of UCP; his co-chairmen, Jack Benny, Milton Berle, Bing Crosby, Arlene Francis, Arthur Godfrey, Jerry Lewis, Jinx Falkenburg McCrary, Dean Martin, Jane Pickens, Kate Smith, John Cameron Swayze, and the many volunteers in the entertainment field who assisted.

## Quebec May Censor TV

OTTAWA, Canada, Nov. 19. — The Province of Quebec has proposed placing television programs under the control of the Quebec Board of Film Censors, with a measure providing for penalties for infractions similar to those in effect on motion pictures shown in theatres. Uncensored TV film transmission would be punishable by a $500 fine or a three-month jail term.

## DuMont Dividend

A regular quarterly dividend of 25 cents per share was declared here by the board of directors of Allen B. DuMont Laboratories, Inc., on its outstanding shares of five per cent cumulative convertible preferred stock. It will be payable on Jan. 1, to preferred stockholders of record on Dec. 15.

## 5 UPT Affiliates, Reade House To Carry 'Carmen' TV

Five TV-equipped houses affiliated with United Paramount Theatres have set definite plans to carry the Dec. 11 telecast of "Carmen," it was disclosed here yesterday.

At the same time, Walter Reade Theatres reported that the "Carmen" telecast has been booked into the circuit's St. James Theatre at Asbury Park, N. J.

The five UPT-affiliate theatres planning to telecast the Theatre Network Television event of the Metropolitan Opera production are: Paramount, Des Moines; Center, Buffalo; Utah, Salt Lake City; Orpheum, Omaha; and the Paramount at Lynn, Mass. Other UPT affiliates are currently weighing the TNT offer, including Minnesota Amusement's Radio City at Minneapolis.

Although UPT price scales for the event have not been set locally, various UPT affiliates are contemplating a seat range from $1.80 to $3.60, with the average popular price, including tax, being $2.40. It is argued that the public should not be confronted with a price which is too high in the first test of the drawing power of an entertainment show on theatre television. The terms sought by TNT are a 40 cents per seat guarantee against 50 per cent of the net box-office receipts, whichever is higher.

## SupremeCourtHears Gamble-AFM Case

WASHINGTON, Nov. 19.—The U. S. Supreme Court today heard an argument on, and then took under advisement, an appeal as to whether the American Federation of Musicians can make theatre owners pay for local musicians even when the exhibitors do not want them.

The case involves unfair labor charges brought against the union by Gamble Enterprises' Palace Theatre in Akron. The NLRB ruled the AFM had not violated the Taft-Hartley Law in its demands on the Palace, but the U. S. Circuit Court at Cincinnati ruled that the union was guilty of a Taft-Hartley violation. The union appealed to the high court.

The justices are considering the musicians' case in conjunction with a similar case involving newspaper typographers.

## Show 'Andersen' at Bellevue Saturday

A screening of Samuel Goldwyn's "Hans Christian Andersen" will be held for the children at Bellevue Hospital here on Saturday, with Danny Kaye, star of the picture, highlighting the entertainment with an in-person performance for the shut-in youngsters.

The showing will launch Goldwyn's recently announced plan to screen the film free of charge for special audiences of children throughout the world who normally might be deprived of seeing it.

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## *Seeks Telemeter In Hamilton, Ont.*

**Toronto, Nov. 19. — Famous Players Canadian Corp. has made a bid for an outlet at Hamilton, Ont., for Telemeter, for which the circuit holds a 25-year contract for Canada.**

**Harold Roberts, manager of the FP-C head office real estate department, and Maurice Evans, Toronto lawyer, appeared for the circuit before the Hamilton Board of Control to ask for a permit to erect necessary facilities and for an exclusive franchise in Hamilton to operate cables and wires for "piped" TV over a 15-year period.**

## *Skiatron Resuming Home Experiments*

Following approval yesterday by the Federal Communications Commission, Skiatron will resume its experimental subscription television broadcasts on WOR-TV here from sign-off to sign-on, during the night. The experimental telecasts will be under FCC supervision and will start within a few days. Skiatron experiments were suspended about two months ago.

The 90-day experimental subscription telecasts to homes are expected to get under way next May, according to Arthur Levey, Skiatron president.

## *Theatre Guild Aids Paramount's 'Sheba'*

The Theatre Guild's subscription lists in 22 cities are being made available to Paramount for the promotion of "Come Back, Little Sheba." This is the first time that the Guild has cooperated on a picture in which it has not participated in local premieres.

The lists will be supplied prior to each playdate. "Sheba" opens in New York and Los Angeles in late December in order to qualify for Academy honors. National release is set for February.

## *Studies Republic Production in U.K.*

LONDON, Nov. 19.—Jack E. Baker, vice-president in charge of production at Republic Studios, is here to confer with Herbert Wilcox on the three pictures the latter has contracted to make jointly with Republic. First is "Laughing Anne," starring Margaret Lockwood.

Baker also will examine the possibility of making Republic pictures here for American TV. He plans to visit Paris, Rome, Milan and Berlin later.

## *Hughes on Stand Today*

HOLLYWOOD, Nov. 19. — Howard Hughes is expected to take the stand tomorrow morning in the Superior Court trial of Paul Jarrico's $350,000 suit against RKO Radio based on his discharge following refusal to answer Un-American Activities Committee questions.

## *Hornblow Leaving MGM*

HOLLYWOOD, Nov. 19.—Producer Arthur Hornblow, Jr. will leave M-G-M on the expiration of his contract next March, after 10 years with the studio. He intends to enter independent production.

# *Reviews*

## *"Face To Face"*

*(Huntington Hartford-RKO Pictures)*

DUO-DRAMA is the classification of this fine feature that contains two outstanding screen adaptations of long short stories by Joseph Conrad and Stephen Crane. They are, respectively, "The Secret Sharer" and "The Bride Comes to Yellow Creek." It is an excellent pairing for the rollicking humor of the Western is highly welcome after the tension and excitement of the sea drama. In certain situations exhibitors may be able to book these separately and although it is a natural for art houses, the film is geared for and merits general release.

James Mason stars in the Conrad story as a captain on board his first ship in the tropics and delivers a perceptive, sensitive performance. The adaptation by Aeneas MacKenzie is a faithful one and John Brahm's direction has emphasized the suspense and action while maintaining symbolic overtones. The story involves Mason's sheltering and aiding the escape of a mate from another ship, Michael Pate, who saved his ship in a storm but accidentally killed a fear-crazed sailor. Mason runs his ship dangerously close to an island but succeeds in getting Pate away and proving his ability to command.

The Crane story is an incisive satire on the disappearing wild-west atmosphere of a frontier town that has outgrown gunplay but is terrorized by its beloved only old time, gun-toting, whiskey-guzzling resident in the absence of its sheriff who has left town. Minor Watson is superb as the unregenerate character, who sadly walks away and throws down his guns upon realizing the returned unarmed sheriff, Robert Preston, has brought back a bride. Preston is a perfect foil for Watson and Olive Carey is equally good as the saloon keeper. Bretaigne Windust's direction is flawless. James Agee wrote the adaptation. Agee also appears in the cast which includes Marjorie Steele and Dan Seymour. Huntington Hartford produced expertly. The associate producers were George Tobin and Norman A. Manning.

Running time, 92 minutes. General audience classification. Release date, Nov. 14.

WALTER PASHKIN

## *"Above and Beyond"*

*(Metro-Goldwyn-Mayer)*

THE long and arduous development of men and airplanes for the dropping of the atomic bomb on Japan serves as the theme of this compelling drama in which Robert Taylor stars as the man responsible for the major part of the operation. It is a smooth-running film that after a slow opening developes a good deal of tension and contains some fine flying and bombing footage which can be exploited widely.

Melvin Frank and Norman Panama produced and directed and collaborated with author Beirne Lay, Jr., on the screenplay. The result is the taut telling in strong dramatic terms of the conflict of Taylor to achieve perfection in an airplane and maintain security on the ground without revealing anything to his friends or family.

Eleanor Parker portrays the wife with a competent sweetness and James Whitmore turns in a rock-ribbed performance as the exceedingly thorough security officer. It is Whitmore who warns Taylor not to bring his wife out to the air base and at first Taylor heeds him but later on she arrives. Their happiness is soon diminished by Taylor's unceasing rigidity about discipline and the tension makes him irritable. Miss Parker and Taylor quarrel at the moment of his biggest decision, whether his men are ready to drop the bomb.

Taylor listens to Whitmore's advice to have her leave the base and then decides to drop the bomb from a fighter-less B-29 at a very high altitude. It is after the successful dropping of the bomb and Taylor's return that Miss Parker realizes his great mission and reunites with him.

This is a well-made picture that has stars and action and a story that can be exploited for ample box-office returns.

Larry Keating heads an able supporting cast that includes Robert Burton, Christie Olsen, Larry Gates, Marilyn Erskine, Stephen Dunne, John McKee, Hayden Rorke, Larry Dobkin, Jack Raine Barbara Ruick and Jim Backus.

Running time, 122 minutes. General audience classification. For January release.

W. P.

## *Dmytryk Sees Israel Supplying Scripts*

HOLLYWOOD, Nov. 19. — Creative writers of Israel will shortly augment Hollywood's stockpile of stories, director Edward Dmytryk predicted here upon his arrival from a visit abroad.

While he was in Israel for five weeks filming Stanley Kramer's "The Juggler" on location, Dmytryk said he found a whole contingent of serious and promising writers, most of them displaced persons who fled European countries to find a haven in Israel.

"They all have their eyes on Hollywood," the director stated, "and they all feel that during the past decade the screen has emerged as a much more significant and valid art form than it was at one time."

## *Reade Houses Book Musical Attractions*

Walter Reade Theatres in New Jersey, continuing its policy of presenting stage attractions when available, will offer three musical shows, each with several bookings, for the period between Dec. 4 and Dec. 19.

The attractions are the Trapp Family Singers, the Jaroff Don Cossack Male Chorus and Dancers and the American Savoyards (Gilbert and Sullivan interpreters).

## *'Weizmann' Film Deal*

A contract for the exclusive U. S. rights to a film featurette, "The Life and Times of Chaim Weizmann" has been signed between United Films of Tel Aviv and Cornell Films, J. Milton Salzburg, Cornell president, disclosed here yesterday.

## Impressive Dais Set For Testimonial to Blumberg Tuesday

The dais at the "Jubilee Dinner" of the Motion Picture Pioneers, to be held at the Hotel Astor Tuesday evening, is scheduled to feature one of the most impressive lists of leaders of the entertainment industry and representatives of the financial world, the clergy and civic affairs in the 13-year history of the organization, Jack Cohn, Pioneers' president, and Ned Depinet, dinner chairman, reported here yesterday.

N. J. Blumberg, board chairman of Universal Pictures, will be honored at the dinner as the "Motion Picture Pioneer of 1952."

Others scheduled to be on the dais: Harry Cohn, president of Columbia Pictures; Harold J. Fitzgerald, president, Fox Wisconsin Amusement Corp.; William German, president, William German, Inc.; William Goetz, in charge of production for Universal-International; Leonard Goldenson, president, United Paramount Theatres; T. J. Hargrave, president, Eastman Kodak; George Jessel, toastmaster; Danny Kaye; Judge Ferdinand Pecora; Father Patrick Peyton, who will be one of the key speakers of the evening; Milton R. Rackmil, president, Universal Pictures; J. Robert Rubin, vice-president, Loew's, Inc.; Serge Semenenko, senior vice-president of the First National Bank of Boston; Harry M. Warner, president, Warner Brothers Pictures; Robert R. Young; Adolph Zukor, chairman of the board of directors of Paramount Pictures, and others.

Also, members of the board of directors of the Pioneers, headed by Jack Cohn, and including Jack Alicoate, Barney Balaban, Harry Brandt, Sam Dembow, Jr., G. S. Eyssell, S. H. Fabian, James R. Grainger, Abel Green, John J. O'Connor, Robert J. O'Donnell, Martin Quigley, Herman Robbins and Major Albert Warner.

## *Plan Celebration for S. African Industry*

Plans are now being set to mark the "Golden Jubilee" of the motion picture industry in South Africa, according to Michael Silver, managing director of Commercial Radio Corp. of South Africa, Ltd. who is visiting the Paramount studios in Hollywood.

The celebration will coincide with the 50th anniversary of the Schlesinger Group in South Africa, one of the largest exhibitor and distribution organizations in that area.

## *Snyder to Testify On 'U' Tax Claim*

WASHINGTON, Nov. 19.—Secretary of the Treasury Snyder is now slated to testify before a House Ways and Means subcommittee early next month on reports that he took an undue interest in a huge tax refund claim of Universal Pictures.

## *Correction*

Loew's Theatres in Manhattan and Brooklyn, in conjunction with the Motion Picture Department of the International Federation of Catholic Alumnae, will have special showings of "Because You're Mine" for Sisters and others of religious orders, on Saturday, Nov. 29, and not on Saturday, Nov. 22, as erroneously stated here yesterday.

FOR THE BALANCE OF '52...

# Profit in Your Bankbook with Paramount in Your Datebook!



## THE TURNING POINT

**William Holden • Edmond O'Brien • Alexis Smith**

Big-Time Gangland's action-packed story that's drawing big-time crowds...



## JUST FOR YOU

**Technicolor • Bing Crosby • Jane Wyman • Ethel Barrymore**

The "Zing A Little Zong" picture has the cash register zinging everywhere...



**Perlberg-Seaton's**

## SOMEBODY LOVES ME

**Technicolor • Betty Hutton • Ralph Meeker**

The "Greatest Show On Earth" girl is doing great business in her brightest musical...



## THE SAVAGE

**Technicolor • Charlton Heston • Susan Morrow**

Multiple-theatre kick-off in Detroit area is set for Heston's first since "Greatest Show"...

**9 out of 11 in**



# THE BLAZING FOREST

**Technicolor • John Payne • William Demarest**
**Agnes Moorehead • Richard Arlen • Susan Morrow**

"Burns all other fire pictures out of memory." M. P. Daily. "Best ever seen." M. P. Herald...



# SON OF PALEFACE

**Technicolor • Bob Hope • Jane Russell • Roy Rogers • Trigger**

The stars of "Paleface," with Roy and Trigger added, are packin' 'em in...



# HURRICANE SMITH

**Technicolor • Yvonne DeCarlo • John Ireland • James Craig**
**Forrest Tucker • Lyle Bettger**

Just what Showmen's T. R. said it was: "A 'natural' for all lovers of action!"...



# CARIBBEAN

**Technicolor • John Payne • Arlene Dahl • Sir Cedric Hardwicke**

The sea saga that everybody, young and old, is flocking to see...



**Hal Wallis'**

# JUMPING JACKS

**Dean Martin • Jerry Lewis • Mona Freeman**

The results are in, from all types of houses—and the boys were never so boxoffice-hot...



**Cecil B. DeMille's**

# THE GREATEST SHOW ON EARTH

**Technicolor • Betty Hutton • Cornel Wilde • Charlton Heston**
**Dorothy Lamour • Gloria Grahame • and James Stewart**

Don't wait to date the top money-making picture of '52 from any company...



**And for the big year-end holiday time:**

# ROAD TO BALI

**Technicolor • Bing Crosby • Bob Hope • Dorothy Lamour**

Their last "Road" picture was the industry's biggest grosser of its year and this is *bigger*...

**Color by TECHNICOLOR**

# Allied Rejects Arbitration Draft

(*Continued from page* 1)

none in their devotion to that concept. But they are convinced that the ideals of arbitration will not be promoted by the present plan or any plan which the distributors in their present frame or mind are willing to agree to."

**The board's action, like that of the convention, was unanimous.**

In reporting to the convention, Myers listed eight provisions in the distributors' draft which, he said, if put into effect, would be of "substantial benefit" to exhibitors. They were:

1) One-way arbitration. Exhibitors may initiate the complaints, as contrasted with the old Film Board of Trade concept that distributors could bring the complaints against exhibitors.

**2) Clearance. The provisions of the draft on this subject "are about as good as can be devised," Myers said.**

3) Runs. The provisions here have both plus and minus factors but the former are sufficient to include it among the favorable ones, particularly in that they give competing exhibitors equal opportunity to find out which is entitled to pictures on a particular run without resorting to competitive bidding.

4) Competitive bidding. These provisions offer at least a partial remedy for some of the hardships and abuses exhibitors have encountered, Myers said. He cited the fact that distributors would not institute bidding except on the written request of competing exhibitors for pictures which the distributor is proposing to license to another, and also that bids would be revealed to the bidders who desire to see them.

**5) Forcing pictures. Myers said he hesitated to include this among the plus factors because its provisions do not go to the heart of the matter which, he said, is forcing by price differentials. However, he said, it cannot fairly be called a minus.**

6) Contract violations. He said few exhibitors with whom he has discussed the provision felt it would be of benefit to them, explaining that he placed it on the plus side because "it contains nothing detrimental to exhibitors."

7) Conciliation. While this promises an open-door policy by distributors, which some already have, Myers said Allied experience has been that little can be accomplished by this means. He termed the conciliation proposal "futile," "innocuous" and "scarcely an innovation," but nevertheless listed it as a plus because it insures complaining exhibitors an interview with responsible sales officials.

8) Damages. Awarded in exhibitors favor, they warrant listing the provision on the plus side.

**Provisions of the distributors' draft which Myers placed on the minus side were:**

1) Film rentals. Because Allied had asked that these be included in the proposals and distributors "flatly refused." "We must face the fact," Myers said, "that the distributors will not yield to the arbitrators any part of their control over prices and it is hopeless to pursue the subject further."

2) Pre-releases. Curbs the number of "specials" that distributors can designate as such, but still permits a maximum of 18 such per year, on the basis of two for each of the nine companies which would be signatories of the plan. Myers also pointed out that in getting government and court approval of arbitration, with this provision in it, "distributors would receive left-handed judicial sanction for such pictures as they have been and are being sold, and the board was dead set against that," wishing to be free to oppose the "deluge of pre-releases." Myers, however, pointed out that such pictures also would be exempted from the competitive bidding restrictions and that they force the increasing of admissions.

**3) Competitive bidding. Myers said this, too, would get the cloak of approval by the court if arbitration were approved. He also said it would permit distributors to enlarge bidding, rather than restrict it.**

4) Limitation on awards. In this connection, Myers said Allied was prepared to help distributors realize their aim of reducing the heavy volume of anti-trust litigation in the industry and thought it could be helped by liberality in the matter of financial damages eligible in arbitration. However, he said, the distributors have played their cards too close to their vests on this subject and he feels exhibitors with anti-trust complaints may now find they can do better in court.

## *Arbitration Efforts Dead, Is Feeling at Allied Meet*

CHICAGO, Nov. 19.—Whether or not Allied States' action today in rejecting the distributors' arbitration draft will write "finis" for the time being, at least, to industry efforts to establish an arbitraion system was not entirely clear, although most observers here held that impression.

Those who differed suggested that an effort might be made to set up arbitration without Allied and make its facilities available to all exhibitors who wished to make use of it. In line with this, there was some speculation that a meeting of interested parties might be called in the near future to discuss the possibilities.

**However, even those who felt that the end is not yet for arbitration, were quick to concede that it would be vastly less effective without Allied's participation, and that Allied's defection would undoubtedly lessen the chances of the plan being given the approval of the Department of Justice and the Federal Court.**

William F. Rodgers, distributors' chairman for arbitration, who was in Chicago today, declined to comment on Allied's action. Rodgers said he might have something to say later, but would not say it during his stay here. When asked if he thought Allied had killed arbitration's chances today, Rodgers said: "It has for me," indicating he would have no active part in any further efforts to establish an arbitration system which might be made.

Rodgers and Charles M. Reagan, M-G-M vice-president in charge of distribution, attended the Allied convention banquet last night, at which Greer Garson was a guest of honor. At his request, Rodgers did not sit at the banquet dais.

## *Arbitration Plight Blamed on Majors*

**Chicago, Nov. 19.—Numerous Allied States and some distribution officials here express the belief that the industry would have arbitration today had distributors not insisted upon changing the Aug. 20 draft, which had been prepared by Abram F. Myers, Allied chairman and general counsel.**

**They pointed out that the draft had been agreed upon and that the cooling off period ensued only after distributors insisted upon the further changes. Their viewpoint, obviously, places the responsibility for the seeming death of the plan at this time squarely upon the distributors.**

## ITOA Arbitration

(*Continued from page* 1)

and all problems that may arise."

Brandt said that a trial period of 18 months, under a properly functioning arbitration system, should bring decided improvement to all branches of the industry and help create an atmosphere of mutual understanding.

**Necessary to Work Together**

"There has never been a time," he said, "when it was more necessary for the industry to work together. This is nonetheless true despite the fact that theatre owners all over the country have many things to gripe about, notably the competitive bidding situation, the increasing number of pre-releases and advanced admission pictures, print shortages and high film prices. However, it is foolhardy to take the one medium—arbitration—which can ultimately eradicate the internal dissensions from the industry and destroy it before it is given an opportunity to prove itself. No exhibitor can be worse off than he is now."

## *New WB Incorporation*

ALBANY, N. Y., Nov. 19.—Warner Brothers Pictures Distributing Corp. has registered a restated certicate of incorporation, pursuant to section 40 of the stock corporation law. A statement by Ben Kalmenson, president, and E. K. Hessberg, assistant secretary, said "the entire certificate of incorporation as now in force and effect is hereby restated, without change in the effect, meaning or substance thereof."

## *Hart on Columbia Board*

Alfred Hart, president of Hart Distilleries, real estate developer and organizer of the philanthropic Hart Foundation, has been elected to the board of directors of Columbia Pictures Corp., it was announced by Harry Cohn, president of Columbia.

## *Bruce Odlum to Madrid*

Bruce Odlum, associate producer on Frederick Brisson's forthcoming Independent Artists' production, tentatively titled "It Happened in Spain," left here for Madrid yesterday aboard the *S.S. Constitution* to complete arrangements there for filming of the picture.

## Film Prices

(*Continued from page* 1)

his resolution was the result of a spontaneous, grass roots movement and, unlike the board resolution of the previous day, did not come from "the top."

**Calls For Aid**

Besides endorsing Allied's policy of reducing the efforts of its officers in the way of cooperative all-industry endeavors to a minimum, and concentrating instead on the trade practice battle, Vlachos's resolution called for the active aid of every Allied member in furnishing affidavits and other information and evidence of irregular practices by distributors to Abram F. Myers, Allied general counsel.

**Myers is authorized to make use of the material supplied in either litigation, appeals to law-making bodies or to Federal agencies such as the Senate Small Business Committee.**

The resolution was supported by H. A. Cole of Dallas, who said that from now on he will turn down anything proposed to him that does not benefit exhibitors directly and will be 1,000 per cent for anything "that will make trouble for the distributors."



**John Wolfberg**

John Wolfberg of Denver pledged his support to the resolution and said he would turn over everything in his possesion to Myers for whatever use Myers might see fit to make of it. Wolfberg urged all other Allied members to do the same. Ted Mann of Minneapolis joined in that pledge and also asked all Allied members to do likewise. Trueman Rembusch of Franklin, Ind., hit at the distributors arbitration draft, pointing out that Indiana Allied previously had found it wanting in not dealing with such problems as print shortages. "I don't think the distributors are sincere in their approach to arbitration," he said.

# Score Suit

(Continued from page 1)

his role as guinea pig in the industry legal test of the constitutionality of Ohio's newsreel censorship law.

**Rembusch Reports**

Rembusch reported to the convention on the new ASCAP license fee for its music used on non-theatrical film, usually for intermissions and prior to show starts at drive-ins. If ASCAP music is used, Rembusch told the convention, a license must be obtained and the fee paid. However, he pointed out, there is a large library of as yet untaxed music available from BMI, in the public domain and from SEEAC.

**Snaper described Cinerama to the convention, providing a generally laudatory account of its showmanly qualities and ability to attract the public, but with occasional facetious or exaggerated references to its high cost for equipment and installation.**

In describing to the convention the working of Allied's proposed new expanded "Caravan" service, William Carroll of Indiana Allied said a salesman could make a call at 10 A.M. on a St. Louis exhibitor and before the day was out every Allied member in the country could be informed of the propositions made. He said details of the system for gathering and disseminating such information would be ready for distribution to "Caravan" members in about five weeks and the success of the plan depended upon how well individual members cooperated.

## *American Eagle Suit Up in Feb.*

The $6,000,000 law suit, charging breach of trust, filed by American Eagle Pictures against Jack Broder three years ago, is slated to go to trial in Los Angeles in February. Sam Howard, co-plaintiff with Leo McCarthy, gave depositions in Los Angeles last weekend. Howard and McCarthy, partners in American Eagle, brought the action when 340 Universal and United Artists pictures were diverted from American Eagle to Broder after the films allegedly had been committed to Howard and McCarthy for reissue purposes.

The block of 40 UA films and 300 Universal productions had been acquired by Jacques Grinieff who had a deal pending for their delivery to American Eagle. According to the complaint, Broder, who ultimately formed Realart Pictures, closed a deal for the product on his own after Howard had discussed with Broder the possibility of the latter joining the enterprise with Howard and McCarthy.

## *Move for Repeal of Richmond, Va., Tax*

RICHMOND, Nov. 19.—An ordinance to repeal this city's five per cent tax on motion picture theatre admissions will be introduced in the City Council, probably on Nov. 24, at the request of the Richmond Theatre Owners Association.

Seymour Hoffman of the association pointed out that the tax unfairly favors drive-in theatres outside the city limits, at the expense of regular theatres. The present tax was enacted in 1946.

# *ARBITRATION ONLY FIELD HIT BY APPROVAL OF COLE BID*

CHICAGO, Nov. 19.—The proposal of H. A. Cole of Dallas, made several weeks ago, that Allied officers terminate their posts in connection with all-industry endeavors in order to concentrate exclusively on trade practice battles, was accepted by the Allied board and convention here only insofar as Allied's further participation in efforts to set up an industry arbitration system is concerned.

Cole's proposal could have included his own removal from the post of co-chairman of the industry's tax repeal campaign and the termination of Trueman Rembusch's tenure as Allied's representative on the triumvirate which administers the Council of Motion Picture Organizations.

**The board directed that Cole and Rembusch continue in those posts and the convention approved.**

Myers announced the board's decision to the convention. He said: "When I first read Col. Cole's now famous letter I began to wonder just which cooperative undertakings would or could be abandoned in order to release Allied manpower for work of greater benefit to the members. I knew we could not withdraw the Colonel from the tax campaign. . . . I did not see how we could completely withdraw from COMPO at this time without pulling the rug from under the Colonel, so I concluded that Trueman Rembusch's hobby was safe—for the time being.

"Then a horrible light began to dawn. It was my baby, little arby (arbitration) on whom Wilbur Snaper, Nate Yamins and I had lavished so much tender care, that was going to be thrown to the wolves: and it was even so. Arbitration was expendable. It did not meet the best of the board's statement of policy. It did not promise direct, immediate and substantial benefit to the exhibitors," Myers concluded.

## 4 More Join MGM Field Press Staff

M-G-M has added four more press representatives to bring its total field staff to 27. Assignment of the new additions, John L. John, Thomas Letcher, Alan Wiedner, and Jack Weiner was announced by Howard Dietz, vice-president and director of advertising-publicity.

Six divisional press representatives, appointed last March, will continue to handle special advance publicity and promotions. Operation of the field force is under the supervision of Dan Terrell, exploitation director.

As a result of the added manpower, several exchange assignments have been realigned to provide fuller coverage in each territory. A new field assignment has been made for the Seattle and Portland exchanges, which will be handled by Wiedner. A second new assignment will include New Orleans and Memphis and will be covered by Weiner. Letcher has been assigned to the Minneapolis exchange, and John to Indianapolis.

## Dezel Gets Rights To Souvaine Films

CHICAGO, Nov. 19.—Albert Dezel has concluded arrangements, effective at once, with Harry Thomas, representing Souvaine Selective Pictures, to handle distribution of Souvaine films in the Detroit, Chicago and Milwaukee exchange areas.

## Daylight Saving Banned on Coast

SEATTLE, Nov. 19.—Daylight saving time has been outlawed by the voters in both Washington and Oregon. In Washington, the new measure adopted permits recourse to daylight saving time under certain emergency conditions.

## Sioux Falls Branch Wins 'Depinet Drive'

RKO Radio's "Ned Depinet Sales Drive" was won by the Sioux Falls exchange, headed by branch manager Sherm Fitch, it was announced by Charles Boasberg, general sales manager. The New Orleans branch, headed by Roger Lamantia finished second; Portland, under Dick Lange, finished third, and Sol Sach's Dallas branch was fourth. Canadian results have Montreal in first place, led by manager Harry Cohen, while Winnipeg, under Meyer Nackimson, was second.

District standings were topped by Canada, headed by Carl Peppercorn. The Southeastern district under Dave Prince was second, and Ben Cammack's Southwestern district ran third.

The 27-week drive began on Dec. 21, 1951 and ran to last June 26.

## Exhibitors Rally To Aid 'Dimes'

The worst polio year in U. S. history is inspiring the nation's showmen to a record support of the March of Dimes for its coming January campaign, according to pledges obtained by officials of the National Foundation for Infantile Paralysis.

Starting with a national endorsement from Theatre Owners of America, more than 12,000 theatres have agreed to run March of Dimes trailers and to take up collections of some type, said the Foundation.

## Arthur Davis Sets Six More Imports

Six new foreign films have been added to the already set roster of eight features scheduled for national release in 1953 by Arthur Davis Associates. They include two Italian and four French productions.

# *Coming Events*

**Nov. 21-23**—Colosseum of Motion Picture Salesmen's annual convention, Ainsley Hotel, Atlanta.

**Nov. 21-23**—Variety Clubs International 25th anniversary celebration, William Penn Hotel, Pittsburgh.

**Nov. 25**—Motion Picture Pioneers "Jubilee Dinner," Hotel Astor, New York.

**Dec. 1**—A. Julian Brylawski birthday and anniversary dinner, Shoreham Hotel, Washington.

**Dec. 1-3**—Allied Theatre Owners of Indiana board meeting and annual convention, Hotel Lincoln, Indianapolis.

**Dec. 2**—Independent Theatre Owners of Ohio board meeting, Columbus.

**Dec. 9** — Independent Exhibitors, Inc., of New England annual convention, Sheraton-Plaza Hotel, Boston.

**Dec. 9-11**—Proposed joint seminar of Allied Independent Theatre Owners of the Mid-South and the Tennessee Press Association, Memphis.

## 'Aussie' Divorcement Held to Be Unlikely

Efforts by an independent exhibitor group in Australia to effect a theatre divorcement law in the Commonwealth are not likely to be successful, in the opinion of Clay V. Hake, Paramount's managing director for Australia and New Zealand, who is here for home office conferences. Hake pointed out that if the Australian Parliament should rule that distributors must give up their theatres, then it would have to break up alleged monopolies of the steel, oil, brewing and other industries of the country.

Hake said that monopolies of this kind represent the basic economy of the country and that it would seem unlikely that the film industry would be singled out for a split-up. M-G-M has 11 theatres in Australia, with Paramount owning one and 20th Century-Fox holding an interest in approximately 180 houses.

Theatre business is holding up strong in both Australia and New Zealand, Hake said, although there has been a drop from the peak years, as in all other industries. The only picture of local origin was in production when he left Sydney three weeks ago. This was "Jedda," produced by Charles Sharvell, who made "40,000 Horsemen" several years ago. The picture is being made entirely with Australian capital, although American financing was offered.

Hake will return to Australia next week.

## *Gets 'Tales of Cairo'*

HOLLYWOOD, Nov. 19.—Mitchell Hamilburg has announced the acquisition of world distribution rights to "Tales of Cairo," English language feature produced in Egypt by Victor Stoloff.

# A NATIONAL SALUTE to the

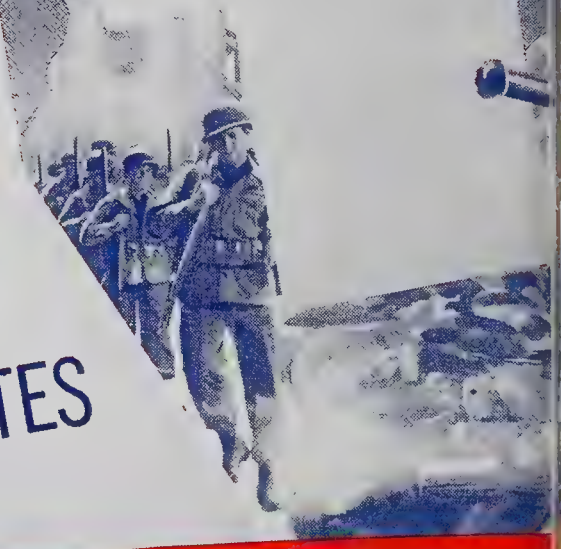
# WORLD PREMIERE

## WARNER and AMBASSADOR THEATRES

## WASHINGTON, D. C.

THURSDAY
NOVEMBER 20





HERBERT J. YATES
Presents

# THUND

Co-Starring

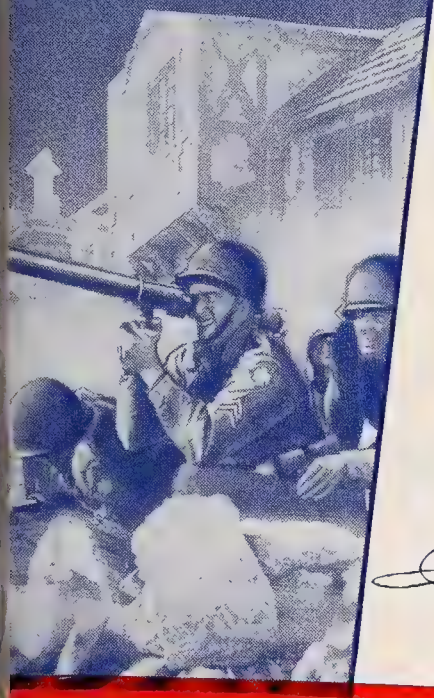
JOHN DEREK · JOHN BARRYMORE, JR. · MONA FR

with BARTON MacLANE · Screen Play By MARY C. McCALL, JR. ·

A REPUBLIC PICTURE

# FIGHTING "THUNDERBIRDS"

## DAY AND DATE ENGAGEMENTS ALL OVER OKLAHOMA AS THEATRES CELEBRATE, GOVERNOR JOHNSTON MURRAY'S "THUNDERBIRD THANKSGIVING WEEK," STARTING NOV. 22nd.



STATE OF OKLAHOMA

EXECUTIVE DEPARTMENT

OFFICE OF THE GOVERNOR

P R O C L A M A T I O N

WHEREAS, members of the 45th Infantry Division who entered Federal service in September, 1950 have returned to their homes and jobs in Oklahoma; and

WHEREAS, the State of Oklahoma and its citizenry desire to extend a heartfelt word of gratitude and thanks, during the season of Thanksgiving, to all members of the 45th Division for its deed in both World War II and the Korean conflict; and

WHEREAS, the famed and respected "Thunderbird" has brought world attention to the state of Oklahoma; and

WHEREAS, the "Thunderbirds" have been selected from all other National Guard units in the nation, to be immortalized in a Republic full-length feature release, "Thunderbirds", which reflects great credit on the 45th Infantry Division and Oklahoma; and

WHEREAS, the citizens of Oklahoma should renew their interest and fervor in the reorganization of the 45th "Thunderbird" Division in Oklahoma:

NOW, THEREFORE, I, JOHNSTON MURRAY, Governor of the State of Oklahoma, do hereby proclaim the period from November 22 to 29, 1952 as

THUNDERBIRD THANKSGIVING WEEK

and call upon my fellow citizens to wholeheartedly and without reservation, join in individual and collective action and public ceremonies to show our profound appreciation and thanks to the returned "Thunderbirds". I invite and ask all groups of patriotic citizens, to participate in "Thunderbird Thanksgiving" ceremonies in their communities.

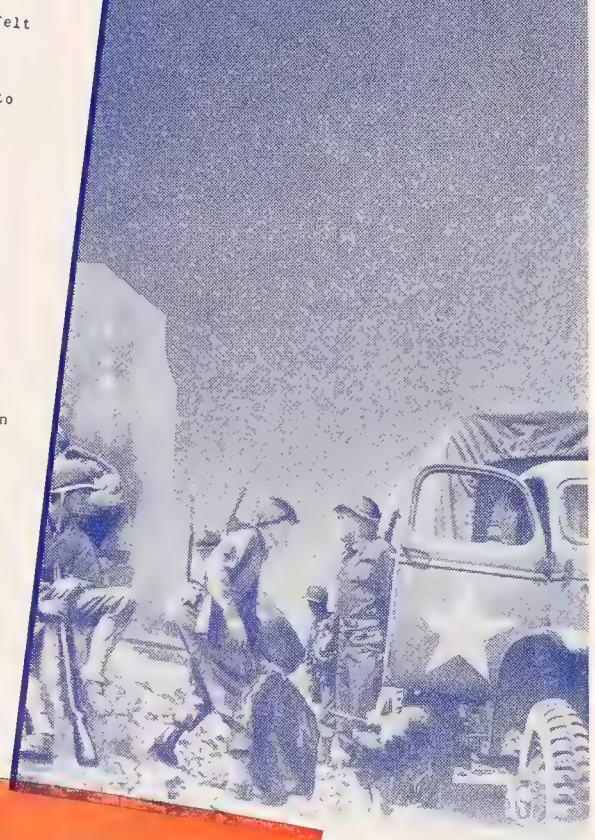
IN WITNESS WHEREOF, I have hereunto set my hand and caused to be affixed the Great Seal of the State of Oklahoma on this 7th day of November, 1952.

BY THE GOVERNOR OF THE STATE OF OKLAHOMA

ATTEST:

SECRETARY OF STATE

JOHNSTON MURRAY



# ERBIRDS

EEMAN · GENE EVANS · EILEEN CHRISTY · WARD BOND

Story By KENNETH GAMET · Associate Producer-Director JOHN H. AUER

Republic Pictures Corporation

## RKO RADIO PICTURES, Inc.

**TRADE SHOWINGS of**

**Howard Hughes' Presentation of**

## "ANGEL FACE"

| | | | |
|---|---|---|---|
| ALBANY<br>Fox Scr. Rm.<br>1052 B'way | Mon. 12/1 | 10:30 | A.M. |
| ATLANTA<br>RKO Scr. Rm.<br>195 Luckie St., N.W. | Mon. 12/1 | 2:30 | P.M. |
| BOSTON<br>RKO Scr. Rm.<br>122-28 Arlington St. | Mon. 12/1 | 10:30 | A.M. |
| BUFFALO<br>Mo. Pic. Oper. Screen. Rm.<br>498 Pearl St. | Mon. 12/1 | 2:00 | P.M. |
| CHARLOTTE<br>Fox Scr. Rm.<br>308 S. Church St. | Mon. 12/1 | 2:00 | P.M. |
| CHICAGO<br>RKO Scr. Rm.<br>1300 S. Wabash Ave. | Mon. 12/1 | 2:00 | P.M. |
| CINCINNATI<br>Palace Scr. Rm.<br>12 East 6th St. | Mon. 12/1 | 8:00 | P.M. |
| CLEVELAND<br>Fox Scr. Rm.<br>2219 Payne Ave. | Mon. 12/1 | 2:30 | P.M. |
| DALLAS<br>Rep. Scr. Rm.<br>412 S. Harwood St. | Mon. 12/1 | 2:30 | P.M. |
| DENVER<br>Para. Scr. Rm.<br>2100 Stout St. | Mon. 12/1 | 2:00 | P.M. |
| DES MOINES<br>Fox Scr. Rm.<br>1300 High St. | Mon. 12/1 | 1:30 | P.M. |
| DETROIT<br>Blumenthals Screen. Rm.<br>2310 Cass Ave. | Mon. 12/1 | 2:30 | P.M. |
| INDIANAPOLIS<br>Univ. Scr. Rm.<br>517 N. Illinois St. | Mon. 12/1 | 1:00 | P.M. |
| KANSAS CITY<br>Para. Scr. Rm.<br>1800 Wyandotte St. | Mon. 12/1 | 2:30 | P.M. |
| LOS ANGELES<br>RKO Scr. Rm.<br>1980 S. Vermont Ave. | Mon. 12/1 | 2:00 | P.M. |
| MEMPHIS<br>Fox Scr. Rm.<br>151 Vance Ave. | Mon. 12/1 | 12:15 | P.M. |
| MILWAUKEE<br>Warner Scr. Rm.<br>212 W. Wisconsin Ave. | Mon. 12/1 | 2:00 | P.M. |
| MINNEAPOLIS<br>Fox Scr. Rm.<br>1015 Currie Ave. | Mon. 12/1 | 1:30 | P.M. |
| NEW HAVEN<br>Fox Scr. Rm.<br>40 Whiting St. | Mon. 12/1 | 2:00 | P.M. |
| NEW ORLEANS<br>Fox Scr. Rm.<br>200 S. Liberty St. | Mon. 12/1 | 10:30 | A.M. |
| NEW YORK<br>RKO Scr. Rm.<br>630 Ninth Ave. | Mon. 12/1 | 2:30 | P.M. |
| OKLAHOMA<br>Fox Scr. Rm.<br>10 North Lee St. | Mon. 12/1 | 10:30 | A.M. |
| OMAHA<br>Fox Scr. Rm.<br>1502 Davenport St. | Mon. 12/1 | 10:30 | A.M. |
| PHILADELPHIA<br>RKO Scr. Rm.<br>250 N. 13th St. | Mon. 12/1 | 2:30 | P.M. |
| PITTSBURGH<br>RKO Scr. Rm.<br>1809-13 Blvd. of Allies | Mon. 12/1 | 1:30 | P.M. |
| PORTLAND<br>Star Film Screen. Rm.<br>925 N.W. 19th Ave. | Mon. 12/1 | 2:00 | P.M. |
| ST. LOUIS<br>RKO Scr. Rm.<br>3143 Olive St. | Tues. 12/2 | 1:30 | P.M. |
| SALT LAKE CITY<br>Fox Scr. Rm.<br>216 E. 1st St. So. | Mon. 12/1 | 1:00 | P.M. |
| SAN FRANCISCO<br>Fox Scr. Rm.<br>245 Hyde St. | Mon. 12/1 | 2:00 | P.M. |
| SEATTLE<br>Jewel Box Screen. Rm.<br>2318 2nd Ave. | Mon. 12/1 | 1:00 | P.M. |
| SIOUX FALLS<br>Hollyw'd Thea.<br>212 N. Philips Ave. | Mon. 12/1 | 10:30 | A.M. |
| WASHINGTON<br>Film Center Screen. Rm.<br>932 New Jersey Ave. | Mon. 12/1 | 10:00 | A.M. |


# Review

## *"Flat Top"*

(*Allied Artists*) Hollywood, Nov. 19

A POWERFUL and brisk production in color by Cinecolor that vividly deals with the various aspects of life in the Naval Air Corps has been fashioned by executive producer Walter Mirisch with a maximum of authenticity. Sterling Hayden and Richard Carlson head a fine cast which turns in uniformily sound performances, under the steady direction of Lesley Selander. It is a solid, stimulating picture that is mighty good entertainment and appears to be a real money-maker.

The story provided by Steve Fisher adheres to the facts of this division of Naval Service and avoids melodramatic distortions and over-bearing coincidence. There is no bathos in the even development of the story about the value of discipline and the inviolability of orders aboard an aircraft carrier that served with the Third Fleet in the Philippines in the last war.

Hayden portrays an air group commander and Carlson the leader of replacement pilots who join the ship in 1943. Carlson is appointed executive officer under Hayden and conflicts with the latter's authority several times over minor infractions of the rules committed by group pilots. It is Carlson who seeks leniency but Hayden insists on discipline. In the heat of battle Carlson and his men realize Hayden's methods were necessary and correct and come to respect him for maintaining discipline.

The U. S. carrier *Princeton* and members of its crew were used in the production and authentic Naval battle footage is included in the film. Others in the cast are Bill Phipps, John Bromfield, Keith Larsen, Todd Karns, Dave Willock, Walter Coy and Phyllis Coates.

This is a fast-moving, actionful, highly credible film that contains the proper elements for box-office success.

Running time, 85 minutes. General audience classification. Release date, Nov. 11.

# Ampa Tribute

(*Continued from page* 1)

the cooperation which this organization has extended to our industry throughout the years."

In his tribute to Hearst, Dietz will tell how his own career was started and encouraged by Justin McGrath, Hearst city editor for the then New York *American*. It was McGrath who advised Dietz to go to the Columbia University School of Journalism in pre-World War I days and promised him a job reporting college news. Dietz became a Hearst reporter and later joined the old Goldwyn Pictures Corp.

### McWilliams to Preside

Harry McWilliams, AMPA president, will preside over the proceedings. Among those who are slated to sit on the dais with Hearst are Mort Blumenstock, Charles Einfeld, Paul Lazarus, Jr., Jerome Pickman, Sol Schwartz, Adolph Zukor and Max E. Youngstein. Hearst officials on the dais are expected to be George Hearst, vice-president; John Hearst, assistant general manager, J. D. Gortatowsky, general manager, and Martin Huberth, board chairman.

Other Hearst executives who are scheduled to be present are Sumner Collins, promotion manager of the N. Y. *Journal-American;* Jess Krueger, editorial director for Hearst Newspapers; Mel Heimer, King Features syndicate columnist; Sam H. Day, managing editor of the *Journal-American*; Jim O'Connor, *J-A* amusements editor; Rose Pelswick, motion picture critic; John Newton, editor of the Brooklyn section; John R. Buckley, *Good Housekeeping* business manager; Fred Lewis, Hearst treasurer; Robert D. Levitt, assistant publisher; Thomas L. Masson, *House Beautiful* advertising director; Ernest W. Heyn, editor of *American Weekly;* Fred I. Archibald, publisher of the *Times Union* in Albany, and Richard W. Cook, sales representative of the Hearst Advertising Service.

## *Fairbanks Ends Tie*

Jerry Fairbanks, president of Television Zoomar Corp., has sold his interest in that corporation to Jack Pegler, general manager, and Dr. Frank G. Back, the inventor of the lens. Pegler will be president of the newly-organized corporation and Back will be vice-president, secretary and treasurer.

# Chadwick

(*Continued from page* 1)

which he entered a week ago for a heart ailment.

Born in London, educated in America at Cornell and St. Lawrence Universities, the deceased entered the industry in 1910 as American agent for Pathe Freres, France, and counsel for Exclusive Pictures. He later formed several producing companies, including I. E. Chadwick Pictures, and was a charter member of the Film Club, New York, and president from 1917 to 1922. He was among the founders of Temple Israel here 27 years ago, a member of the board of trustees since its founding, and president in 1930 and 1948.

At the time of his death, Chadwick was a member of the executive committee of the Motion Picture Industry Council, and active in affairs of the Permanent Charities Committee and the Motion Picture Relief Fund.

The widow, a son, Major Lee K. Chadwick, U. S. Air Force, and two grandchildren survive.

## *Paramount's Welch Joins NBC-TV*

Robert L. Welch, for the past seven years under contract as a producer with Paramount, has signed a long-term contract with National Broadcasting, effective Jan. 1.

Welch will create for NBC new TV properties, both "live" and on film. Additionally, he will function as producer-director of his own programs.


## Associated Motion Picture Advertisers, Inc.

*SALUTES*

## THE HEARST PUBLICATIONS

for the years of outstanding cooperation with the motion picture industry

Georgian Room

HOTEL PICCADILLY

New York

Today, Thursday, Nov. 20, at 12:30 P.M.

•

WILLIAM RANDOLPH HEARST, JR.
Guest of Honor

HOWARD DIETZ
AMPA's speaker

HARRY K. McWILLIAMS
Presiding

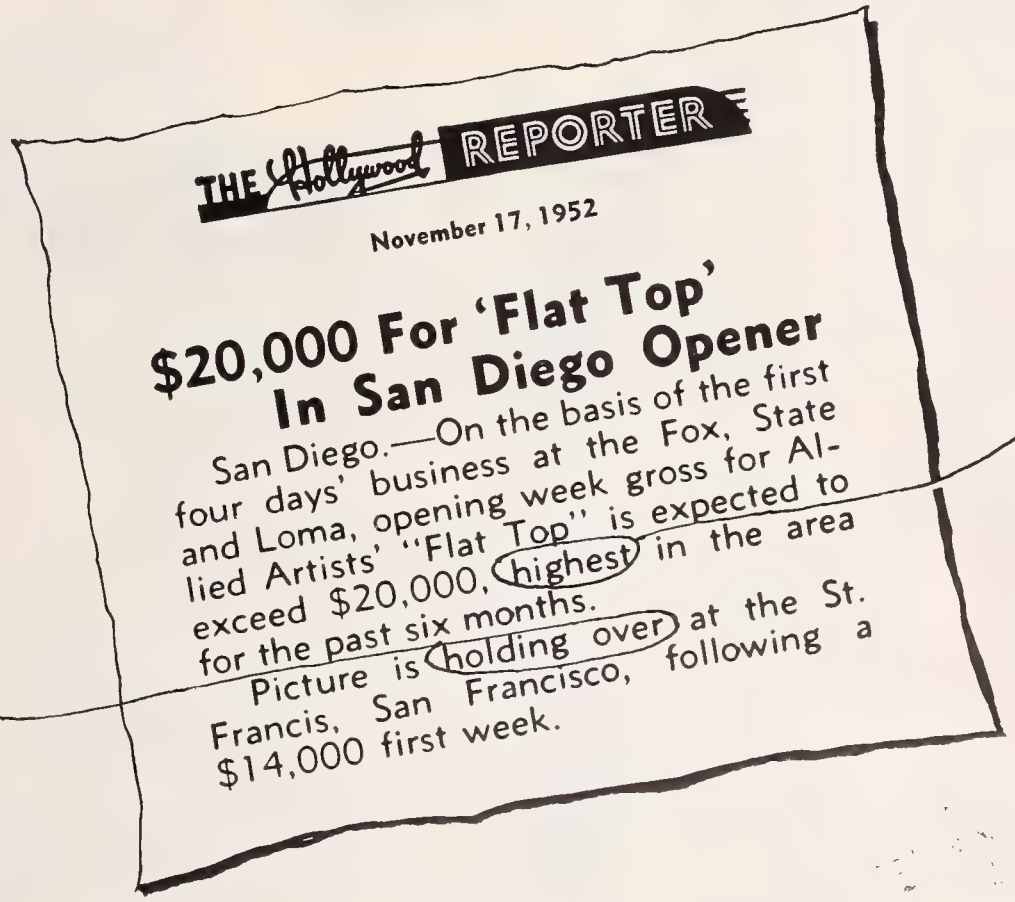
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Tickets—Al Floersheimer, Walter Reade Theatres, Circle 5-5250

# FLASH

# "FLAT TOP"

# SMASH!


THE Hollywood REPORTER

November 17, 1952

**$20,000 For 'Flat Top' In San Diego Opener**

San Diego.—On the basis of the first four days' business at the Fox, State and Loma, opening week gross for Allied Artists' "Flat Top" is expected to exceed $20,000, highest for the past six months.

Picture is holding over at the St. Francis, San Francisco, following a $14,000 first week.

*Holding over in San Francisco!*

*Highest in six months!*

**The *New* BOXOFFICE Power is the *New* ALLIED ARTISTS!**

"FLAT TOP" • A WALTER MIRISCH Production IN COLOR starring STERLING HAYDEN and RICHARD CARLSON with Keith Larsen
Bill Phipps • Phyllis Coates • John Bromfield • Directed by LESLEY SELANDER • Written by STEVE FISHER

The new

# RKO's Big Technicolor Show for Your Holiday Harvest!

Thunderous adventures of the swashbuckling Sons of Satan... produced by hit-after-hit maker Edmund Grainger, who gave you "Wake of the Red Witch," "Sands of Iwo Jima," "Flying Leathernecks," "One Minute to Zero" and more!





# BLACKBEARD THE PIRATE

*color by* TECHNICOLOR

*starring* ROBERT NEWTON
LINDA DARNELL · WILLIAM BENDIX
with KEITH ANDES · ALAN MOWBRAY
AN EDMUND GRAINGER PRODUCTION

Directed by RAOUL WALSH · Screenplay by ALAN LeMAY · Produced by EDMUND GRAINGER

RKO RADIO PICTURES

**FULL-COLOR ADS SPEARHEAD GIANT NATIONAL CAMPAIGN!**

**Full-pages and fractional-pages in top-circulation weeklies, Sunday newspaper supplements and others for a sensational 50,000,000 circulation coverage!**



FIRST IN FILM NEWS

# MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 98 NEW YORK, U. S. A., THURSDAY, NOVEMBER 20, 1952 TEN CENTS

# ALLIED REJECTS MAJORS' ARBITRATION PLAN DRAFT

## ITOA to Test Arbitration on Local Level

Whether an industry arbitration system can be operated on a regional basis may be tested by the Independent Theatre Owners Association of New York. Harry Brandt, ITOA president, announced yesterday that regardless of any action taken by other exhibitor organizations, his association was prepared to go ahead with arbitration and establish the necessary machinery and procedures "for the peaceful settlement of trade disputes within the City of New York."

At mid-afternoon yesterday and prior to Allied's action on arbitration at its annual convention in Chicago, Brandt stated that "ITOA believes that it can make arbitration work in New York and we are prepared to go ahead with it, working out any

(Continued on page 6)

## RKO Theatres Seeks D. of J. Extension

Preliminary talks between the Department of Justice and attorneys for RKO Theatres on an extension of time for the disposition of RKO's stock interests in Metropolitan Playhouses are underway, it was learned here yesterday.

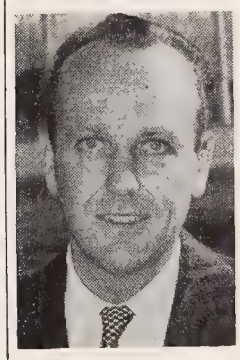
Under the terms of RKO Theatres' consent decree, the deadline for the disposition of its Metropolitan Playhouses stock interest is Dec. 20. An extension is sought due to the inability of RKO Theatres to sell its 56,488-4/5 shares of Class A stock in Metropolitan, which operates over 100 theatres in this area.

## *Distributors' Group To Meet in 2 Weeks*

A meeting of the national distributors' committee of the Motion Picture Association of America will be held here within the next two weeks to elect a chairman for the new year. The term of A. W. Schwalberg, present chairman, will expire on Dec. 31.

## *Ampa Hearst Tribute Today*

William Randolph Hearst, Jr., publisher of the New York *Journal-American* and *American Weekly* and editor-in-chief of all Hearst newspapers, will be the principal guest at a luncheon today to be sponsored by the Associated Motion Picture Advertisers honoring the Hearst Publications at the Picadilly Hotel. Howard Dietz will be the principal speaker and will pay tribute to the Hearst publications on behalf of AMPA, "in appreciation of



W. R. Hearst, Jr.

(Continued on page 10)

## I. E. Chadwick Dies On Coast at 68

HOLLYWOOD, Nov. 19.— Services will be held Friday at the Temple Israel for Isaac E. Chadwick, 68, president of Independent Motion Picture Producers Association since 1940 and recently appointed chairman of the newly established labor-management health and welfare fund, who died this morning at Temple Hospital,

(Continued on page 10)

## *Convention's Closing Session Approves Myers' Board of Directors Report; Action of Board, Convention Unanimous*

By SHERWIN KANE

CHICAGO, Nov. 19.—The Allied States convention at its closing session here today unanimously approved the board of directors' recommendation rejecting the distributors' draft of the proposed industry arbitration plan.

The action followed a report to the convention by Abram F. Myers, Allied chairman and general counsel, which listed the plus and minus factors of the distributors' draft and concluded with the board's recommendation that the plan be rejected, on the grounds that "it did not promise direct, immediate and substantial benefit to exhibitors; it contains no provision for arbitrating film rentals, and it contains provisions which are not deemed to be in the exhibitors' interest."



Abram Myers

Myers told the convention that "neither the board as a whole nor any individual is opposed to arbitration. They yield to

(Continued on page 6)

## Allied Convention Scores U.S. 16mm. Suit vs. Distribution

CHICAGO, Nov. 19.—The Allied board at its closing session here today adopted a resolution condemning the Department of Justice for instituting the anti-trust suit against distributors to force the sale of 16mm. films to television.

Other resolutions adopted included one calling for Allied cooperation with the Crusade for Freedom; commending Jack Kirsch of Illinois Allied for convention arrangements; Abram F. Myers, Allied chairman, and Wilbur Snaper, president, for their work for the convention; H. A. Cole and Pat McGee, for their accomplishments as co-chairmen of the industry's campaign for admissions tax repeal; Trueman Rembusch for his work as one of the governing triumvirate of the Council of Motion Picture Organizations, and Martin G. Smith of Toledo, O., for

(Continued on page 7)

## High Film Prices, Hiked Admissions Draw Allied Fire

CHICAGO, Nov. 19. — Pursuing its revived militant policy to the end, Allied's annual convention here today devoted much of the last session to emphasizing it is out to battle high film prices and advanced admission pictures, among other things, with all of the determination it can muster.

A resolution was offered from the floor by John Vlachos of Michigan Allied, and adopted unanimously by the convention, endorsing the Allied board's statement of policy concerning Allied's militant attitude toward objectionable trade practices and its plan to combat them by court and legislative means. Vlachos emphasized that

(Continued on page 6)

## *MPTO of District of Columbia is 7th TOA Unit to Approve Arbitration Plan*

**Unanimous endorsement of the industry arbitration plan by the Motion Picture Theatre Owners of the District of Columbia was announced here yesterday by the Theatre Owners of America. This makes the seventh TOA unit to approve the formula, which was recently presented at a meeting of the association in Washington by Herman M. Levy, TOA general counsel.**

**Other TOA units that have endorsed the plan are: Theatre Owners of North and South Carolina; Motion Picture Theatre Owners of Arkansas, Mississippi and Tennessee; Motion Picture Exhibitors of Florida; Tennessee Theatre Owners Association; Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois, and the TOA of the Albany Exchange Area.**

# Personal Mention

EDWARD L. HYMAN, vice-president of United Paramount Theatres, and his assistant, BERNARD LEVY, will be in Des Moines today, from New York.

•

JEAN BENOIT-LEVY, French producer, with MRS. BENOIT-LEVY, and BERT GARAI, president of Keystone Pictures, Inc., will be aboard the *S.S. Liberte* arriving here from Europe today.

•

CHARLES K. FLINT will retire from active service as Eastman Kodak Co. vice-president and general manager of the company's Kodak Park Works, Rochester, on Jan. 1.

•

LOUIS ALTER, ASCAP composer, and his wife JEAN, have become parents of a seven-pound nine-ounce baby girl, ALLISON ANN, born at Leroy Sanitarium here.

•

EDMOND TURCOTTE, member of the National Film Board of Canada from 1932 to 1947, has been appointed Canadian Ambassador to Colombia.

•

HOWARD DIETZ, M-G-M advertising-publicity director, and JOSEPH R. VOGEL, in charge of Loew's theatres, will leave here today for the Coast.

•

WILLIAM F. RODGERS, M-G-M vice-president and sales consultant, is due back here tomorrow from the national Allied convention banquet in Chicago.

•

GEORGE WELTNER, Paramount International president, will leave London by plane for New York on Nov. 30.

•

ROBERT PERKINS, Paramount Far East district manager, will arrive in New York on Dec. 1 from Tokyo.

•

HUGH OWEN, Paramount's Eastern and Southern division manager, will leave here Sunday for Charlotte.

•

BARNEY ROSE, Universal San Francisco district manager, is vacationing in Honolulu.

•

ARTHUR KRIM, president of United Artists, left here by plane yesterday for a month's business tour of Europe.

•

GEORGE HENDRICKS is the new manager of the Mayfair Theatre in Baltimore.

•

DAN S. TERRELL, M-G-M exploitation head, left here yesterday for Boston.

•

LYNN FARNOL left here yesterday for the Coast.

•

VINCENT FLYNN, Omaha M-G-M manager, is in New York on vacation.

## *20c Loew's Dividend*

Loew's directors, at their regular board meeting here yesterday, declared a quarterly dividend of 20 cents a share on the common stock, payable Dec. 19 to stockholders of record on Dec. 9.

# *700 See 2nd Annual SPG Award Go to Louis Mayer*

HOLLYWOOD, Nov. 19.—With more than 700 members of the production branch of the industry attending its second annual Milestone Dinner at the Biltmore Hotel here, Screen Producers Guild tonight paid its highest honor to Louis B. Mayer. SPG president Sol C. Siegel, introducing the honor guest, said Mayer is more to be credited than anybody else with creating the "job of the producer as it is known today."

In his address accepting the award Mayer said, in part, "I saw silent film grow from a few hundred feet to multiple reel feature length—silent film replaced by sound—and now I am to be part of something I consider tremendously thrilling in screen entertainment—Cinerama." After reciting present Cinerama achievements, he went on, "Cinerama has a ceiling—not in quality or imagination—but in where and how it can be used. No one knows for sure, but my guess is that no more than 200 theatres will have Cinerama within the next two or three years. It is for selected theatres, for selective stories, for selective audiences."

### Touches on Television

Touching on television, Mayer said, "Radio came along and we worried for quite a while. But we found it didn't hurt very much. Now we have TV and we blame it for most of our troubles. It hurts, of course. So do night baseball, automobile rides, Canasta and other things that claim leisure time and dollars of the public. Television will remain only a part of the distractions employed by the public for its diversions."

George Jessell was master of ceremonies of the dinner, while Buddy Adler was chairman, and Arthur Freed produced the show featuring Bob Hope, Jack Benny, George Burns, Ethel Merman, Lena Horne and others.

## Republic Opening To Honor Guard

WASHINGTON, Nov. 19.—Frank Pace, Jr., Secretary of the Army, and Major General Raymond B. Fleming, chief of the National Guard Bureau, are expected to be among the notables participating in premiere events here tomorrow for Republic's "Thunderbird" at the Warner Theatre. The film, a tribute to the National Guard, will have a day-and-date opening at the Warner and Ambassador Theatres.

Republic executives attending the premiere will include William Saal, president Herbert J. Yates' executive assistant; James R. Grainger, executive vice-president in charge of sales and distribution; James V. O'Gara, district manager, and John H. Auer, associate producer-director of the film.

The stars of the picture, John Derek, Eileen Christy, John Barrymore, Jr., Mona Freeman, Gene Evans and Ward Bond, joined by Forrest Tucker and Vic Damone, will also take part in the proceedings.

## GoldensonReelected United Palsy Head

Leonard H. Goldenson, president of United Paramount Theatres, has been reelected to his fourth consecutive term as president of United Cerebral Palsy, of which he is a founder.

Several other industry leaders were named national officers for the coming year. Earl J. Hudson, president of United Detroit Theatres, was reelected vice-president and also elected to a new post as chairman of the board for the United Cerebral Palsy-Chestnut Hill Center in Philadelphia. Hudson has long been active in the palsy movement and is also president of United Cerebral Palsy in Michigan.

### Five New Posts

Two of five new posts as regional vice-presidents also went to theatremen. Henry G. Plitt, of Paramount Gulf Theatres, New Orleans, was chosen regional vice-president for the South, and Jerry Zigmond of Los Angeles, West Coast manager of United Paramount Theatres, and former president of United Cerebral Palsy of California, was elected regional vice-president for the Pacific Coast.

Robert H. O'Brien, secretary-treasurer of United Paramount Theatres, was reelected assistant treasurer.

Addressing 400 delegates from all parts of the nation at United Cerebral Palsy's recent third annual convention here, Goldenson praised the motion picture industry for outstanding cooperation ever since the movement started.

Contributions during the past year totaled a record-breaking $4,062,143, or nearly double last year's $2,133,000, Goldenson reported.

Tribute also was paid by Goldenson to Bob Hope, life chairman of UCP; his co-chairmen, Jack Benny, Milton Berle, Bing Crosby, Arlene Francis, Arthur Godfrey, Jerry Lewis, Jinx Falkenburg McCrary, Dean Martin, Jane Pickens, Kate Smith, John Cameron Swayze, and the many volunteers in the entertainment field who assisted.

## *Quebec May Censor TV*

OTTAWA, Canada, Nov. 19. — The Province of Quebec has proposed placing television programs under the control of the Quebec Board of Film Censors, with a measure providing for penalties for infractions similar to those in effect on motion pictures shown in theatres. Uncensored TV film transmission would be punishable by a $500 fine or a three-month jail term.

## *DuMont Dividend*

A regular quarterly dividend of 25 cents per share was declared here by the board of directors of Allen B. DuMont Laboratories, Inc., on its outstanding shares of five per cent cumulative convertible preferred stock. It will be payable on Jan. 1, to preferred stockholders of record on Dec. 15.

## 5 UPT Affiliates, Reade House To Carry 'Carmen' TV

Five TV-equipped houses affiliated with United Paramount Theatres have set definite plans to carry the Dec. 11 telecast of "Carmen," it was disclosed here yesterday.

At the same time, Walter Reade Theatres reported that the "Carmen" telecast has been booked into the circuit's St. James Theatre at Asbury Park, N. J.

The five UPT-affiliate theatres planning to telecast the Theatre Network Television event of the Metropolitan Opera production are: Paramount, Des Moines; Center, Buffalo; Utah, Salt Lake City; Orpheum, Omaha; and the Paramount at Lynn, Mass. Other UPT affiliates are currently weighing the TNT offer, including Minnesota Amusement's Radio City at Minneapolis.

Although UPT price scales for the event have not been set locally, various UPT affiliates are contemplating a seat range from $1.80 to $3.60, with the average popular price, including tax, being $2.40. It is argued that the public should not be confronted with a price which is too high in the first test of the drawing power of an entertainment show on theatre television. The terms sought by TNT are a 40 cents per seat guarantee against 50 per cent of the net box-office receipts, whichever is higher.

## SupremeCourtHears Gamble-AFM Case

WASHINGTON, Nov. 19.—The U. S. Supreme Court today heard an argument on, and then took under advisement, an appeal as to whether the American Federation of Musicians can make theatre owners pay for local musicians even when the exhibitors do not want them.

The case involves unfair labor charges brought against the union by Gamble Enterprises' Palace Theatre in Akron. The NLRB ruled the AFM had not violated the Taft-Hartley Law in its demands on the Palace, but the U. S. Circuit Court at Cincinnati ruled that the union was guilty of a Taft-Hartley violation. The union appealed to the high court.

The justices are considering the musicians' case in conjunction with a similar case involving newspaper typographers.

## *Show 'Andersen' at Bellevue Saturday*

A screening of Samuel Goldwyn's "Hans Christian Andersen" will be held for the children at Bellevue Hospital here on Saturday, with Danny Kaye, star of the picture, highlighting the entertainment with an in-person performance for the shut-in youngsters.

The showing will launch Goldwyn's recently announced plan to screen the film free of charge for special audiences of children throughout the world who normally might be deprived of seeing it.

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## *Seeks Telemeter In Hamilton, Ont.*

**Toronto, Nov. 19. — Famous Players Canadian Corp. has made a bid for an outlet at Hamilton, Ont., for Telemeter, for which the circuit holds a 25-year contract for Canada.**

**Harold Roberts, manager of the FP-C head office real estate department, and Maurice Evans, Toronto lawyer, appeared for the circuit before the Hamilton Board of Control to ask for a permit to erect necessary facilities and for an exclusive franchise in Hamilton to operate cables and wires for "piped" TV over a 15-year period.**

## *Skiatron Resuming Home Experiments*

Following approval yesterday by the Federal Communications Commission, Skiatron will resume its experimental subscription television broadcasts on WOR-TV here from sign-off to sign-on, during the night. The experimental telecasts will be under FCC supervision and will start within a few days. Skiatron experiments were suspended about two months ago.

The 90-day experimental subscription telecasts to homes are expected to get under way next May, according to Arthur Levey, Skiatron president.

## *Theatre Guild Aids Paramount's 'Sheba'*

The Theatre Guild's subscription lists in 22 cities are being made available to Paramount for the promotion of "Come Back, Little Sheba." This is the first time that the Guild has cooperated on a picture in which it has not participated in local premieres.

The lists will be supplied prior to each playdate. "Sheba" opens in New York and Los Angeles in late December in order to qualify for Academy honors. National release is set for February.

## *Studies Republic Production in U.K.*

LONDON, Nov. 19.—Jack E. Baker, vice-president in charge of production at Republic Studios, is here to confer with Herbert Wilcox on the three pictures the latter has contracted to make jointly with Republic. First is "Laughing Anne," starring Margaret Lockwood.

Baker also will examine the possibility of making Republic pictures here for American TV. He plans to visit Paris, Rome, Milan and Berlin later.

## *Hughes on Stand Today*

HOLLYWOOD, Nov. 19. — Howard Hughes is expected to take the stand tomorrow morning in the Superior Court trial of Paul Jarrico's $350,000 suit against RKO Radio based on his discharge following refusal to answer Un-American Activities Committee questions.

## *Hornblow Leaving MGM*

HOLLYWOOD, Nov. 19.—Producer Arthur Hornblow, Jr. will leave M-G-M on the expiration of his contract next March, after 10 years with the studio. He intends to enter independent production.

# *Reviews*

## *"Face To Face"*

*(Huntington Hartford-RKO Pictures)*

DUO-DRAMA is the classification of this fine feature that contains two outstanding screen adaptations of long short stories by Joseph Conrad and Stephen Crane. They are, respectively, "The Secret Sharer" and "The Bride Comes to Yellow Creek." It is an excellent pairing for the rollicking humor of the Western is highly welcome after the tension and excitement of the sea drama. In certain situations exhibitors may be able to book these separately and although it is a natural for art houses, the film is geared for and merits general release.

James Mason stars in the Conrad story as a captain on board his first ship in the tropics and delivers a perceptive, sensitive performance. The adaptation by Aeneas MacKenzie is a faithful one and John Brahm's direction has emphasized the suspense and action while maintaining symbolic overtones. The story involves Mason's sheltering and aiding the escape of a mate from another ship, Michael Pate, who saved his ship in a storm but accidentally killed a fear-crazed sailor. Mason runs his ship dangerously close to an island but succeeds in getting Pate away and proving his ability to command.

The Crane story is an incisive satire on the disappearing wild-west atmosphere of a frontier town that has outgrown gunplay but is terrorized by its beloved only old time, gun-toting, whiskey-guzzling resident in the absence of its sheriff who has left town. Minor Watson is superb as the unregenerate character, who sadly walks away and throws down his guns upon realizing the returned unarmed sheriff, Robert Preston, has brought back a bride. Preston is a perfect foil for Watson and Olive Carey is equally good as the saloon keeper. Bretaigne Windust's direction is flawless. James Agee wrote the adaptation. Agee also appears in the cast which includes Marjorie Steele and Dan Seymour. Huntington Hartford produced expertly. The associate producers were George Tobin and Norman A. Manning.

Running time, 92 minutes. General audience classification. Release date, Nov. 14.

WALTER PASHKIN

## *"Above and Beyond"*

*(Metro-Goldwyn-Mayer)*

THE long and arduous development of men and airplanes for the dropping of the atomic bomb on Japan serves as the theme of this compelling drama in which Robert Taylor stars as the man responsible for the major part of the operation. It is a smooth-running film that after a slow opening developes a good deal of tension and contains some fine flying and bombing footage which can be exploited widely.

Melvin Frank and Norman Panama produced and directed and collaborated with author Beirne Lay, Jr., on the screenplay. The result is the taut telling in strong dramatic terms of the conflict of Taylor to achieve perfection in an airplane and maintain security on the ground without revealing anything to his friends or family.

Eleanor Parker portrays the wife with a competent sweetness and James Whitmore turns in a rock-ribbed performance as the exceedingly thorough security officer. It is Whitmore who warns Taylor not to bring his wife out to the air base and at first Taylor heeds him but later on she arrives. Their happiness is soon diminished by Taylor's unceasing rigidity about discipline and the tension makes him irritable. Miss Parker and Taylor quarrel at the moment of his biggest decision, whether his men are ready to drop the bomb.

Taylor listens to Whitmore's advice to have her leave the base and then decides to drop the bomb from a fighter-less B-29 at a very high altitude. It is after the successful dropping of the bomb and Taylor's return that Miss Parker realizes his great mission and reunites with him.

This is a well-made picture that has stars and action and a story that can be exploited for ample box-office returns.

Larry Keating heads an able supporting cast that includes Robert Burton, Christie Olsen, Larry Gates, Marilyn Erskine, Stephen Dunne, John McKee, Hayden Rorke, Larry Dobkin, Jack Raine Barbara Ruick and Jim Backus.

Running time, 122 minutes. General audience classification. For January release.

W. P.

## *Dmytryk Sees Israel Supplying Scripts*

HOLLYWOOD, Nov. 19. — Creative writers of Israel will shortly augment Hollywood's stockpile of stories, director Edward Dmytryk predicted here upon his arrival from a visit abroad.

While he was in Israel for five weeks filming Stanley Kramer's "The Juggler" on location, Dmytryk said he found a whole contingent of serious and promising writers, most of them displaced persons who fled European countries to find a haven in Israel.

"They all have their eyes on Hollywood," the director stated, "and they all feel that during the past decade the screen has emerged as a much more significant and valid art form than it was at one time."

## *Reade Houses Book Musical Attractions*

Walter Reade Theatres in New Jersey, continuing its policy of presenting stage attractions when available, will offer three musical shows, each with several bookings, for the period between Dec. 4 and Dec. 19.

The attractions are the Trapp Family Singers, the Jaroff Don Cossack Male Chorus and Dancers and the American Savoyards (Gilbert and Sullivan interpreters).

## *'Weizmann' Film Deal*

A contract for the exclusive U. S. rights to a film featurette, "The Life and Times of Chaim Weizmann" has been signed between United Films of Tel Aviv and Cornell Films, J. Milton Salzburg, Cornell president, disclosed here yesterday.

## Impressive Dais Set For Testimonial to Blumberg Tuesday

The dais at the "Jubilee Dinner" of the Motion Picture Pioneers, to be held at the Hotel Astor Tuesday evening, is scheduled to feature one of the most impressive lists of leaders of the entertainment industry and representatives of the financial world, the clergy and civic affairs in the 13-year history of the organization, Jack Cohn, Pioneers' president, and Ned Depinet, dinner chairman, reported here yesterday.

N. J. Blumberg, board chairman of Universal Pictures, will be honored at the dinner as the "Motion Picture Pioneer of 1952."

Others scheduled to be on the dais: Harry Cohn, president of Columbia Pictures; Harold J. Fitzgerald, president, Fox Wisconsin Amusement Corp.; William German, president, William German, Inc.; William Goetz, in charge of production for Universal-International; Leonard Goldenson, president, United Paramount Theatres; T. J. Hargrave, president, Eastman Kodak; George Jessel, toastmaster; Danny Kaye; Judge Ferdinand Pecora; Father Patrick Peyton, who will be one of the key speakers of the evening; Milton R. Rackmil, president, Universal Pictures; J. Robert Rubin, vice-president, Loew's, Inc.; Serge Semenenko, senior vice-president of the First National Bank of Boston; Harry M. Warner, president, Warner Brothers Pictures; Robert R. Young; Adolph Zukor, chairman of the board of directors of Paramount Pictures, and others.

Also, members of the board of directors of the Pioneers, headed by Jack Cohn, and including Jack Alicoate, Barney Balaban, Harry Brandt, Sam Dembow, Jr., G. S. Eyssell, S. H. Fabian, James R. Grainger, Abel Green, John J. O'Connor, Robert J. O'Donnell, Martin Quigley, Herman Robbins and Major Albert Warner.

## *Plan Celebration for S. African Industry*

Plans are now being set to mark the "Golden Jubilee" of the motion picture industry in South Africa, according to Michael Silver, managing director of Commercial Radio Corp. of South Africa, Ltd. who is visiting the Paramount studios in Hollywood.

The celebration will coincide with the 50th anniversary of the Schlesinger Group in South Africa, one of the largest exhibitor and distribution organizations in that area.

## *Snyder to Testify On 'U' Tax Claim*

WASHINGTON, Nov. 19.—Secretary of the Treasury Snyder is now slated to testify before a House Ways and Means subcommittee early next month on reports that he took an undue interest in a huge tax refund claim of Universal Pictures.

## *Correction*

Loew's Theatres in Manhattan and Brooklyn, in conjunction with the Motion Picture Department of the International Federation of Catholic Alumnae, will have special showings of "Because You're Mine" for Sisters and others of religious orders, on Saturday, Nov. 29, and not on Saturday, Nov. 22, as erroneously stated here yesterday.

FOR THE BALANCE OF '52...

# Profit in Your Bankbook with Paramount in Your Datebook!



## THE TURNING POINT

**William Holden • Edmond O'Brien • Alexis Smith**

Big-Time Gangland's action-packed story that's drawing big-time crowds...



## JUST FOR YOU

**Technicolor • Bing Crosby • Jane Wyman • Ethel Barrymore**

The "Zing A Little Zong" picture has the cash register zinging everywhere...



**Perlberg-Seaton's**

## SOMEBODY LOVES ME

**Technicolor • Betty Hutton • Ralph Meeker**

The "Greatest Show On Earth" girl is doing great business in her brightest musical...



## THE SAVAGE

**Technicolor • Charlton Heston • Susan Morrow**

Multiple-theatre kick-off in Detroit area is set for Heston's first since "Greatest Show"...

**9 out of 11 in**



# THE BLAZING FOREST

**Technicolor • John Payne • William Demarest**
**Agnes Moorehead • Richard Arlen • Susan Morrow**

"Burns all other fire pictures out of memory." M. P. Daily. "Best ever seen." M. P. Herald...



# SON OF PALEFACE

**Technicolor • Bob Hope • Jane Russell • Roy Rogers • Trigger**

The stars of "Paleface," with Roy and Trigger added, are packin' 'em in...



# HURRICANE SMITH

**Technicolor • Yvonne DeCarlo • John Ireland • James Craig**
**Forrest Tucker • Lyle Bettger**

Just what Showmen's T. R. said it was: "A 'natural' for all lovers of action!"...



# CARIBBEAN

**Technicolor • John Payne • Arlene Dahl • Sir Cedric Hardwicke**

The sea saga that everybody, young and old, is flocking to see...

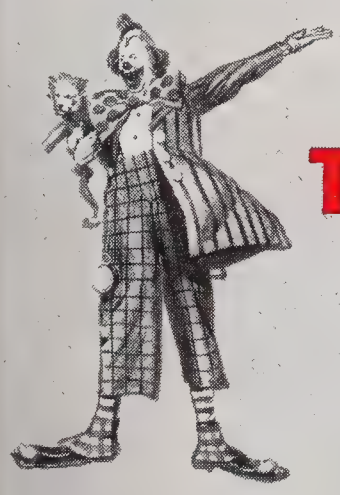


**Hal Wallis'**

# JUMPING JACKS

**Dean Martin • Jerry Lewis • Mona Freeman**

The results are in, from all types of houses—and the boys were never so boxoffice-hot...



**Cecil B. DeMille's**

# THE GREATEST SHOW ON EARTH

**Technicolor • Betty Hutton • Cornel Wilde • Charlton Heston**
**Dorothy Lamour • Gloria Grahame • and James Stewart**

Don't wait to date the top money-making picture of '52 from any company...



**And for the big year-end holiday time:**

# ROAD TO BALI

**Technicolor • Bing Crosby • Bob Hope • Dorothy Lamour**

Their last "Road" picture was the industry's biggest grosser of its year and this is *bigger*...

**Color by TECHNICOLOR**

# Allied Rejects Arbitration Draft

(*Continued from page* 1)

none in their devotion to that concept. But they are convinced that the ideals of arbitration will not be promoted by the present plan or any plan which the distributors in their present frame or mind are willing to agree to."

**The board's action, like that of the convention, was unanimous.**

In reporting to the convention, Myers listed eight provisions in the distributors' draft which, he said, if put into effect, would be of "substantial benefit" to exhibitors. They were:

1) One-way arbitration. Exhibitors may initiate the complaints, as contrasted with the old Film Board of Trade concept that distributors could bring the complaints against exhibitors.

**2) Clearance. The provisions of the draft on this subject "are about as good as can be devised," Myers said.**

3) Runs. The provisions here have both plus and minus factors but the former are sufficient to include it among the favorable ones, particularly in that they give competing exhibitors equal opportunity to find out which is entitled to pictures on a particular run without resorting to competitive bidding.

4) Competitive bidding. These provisions offer at least a partial remedy for some of the hardships and abuses exhibitors have encountered, Myers said. He cited the fact that distributors would not institute bidding except on the written request of competing exhibitors for pictures which the distributor is proposing to license to another, and also that bids would be revealed to the bidders who desire to see them.

**5) Forcing pictures. Myers said he hesitated to include this among the plus factors because its provisions do not go to the heart of the matter which, he said, is forcing by price differentials. However, he said, it cannot fairly be called a minus.**

6) Contract violations. He said few exhibitors with whom he has discussed the provision felt it would be of benefit to them, explaining that he placed it on the plus side because "it contains nothing detrimental to exhibitors."

7) Conciliation. While this promises an open-door policy by distributors, which some already have, Myers said Allied experience has been that little can be accomplished by this means. He termed the conciliation proposal "futile," "innocuous" and "scarcely an innovation," but nevertheless listed it as a plus because it insures complaining exhibitors an interview with responsible sales officials.

8) Damages. Awarded in exhibitors favor, they warrant listing the provision on the plus side.

**Provisions of the distributors' draft which Myers placed on the minus side were:**

1) Film rentals. Because Allied had asked that these be included in the proposals and distributors "flatly refused." "We must face the fact," Myers said, "that the distributors will not yield to the arbitrators any part of their control over prices and it is hopeless to pursue the subject further."

2) Pre-releases. Curbs the number of "specials" that distributors can designate as such, but still permits a maximum of 18 such per year, on the basis of two for each of the nine companies which would be signatories of the plan. Myers also pointed out that in getting government and court approval of arbitration, with this provision in it, "distributors would receive left-handed judicial sanction for such pictures as they have been and are being sold, and the board was dead set against that," wishing to be free to oppose the "deluge of pre-releases." Myers, however, pointed out that such pictures also would be exempted from the competitive bidding restrictions and that they force the increasing of admissions.

**3) Competitive bidding. Myers said this, too, would get the cloak of approval by the court if arbitration were approved. He also said it would permit distributors to enlarge bidding, rather than restrict it.**

4) Limitation on awards. In this connection, Myers said Allied was prepared to help distributors realize their aim of reducing the heavy volume of anti-trust litigation in the industry and thought it could be helped by liberality in the matter of financial damages eligible in arbitration. However, he said, the distributors have played their cards too close to their vests on this subject and he feels exhibitors with anti-trust complaints may now find they can do better in court.

## *Arbitration Efforts Dead, Is Feeling at Allied Meet*

CHICAGO, Nov. 19.—Whether or not Allied States' action today in rejecting the distributors' arbitration draft will write "finis" for the time being, at least, to industry efforts to establish an arbitraion system was not entirely clear, although most observers here held that impression.

Those who differed suggested that an effort might be made to set up arbitration without Allied and make its facilities available to all exhibitors who wished to make use of it. In line with this, there was some speculation that a meeting of interested parties might be called in the near future to discuss the possibilities.

**However, even those who felt that the end is not yet for arbitration, were quick to concede that it would be vastly less effective without Allied's participation, and that Allied's defection would undoubtedly lessen the chances of the plan being given the approval of the Department of Justice and the Federal Court.**

William F. Rodgers, distributors' chairman for arbitration, who was in Chicago today, declined to comment on Allied's action. Rodgers said he might have something to say later, but would not say it during his stay here. When asked if he thought Allied had killed arbitration's chances today, Rodgers said: "It has for me," indicating he would have no active part in any further efforts to establish an arbitration system which might be made.

Rodgers and Charles M. Reagan, M-G-M vice-president in charge of distribution, attended the Allied convention banquet last night, at which Greer Garson was a guest of honor. At his request, Rodgers did not sit at the banquet dais.

## *Arbitration Plight Blamed on Majors*

**Chicago, Nov. 19.—Numerous Allied States and some distribution officials here express the belief that the industry would have arbitration today had distributors not insisted upon changing the Aug. 20 draft, which had been prepared by Abram F. Myers, Allied chairman and general counsel.**

**They pointed out that the draft had been agreed upon and that the cooling off period ensued only after distributors insisted upon the further changes. Their viewpoint, obviously, places the responsibility for the seeming death of the plan at this time squarely upon the distributors.**

## ITOA Arbitration

(*Continued from page* 1)

and all problems that may arise."

Brandt said that a trial period of 18 months, under a properly functioning arbitration system, should bring decided improvement to all branches of the industry and help create an atmosphere of mutual understanding.

**Necessary to Work Together**

"There has never been a time," he said, "when it was more necessary for the industry to work together. This is nonetheless true despite the fact that theatre owners all over the country have many things to gripe about, notably the competitive bidding situation, the increasing number of pre-releases and advanced admission pictures, print shortages and high film prices. However, it is foolhardy to take the one medium—arbitration—which can ultimately eradicate the internal dissensions from the industry and destroy it before it is given an opportunity to prove itself. No exhibitor can be worse off than he is now."

## *New WB Incorporation*

ALBANY, N. Y., Nov. 19.—Warner Brothers Pictures Distributing Corp. has registered a restated certicate of incorporation, pursuant to section 40 of the stock corporation law. A statement by Ben Kalmenson, president, and E. K. Hessberg, assistant secretary, said "the entire certificate of incorporation as now in force and effect is hereby restated, without change in the effect, meaning or substance thereof."

## *Hart on Columbia Board*

Alfred Hart, president of Hart Distilleries, real estate developer and organizer of the philanthropic Hart Foundation, has been elected to the board of directors of Columbia Pictures Corp., it was announced by Harry Cohn, president of Columbia.

## *Bruce Odlum to Madrid*

Bruce Odlum, associate producer on Frederick Brisson's forthcoming Independent Artists' production, tentatively titled "It Happened in Spain," left here for Madrid yesterday aboard the *S.S. Constitution* to complete arrangements there for filming of the picture.

## Film Prices

(*Continued from page* 1)

his resolution was the result of a spontaneous, grass roots movement and, unlike the board resolution of the previous day, did not come from "the top."

**Calls For Aid**

Besides endorsing Allied's policy of reducing the efforts of its officers in the way of cooperative all-industry endeavors to a minimum, and concentrating instead on the trade practice battle, Vlachos's resolution called for the active aid of every Allied member in furnishing affidavits and other information and evidence of irregular practices by distributors to Abram F. Myers, Allied general counsel.

**Myers is authorized to make use of the material supplied in either litigation, appeals to law-making bodies or to Federal agencies such as the Senate Small Business Committee.**

The resolution was supported by H. A. Cole of Dallas, who said that from now on he will turn down anything proposed to him that does not benefit exhibitors directly and will be 1,000 per cent for anything "that will make trouble for the distributors."



**John Wolfberg**

John Wolfberg of Denver pledged his support to the resolution and said he would turn over everything in his possesion to Myers for whatever use Myers might see fit to make of it. Wolfberg urged all other Allied members to do the same. Ted Mann of Minneapolis joined in that pledge and also asked all Allied members to do likewise. Trueman Rembusch of Franklin, Ind., hit at the distributors arbitration draft, pointing out that Indiana Allied previously had found it wanting in not dealing with such problems as print shortages. "I don't think the distributors are sincere in their approach to arbitration," he said.

# Score Suit

(*Continued from page* 1)

his role as guinea pig in the industry legal test of the constitutionality of Ohio's newsreel censorship law.

**Rembusch Reports**

Rembusch reported to the convention on the new ASCAP license fee for its music used on non-theatrical film, usually for intermissions and prior to show starts at drive-ins. If ASCAP music is used, Rembusch told the convention, a license must be obtained and the fee paid. However, he pointed out, there is a large library of as yet untaxed music available from BMI, in the public domain and from SEEAC.

**Snaper described Cinerama to the convention, providing a generally laudatory account of its showmanly qualities and ability to attract the public, but with occasional facetious or exaggerated references to its high cost for equipment and installation.**

In describing to the convention the working of Allied's proposed new expanded "Caravan" service, William Carroll of Indiana Allied said a salesman could make a call at 10 A.M. on a St. Louis exhibitor and before the day was out every Allied member in the country could be informed of the propositions made. He said details of the system for gathering and disseminating such information would be ready for distribution to "Caravan" members in about five weeks and the success of the plan depended upon how well individual members cooperated.

## *American Eagle Suit Up in Feb.*

The $6,000,000 law suit, charging breach of trust, filed by American Eagle Pictures against Jack Broder three years ago, is slated to go to trial in Los Angeles in February. Sam Howard, co-plaintiff with Leo McCarthy, gave depositions in Los Angeles last weekend. Howard and McCarthy, partners in American Eagle, brought the action when 340 Universal and United Artists pictures were diverted from American Eagle to Broder after the films allegedly had been committed to Howard and McCarthy for reissue purposes.

The block of 40 UA films and 300 Universal productions had been acquired by Jacques Grinieff who had a deal pending for their delivery to American Eagle. According to the complaint, Broder, who ultimately formed Realart Pictures, closed a deal for the product on his own after Howard had discussed with Broder the possibility of the latter joining the enterprise with Howard and McCarthy.

## *Move for Repeal of Richmond, Va., Tax*

RICHMOND, Nov. 19.—An ordinance to repeal this city's five per cent tax on motion picture theatre admissions will be introduced in the City Council, probably on Nov. 24, at the request of the Richmond Theatre Owners Association.

Seymour Hoffman of the association pointed out that the tax unfairly favors drive-in theatres outside the city limits, at the expense of regular theatres. The present tax was enacted in 1946.

# *ARBITRATION ONLY FIELD HIT BY APPROVAL OF COLE BID*

CHICAGO, Nov. 19.—The proposal of H. A. Cole of Dallas, made several weeks ago, that Allied officers terminate their posts in connection with all-industry endeavors in order to concentrate exclusively on trade practice battles, was accepted by the Allied board and convention here only insofar as Allied's further participation in efforts to set up an industry arbitration system is concerned.

Cole's proposal could have included his own removal from the post of co-chairman of the industry's tax repeal campaign and the termination of Trueman Rembusch's tenure as Allied's representative on the triumvirate which administers the Council of Motion Picture Organizations.

**The board directed that Cole and Rembusch continue in those posts and the convention approved.**

Myers announced the board's decision to the convention. He said: "When I first read Col. Cole's now famous letter I began to wonder just which cooperative undertakings would or could be abandoned in order to release Allied manpower for work of greater benefit to the members. I knew we could not withdraw the Colonel from the tax campaign. . . . I did not see how we could completely withdraw from COMPO at this time without pulling the rug from under the Colonel, so I concluded that Trueman Rembusch's hobby was safe—for the time being.

"Then a horrible light began to dawn. It was my baby, little arby (arbitration) on whom Wilbur Snaper, Nate Yamins and I had lavished so much tender care, that was going to be thrown to the wolves: and it was even so. Arbitration was expendable. It did not meet the best of the board's statement of policy. It did not promise direct, immediate and substantial benefit to the exhibitors," Myers concluded.

## 4 More Join MGM Field Press Staff

M-G-M has added four more press representatives to bring its total field staff to 27. Assignment of the new additions, John L. John, Thomas Letcher, Alan Wiedner, and Jack Weiner was announced by Howard Dietz, vice-president and director of advertising-publicity.

Six divisional press representatives, appointed last March, will continue to handle special advance publicity and promotions. Operation of the field force is under the supervision of Dan Terrell, exploitation director.

As a result of the added manpower, several exchange assignments have been realigned to provide fuller coverage in each territory. A new field assignment has been made for the Seattle and Portland exchanges, which will be handled by Wiedner. A second new assignment will include New Orleans and Memphis and will be covered by Weiner. Letcher has been assigned to the Minneapolis exchange, and John to Indianapolis.

## Dezel Gets Rights To Souvaine Films

CHICAGO, Nov. 19.—Albert Dezel has concluded arrangements, effective at once, with Harry Thomas, representing Souvaine Selective Pictures, to handle distribution of Souvaine films in the Detroit, Chicago and Milwaukee exchange areas.

## Daylight Saving Banned on Coast

SEATTLE, Nov. 19.—Daylight saving time has been outlawed by the voters in both Washington and Oregon. In Washington, the new measure adopted permits recourse to daylight saving time under certain emergency conditions.

## Sioux Falls Branch Wins 'Depinet Drive'

RKO Radio's "Ned Depinet Sales Drive" was won by the Sioux Falls exchange, headed by branch manager Sherm Fitch, it was announced by Charles Boasberg, general sales manager. The New Orleans branch, headed by Roger Lamantia finished second; Portland, under Dick Lange, finished third, and Sol Sach's Dallas branch was fourth. Canadian results have Montreal in first place, led by manager Harry Cohen, while Winnipeg, under Meyer Nackimson, was second.

District standings were topped by Canada, headed by Carl Peppercorn. The Southeastern district under Dave Prince was second, and Ben Cammack's Southwestern district ran third.

The 27-week drive began on Dec. 21, 1951 and ran to last June 26.

## Exhibitors Rally To Aid 'Dimes'

The worst polio year in U. S. history is inspiring the nation's showmen to a record support of the March of Dimes for its coming January campaign, according to pledges obtained by officials of the National Foundation for Infantile Paralysis.

Starting with a national endorsement from Theatre Owners of America, more than 12,000 theatres have agreed to run March of Dimes trailers and to take up collections of some type, said the Foundation.

## Arthur Davis Sets Six More Imports

Six new foreign films have been added to the already set roster of eight features scheduled for national release in 1953 by Arthur Davis Associates. They include two Italian and four French productions.

# *Coming Events*

**Nov. 21-23**—Colosseum of Motion Picture Salesmen's annual convention, Ainsley Hotel, Atlanta.

**Nov. 21-23**—Variety Clubs International 25th anniversary celebration, William Penn Hotel, Pittsburgh.

**Nov. 25**—Motion Picture Pioneers "Jubilee Dinner," Hotel Astor, New York.

**Dec. 1**—A. Julian Brylawski birthday and anniversary dinner, Shoreham Hotel, Washington.

**Dec. 1-3**—Allied Theatre Owners of Indiana board meeting and annual convention, Hotel Lincoln, Indianapolis.

**Dec. 2**—Independent Theatre Owners of Ohio board meeting, Columbus.

**Dec. 9** — Independent Exhibitors, Inc., of New England annual convention, Sheraton-Plaza Hotel, Boston.

**Dec. 9-11**—Proposed joint seminar of Allied Independent Theatre Owners of the Mid-South and the Tennessee Press Association, Memphis.

## 'Aussie' Divorcement Held to Be Unlikely

Efforts by an independent exhibitor group in Australia to effect a theatre divorcement law in the Commonwealth are not likely to be successful, in the opinion of Clay V. Hake, Paramount's managing director for Australia and New Zealand, who is here for home office conferences. Hake pointed out that if the Australian Parliament should rule that distributors must give up their theatres, then it would have to break up alleged monopolies of the steel, oil, brewing and other industries of the country.

Hake said that monopolies of this kind represent the basic economy of the country and that it would seem unlikely that the film industry would be singled out for a split-up. M-G-M has 11 theatres in Australia, with Paramount owning one and 20th Century-Fox holding an interest in approximately 180 houses.

Theatre business is holding up strong in both Australia and New Zealand, Hake said, although there has been a drop from the peak years, as in all other industries. The only picture of local origin was in production when he left Sydney three weeks ago. This was "Jedda," produced by Charles Sharvell, who made "40,000 Horsemen" several years ago. The picture is being made entirely with Australian capital, although American financing was offered.

Hake will return to Australia next week.

## *Gets 'Tales of Cairo'*

HOLLYWOOD, Nov. 19.—Mitchell Hamilburg has announced the acquisition of world distribution rights to "Tales of Cairo," English language feature produced in Egypt by Victor Stoloff.

# A NATIONAL SALUTE to the

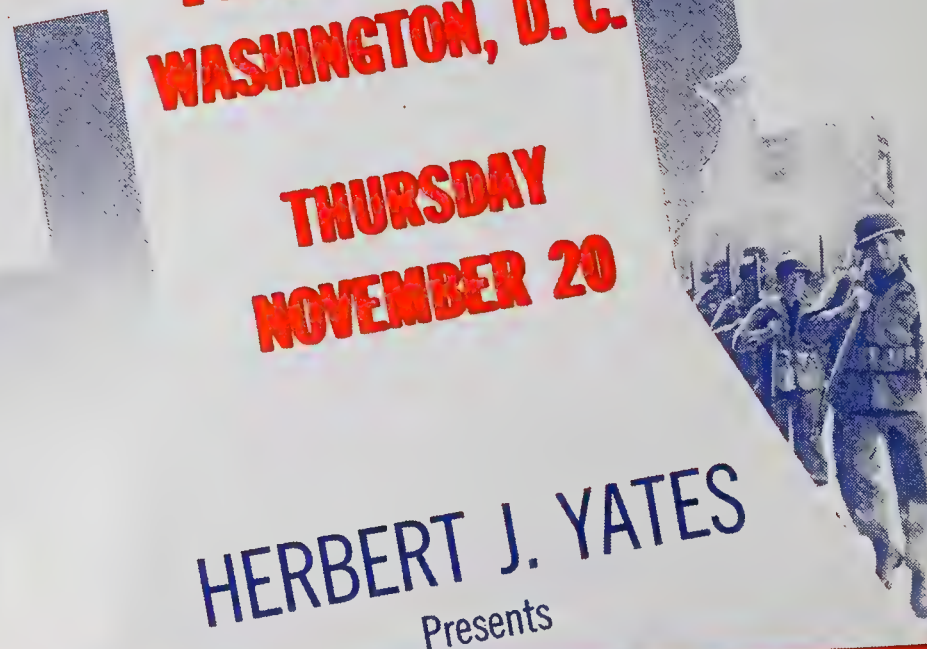
# WORLD PREMIERE

## WARNER and AMBASSADOR THEATRES

## WASHINGTON, D. C.

THURSDAY
NOVEMBER 20





HERBERT J. YATES
Presents

# THUND

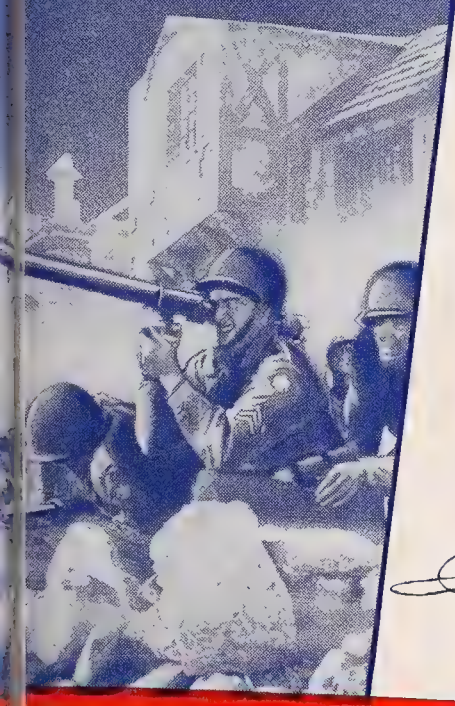
Co-Starring

JOHN DEREK · JOHN BARRYMORE, JR. · MONA FR
with BARTON MacLANE · Screen Play By MARY C. McCALL, JR. ·

A REPUBLIC PICTURE

# FIGHTING "THUNDERBIRDS"

## DAY AND DATE ENGAGEMENTS ALL OVER OKLAHOMA AS THEATRES CELEBRATE, GOVERNOR JOHNSTON MURRAY'S "THUNDERBIRD THANKSGIVING WEEK," STARTING NOV. 22nd.



STATE OF OKLAHOMA

EXECUTIVE DEPARTMENT

OFFICE OF THE GOVERNOR

P R O C L A M A T I O N

WHEREAS, members of the 45th Infantry Division who entered Federal service in September, 1950 have returned to their homes and jobs in Oklahoma; and

WHEREAS, the State of Oklahoma and its citizenry desire to extend a heartfelt word of gratitude and thanks, during the season of Thanksgiving, to all members of the 45th Division for its deed in both World War II and the Korean conflict; and

WHEREAS, the famed and respected "Thunderbird" has brought world attention to the state of Oklahoma; and

WHEREAS, the "Thunderbirds" have been selected from all other National Guard units in the nation, to be immortalized in a Republic full-length feature release, "Thunderbirds", which reflects great credit on the 45th Infantry Division and Oklahoma; and

WHEREAS, the citizens of Oklahoma should renew their interest and fervor in the reorganization of the 45th "Thunderbird" Division in Oklahoma:

NOW, THEREFORE, I, JOHNSTON MURRAY, Governor of the State of Oklahoma, do hereby proclaim the period from November 22 to 29, 1952 as

THUNDERBIRD THANKSGIVING WEEK

and call upon my fellow citizens to wholeheartedly and without reservation, join in individual and collective action and public ceremonies to show our profound appreciation and thanks to the returned "Thunderbirds". I invite and ask all groups of patriotic citizens, to participate in "Thunderbird Thanksgiving" ceremonies in their communities.

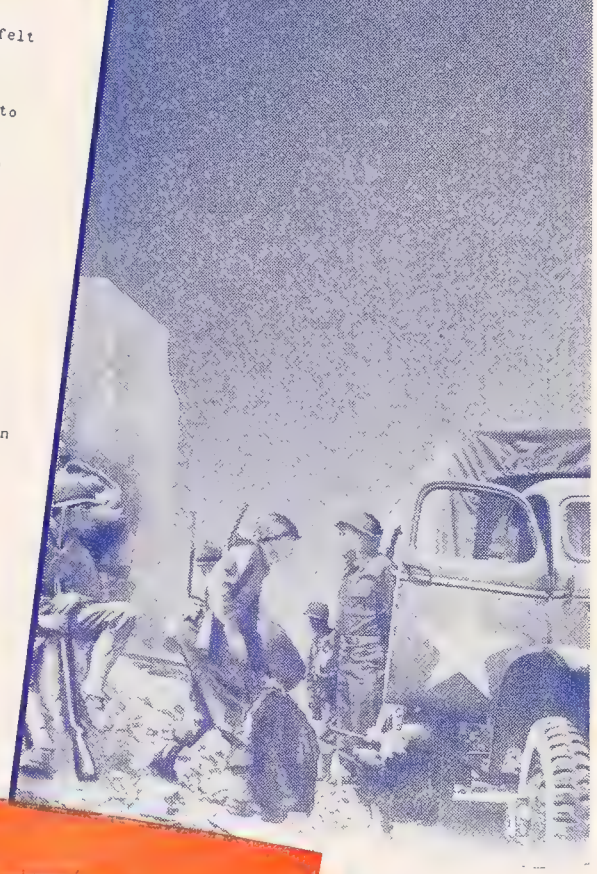
IN WITNESS WHEREOF, I have hereunto set my hand and caused to be affixed the Great Seal of the State of Oklahoma on this 7th day of November, 1952.

BY THE GOVERNOR OF THE STATE OF OKLAHOMA

ATTEST:

SECRETARY OF STATE

JOHNSTON MURRAY



# ERBIRDS

## EEMAN · GENE EVANS · EILEEN CHRISTY · WARD BOND

Story By KENNETH GAMET · Associate Producer-Director JOHN H. AUER

Republic Pictures Corporation

**RKO RADIO PICTURES, Inc.**

**TRADE SHOWINGS of**

**Howard Hughes' Presentation of**

**"ANGEL FACE"**

| | | | |
|---|---|---|---|
| ALBANY<br>Fox Scr. Rm.<br>1052 B'way | Mon. 12/1 | 10:30 | A.M. |
| ATLANTA<br>RKO Scr. Rm.<br>195 Luckie St., N.W. | Mon. 12/1 | 2:30 | P.M. |
| BOSTON<br>RKO Scr. Rm.<br>122-28 Arlington St. | Mon. 12/1 | 10:30 | A.M. |
| BUFFALO<br>Mo. Pic. Oper.<br>Screen. Rm.<br>498 Pearl St. | Mon. 12/1 | 2:00 | P.M. |
| CHARLOTTE<br>Fox Scr. Rm.<br>308 S. Church St. | Mon. 12/1 | 2:00 | P.M. |
| CHICAGO<br>RKO Scr. Rm.<br>1300 S. Wabash Ave. | Mon. 12/1 | 2:00 | P.M. |
| CINCINNATI<br>Palace Scr. Rm.<br>12 East 6th St. | Mon. 12/1 | 8:00 | P.M. |
| CLEVELAND<br>Fox Scr. Rm.<br>2219 Payne Ave. | Mon. 12/1 | 2:30 | P.M. |
| DALLAS<br>Rep. Scr. Rm.<br>412 S. Harwood St. | Mon. 12/1 | 2:30 | P.M. |
| DENVER<br>Para. Scr. Rm.<br>2100 Stout St. | Mon. 12/1 | 2:00 | P.M. |
| DES MOINES<br>Fox Scr. Rm.<br>1300 High St. | Mon. 12/1 | 1:30 | P.M. |
| DETROIT<br>Blumenthals<br>Screen. Rm.<br>2310 Cass Ave. | Mon. 12/1 | 2:30 | P.M. |
| INDIANAPOLIS<br>Univ. Scr. Rm.<br>517 N. Illinois St. | Mon. 12/1 | 1:00 | P.M. |
| KANSAS CITY<br>Para. Scr. Rm.<br>1800 Wyandotte St. | Mon. 12/1 | 2:30 | P.M. |
| LOS ANGELES<br>RKO Scr. Rm.<br>1980 S. Vermont Ave. | Mon. 12/1 | 2:00 | P.M. |
| MEMPHIS<br>Fox Scr. Rm.<br>151 Vance Ave. | Mon. 12/1 | 12:15 | P.M. |
| MILWAUKEE<br>Warner Scr. Rm.<br>212 W. Wisconsin Ave. | Mon. 12/1 | 2:00 | P.M. |
| MINNEAPOLIS<br>Fox Scr. Rm.<br>1015 Currie Ave. | Mon. 12/1 | 1:30 | P.M. |
| NEW HAVEN<br>Fox Scr. Rm.<br>40 Whiting St. | Mon. 12/1 | 2:00 | P.M. |
| NEW ORLEANS<br>Fox Scr. Rm.<br>200 S. Liberty St. | Mon. 12/1 | 10:30 | A.M. |
| NEW YORK<br>RKO Scr. Rm.<br>630 Ninth Ave. | Mon. 12/1 | 2:30 | P.M. |
| OKLAHOMA<br>Fox Scr. Rm.<br>10 North Lee St. | Mon. 12/1 | 10:30 | A.M. |
| OMAHA<br>Fox Scr. Rm.<br>1502 Davenport St. | Mon. 12/1 | 10:30 | A.M. |
| PHILADELPHIA<br>RKO Scr. Rm.<br>250 N. 13th St. | Mon. 12/1 | 2:30 | P.M. |
| PITTSBURGH<br>RKO Scr. Rm.<br>1809-13 Blvd. of Allies | Mon. 12/1 | 1:30 | P.M. |
| PORTLAND<br>Star Film<br>Screen. Rm.<br>925 N.W. 19th Ave. | Mon. 12/1 | 2:00 | P.M. |
| ST. LOUIS<br>RKO Scr. Rm.<br>3143 Olive St. | Tues. 12/2 | 1:30 | P.M. |
| SALT LAKE CITY<br>Fox Scr. Rm.<br>216 E. 1st St. So. | Mon. 12/1 | 1:00 | P.M. |
| SAN FRANCISCO<br>Fox Scr. Rm.<br>245 Hyde St. | Mon. 12/1 | 2:00 | P.M. |
| SEATTLE<br>Jewel Box<br>Screen. Rm.<br>2318 2nd Ave. | Mon. 12/1 | 1:00 | P.M. |
| SIOUX FALLS<br>Hollyw'd Thea.<br>212 N. Philips Ave. | Mon. 12/1 | 10:30 | A.M. |
| WASHINGTON<br>Film Center<br>Screen. Rm.<br>932 New Jersey Ave. | Mon. 12/1 | 10:00 | A.M. |


# Review

## "Flat Top"

(*Allied Artists*) Hollywood, Nov. 19

A POWERFUL and brisk production in color by Cinecolor that vividly deals with the various aspects of life in the Naval Air Corps has been fashioned by executive producer Walter Mirisch with a maximum of authenticity. Sterling Hayden and Richard Carlson head a fine cast which turns in uniformly sound performances, under the steady direction of Lesley Selander. It is a solid, stimulating picture that is mighty good entertainment and appears to be a real money-maker.

The story provided by Steve Fisher adheres to the facts of this division of Naval Service and avoids melodramatic distortions and over-bearing coincidence. There is no bathos in the even development of the story about the value of discipline and the inviolability of orders aboard an aircraft carrier that served with the Third Fleet in the Philippines in the last war.

Hayden portrays an air group commander and Carlson the leader of replacement pilots who join the ship in 1943. Carlson is appointed executive officer under Hayden and conflicts with the latter's authority several times over minor infractions of the rules committed by group pilots. It is Carlson who seeks leniency but Hayden insists on discipline. In the heat of battle Carlson and his men realize Hayden's methods were necessary and correct and come to respect him for maintaining discipline.

The U. S. carrier *Princeton* and members of its crew were used in the production and authentic Naval battle footage is included in the film. Others in the cast are Bill Phipps, John Bromfield, Keith Larsen, Todd Karns, Dave Willock, Walter Coy and Phyllis Coates.

This is a fast-moving, actionful, highly credible film that contains the proper elements for box-office success.

Running time, 85 minutes. General audience classification. Release date, Nov. 11.

# Ampa Tribute

(*Continued from page* 1)

the cooperation which this organization has extended to our industry throughout the years."

In his tribute to Hearst, Dietz will tell how his own career was started and encouraged by Justin McGrath, Hearst city editor for the then New York *American*. It was McGrath who advised Dietz to go to the Columbia University School of Journalism in pre-World War I days and promised him a job reporting college news. Dietz became a Hearst reporter and later joined the old Goldwyn Pictures Corp.

### McWilliams to Preside

Harry McWilliams, AMPA president, will preside over the proceedings. Among those who are slated to sit on the dais with Hearst are Mort Blumenstock, Charles Einfeld, Paul Lazarus, Jr., Jerome Pickman, Sol Schwartz, Adolph Zukor and Max E. Youngstein. Hearst officials on the dais are expected to be George Hearst, vice-president; John Hearst, assistant general manager, J. D. Gortatowsky, general manager, and Martin Huberth, board chairman.

Other Hearst executives who are scheduled to be present are Sumner Collins, promotion manager of the N. Y. *Journal-American;* Jess Krueger, editorial director for Hearst Newspapers; Mel Heimer, King Features syndicate columnist; Sam H. Day, managing editor of the *Journal-American*; Jim O'Connor, *J-A* amusements editor; Rose Pelswick, motion picture critic; John Newton, editor of the Brooklyn section; John R. Buckley, *Good Housekeeping* business manager; Fred Lewis, Hearst treasurer; Robert D. Levitt, assistant publisher; Thomas L. Masson, *House Beautiful* advertising director; Ernest W. Heyn, editor of *American Weekly;* Fred I. Archibald, publisher of the *Times Union* in Albany, and Richard W. Cook, sales representative of the Hearst Advertising Service.

## Fairbanks Ends Tie

Jerry Fairbanks, president of Television Zoomar Corp., has sold his interest in that corporation to Jack Pegler, general manager, and Dr. Frank G. Back, the inventor of the lens. Pegler will be president of the newly-organized corporation and Back will be vice-president, secretary and treasurer.

# Chadwick

(*Continued from page* 1)

which he entered a week ago for a heart ailment.

Born in London, educated in America at Cornell and St. Lawrence Universities, the deceased entered the industry in 1910 as American agent for Pathe Freres, France, and counsel for Exclusive Pictures. He later formed several producing companies, including I. E. Chadwick Pictures, and was a charter member of the Film Club, New York, and president from 1917 to 1922. He was among the founders of Temple Israel here 27 years ago, a member of the board of trustees since its founding, and president in 1930 and 1948.

At the time of his death, Chadwick was a member of the executive committee of the Motion Picture Industry Council, and active in affairs of the Permanent Charities Committee and the Motion Picture Relief Fund.

The widow, a son, Major Lee K. Chadwick, U. S. Air Force, and two grandchildren survive.

## Paramount's Welch Joins NBC-TV

Robert L. Welch, for the past seven years under contract as a producer with Paramount, has signed a long-term contract with National Broadcasting, effective Jan. 1.

Welch will create for NBC new TV properties, both "live" and on film. Additionally, he will function as producer-director of his own programs.


**Associated Motion Picture Advertisers, Inc.**

*SALUTES*

**THE HEARST PUBLICATIONS**

for the years of outstanding cooperation with the motion picture industry

Georgian Room

HOTEL PICCADILLY

New York

Today, Thursday, Nov. 20, at 12:30 P.M.

•

WILLIAM RANDOLPH HEARST, JR.
Guest of Honor

HOWARD DIETZ
AMPA's speaker

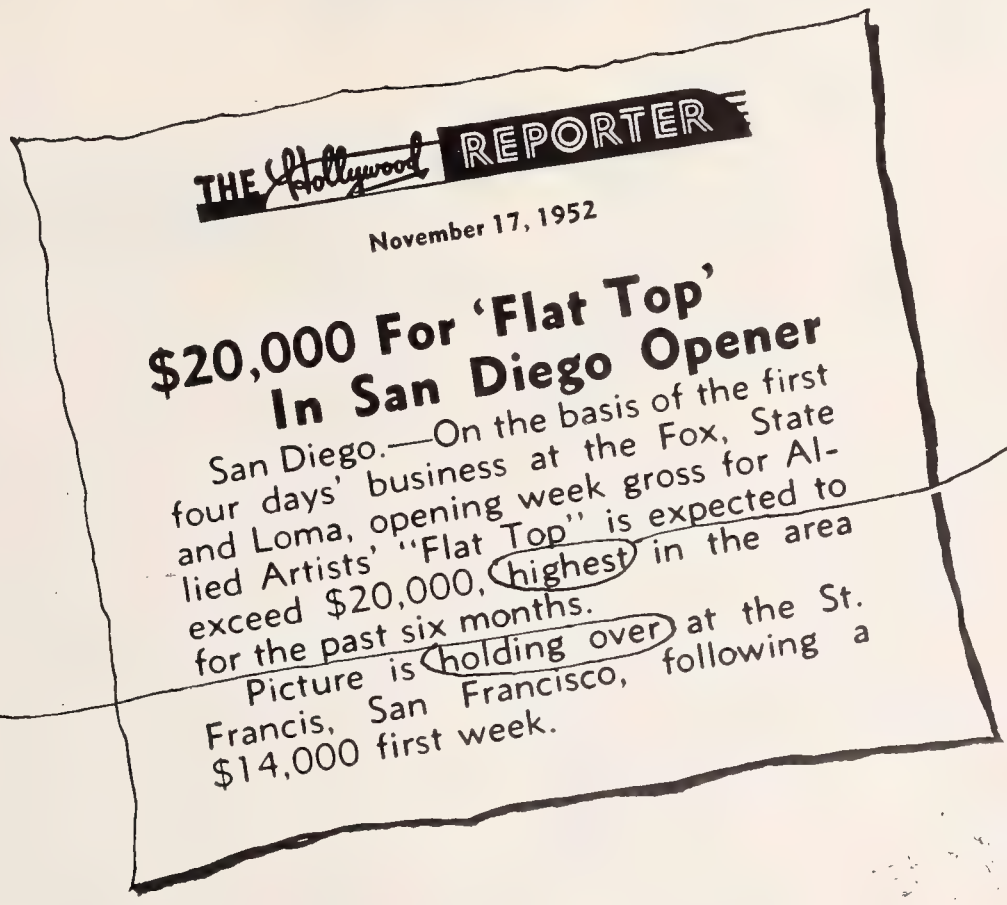
HARRY K. McWILLIAMS
Presiding

•

Tickets—Al Floersheimer, Walter Reade Theatres, Circle 5-5250

# FLASH

# "FLAT TOP" SMASH!




*Highest in six months!*

*Holding over in San Francisco!*

## The *New* BOXOFFICE Power is the *New* ALLIED ARTISTS!

"FLAT TOP" • A WALTER MIRISCH Production IN COLOR starring STERLING HAYDEN and RICHARD CARLSON with Keith Larsen
Bill Phipps • Phyllis Coates • John Bromfield • Directed by LESLEY SELANDER • Written by STEVE FISHER

The new

# RKO's Big Technicolor Show for Your Holiday Harvest!

Thunderous adventures of the swashbuckling Sons of Satan... produced by hit-after-hit maker Edmund Grainger, who gave you "Wake of the Red Witch," "Sands of Iwo Jima," "Flying Leathernecks," "One Minute to Zero" and more!





# BLACKBEARD THE PIRATE

*color by* TECHNICOLOR

*starring* ROBERT NEWTON
LINDA DARNELL · WILLIAM BENDIX
with KEITH ANDES · ALAN MOWBRAY
AN EDMUND GRAINGER PRODUCTION

Directed by RAOUL WALSH · Screenplay by ALAN LeMAY · Produced by EDMUND GRAINGER

RKO RADIO PICTURES

**FULL-COLOR ADS SPEARHEAD GIANT NATIONAL CAMPAIGN!**

Full-pages and fractional-pages in top-circulation weeklies, Sunday newspaper supplements and others for a sensational 50,000,000 circulation coverage!



FIRST IN FILM NEWS

# MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 99 NEW YORK, U.S.A., FRIDAY, NOVEMBER 21, 1952 TEN CENTS

## 27 Theatres Set Deals to Take 'Carmen' TV

### *TNT Official Says 11 Others Agree on Terms*

Deals with 27 television-equipped theatres have been closed by Theatre Network Television for the Dec. 11 telecast of the Metropolitan Opera's "Carmen," it was learned here yesterday from a TNT official.

**It was also stated that 11 additional theatres have accepted TNT's terms for the Coast-to-Coast event, but such problems as loop, cable facilities and multiple installations still must be worked out for the 11.**

The signing up of 27 theatres and an agreement on terms with 11 other houses just six days after announcement of the event was called "the

(*Continued on page* 12)

## *8 New York 'IA' Locals Agree on Council Plan Here*

Eight New York local unions, affiliated with the International Alliance of Theatrical Stage Employes, have agreed to join in a plan for the formation of a Motion Picture Council of New York, similar to the Hollywood American Federation of Labor Film Council, according to Steve D'Inzilla, temporary secretary of the proposed organization.

It will be the purpose of the Eastern group to set up a basic agreement with independent film producers in the East, patterned after the Hollywood pact. A draft of a constitution and by-laws for the NewYork council

(*Continued on page* 11)

## *COMPO Board to Meet Dec. 10-11*

**The board of directors and executive committee of the Council of Motion Picture Organizations will meet in Chicago on Dec. 10-11, it was disclosed here yesterday by Robert W. Coyne, COMPO special counsel. Sessions will be held in the Blackstone Hotel.**

## *Hearst Pledges Industry Continued Cooperation*

By WALTER PASHKIN

William Randolph Hearst, Jr. told an audience of motion picture industry and publication representatives at a luncheon given in his honor yesterday by the Associated Motion Picture Advertisers that, "I pledge continued sympathetic understanding and support of all our organizations to the problem you may have." Earlier, he said, "The friendship between the two industries is a heritage I'm proud to continue and extend with every facility at our command."

The publisher of the New York *Journal-American* and *American Weekly* and editor-in-chief of all Hearst newspapers was greeted by a solid round of applause by a standing audience when he rose to speak. After acknowledging the laudatory introduction by Howard Dietz, master-of-ceremonies, Hearst mentioned the various Hearst enterprises that daily reach an approximate audience of 25,000,000 and noted the close ties and similarities of the motion picture and newspaper industries.

He traced the almost simultaneous rise of both the Hearst and film industries on the Coast 40 years ago

(*Continued on page* 11)

## Richards Honored By the U. S. Navy

New Orleans, Nov. 20. — Gov. Robert Kennon of Louisiana and New Orleans Mayor Chep deLesseps Morrison, were among scores of notables on hand at the Roosevelt Hotel here to see Undersecretary of the Navy Francis P. Whitehair, acting for Navy Secretary Dan Kimball, present a Distinguished Public Service Award to E. V. Richards, Jr., circuit operator and regional vice-president of the Eighth Naval District region of the Navy League of the United States.

The citation, which was presented

(*Continued on page* 11)

## Telenews Features Local TV Programs

San Francisco, Nov. 20. — Telecasts picked up from local TV stations are currently being featured on the large-screen of the Telenews Theatre here and according to district manager John Parsons, the public response is highly encouraging.

Parsons is convinced that by con-

(*Continued on page* 12)

## RKO Receivership Hearing on Today

The hearing on the application of three RKO Pictures minority stockholders seeking a court-appointed receiver to act as "caretaker" for the company is scheduled to take place here today in New York State Supreme Court.

The hearing on the show cause

(*Continued on page* 11)

## *UPT Books 3-Dimensional 'Bwana' for Its Circuit*

United Paramount Theatres has booked the Natural Vision three-dimensional feature, "Bwana Devil," over its entire circuit. The premiere will be held at the Paramount Downtown and Paramount Hollywood theatres in Los Angeles on Thanksgiving Day, with subsequent bookings to follow as quickly as prints can be made available.

A deal also is in the making for an across-the-board booking over the RKO Theatres circuit.

Produced and directed by Arch Oboler, "Bwana Devil" runs 90 minutes. Two projectors, hooked together, are necessary for the three-dimensional effect, which also requires viewers to wear special Polaroid glasses. Previews for circuit buyers have been held here during the last two weeks.

## *National Theatres Declares Dividend*

Los Angeles, Nov. 20.—The National Theatres board of directors at a special meeting today declared a dividend of 15 cents per share on outstanding common stock payable on Dec. 24 to stockholders of record on Dec. 5. No policy as to a regular dividend has been adopted, the board

(*Continued on page* 11)

## Allied's Action On Arbitration Draws Fire

### *Talk Renewal Doubtful Despite 'Open Door'*

By AL STEEN

A mixed reaction here yesterday greeted the news of Allied's rejection of the industry arbitration plan Wednesday at the association's annual convention in Chicago, but there was a general feeling of disappointment right down the line.

Some distribution leaders expressed surprise at Allied's action, inasmuch as Eric Johnston, president of the Motion Picture Association of America, had written a letter to Allied leaders, on the eve of its convention, expressing the need for an arbitration plan and stating that the door was still open for further negotiations in the event the independent owners

(*Continued on page* 11)

## *Variety Clubs Open Two-day Meeting in Pittsburgh Today*

Pittsburgh, Nov. 20.—Organization "Big-Wigs," representing 39 Tents, were on hand today ready for the Variety Clubs International two-day mid-winter meeting which gets underway in the William Penn Hotel here tomorrow.

Heading the official family is chief barker Jack Beresin, of Philadelphia, ringmaster R. J. O'Donnell, of Dal-

(*Continued on page* 11)

## *'U's' World Forces In Blumberg Tribute*

**Universal Pictures' executives will join with the company's foreign distribution officials at a luncheon at The Laurent today in a worldwide tribute to N. J. Blumberg, chairman of the board, who is currently observing his 40th year in the entertainment industry.**

**Blumberg is to be honored as the "Motion Picture Pioneer of 1952" at the "Jubilee Dinner" of the Pioneers at the Hotel Astor Tuesday evening.**

# Personal Mention

MAX E. YOUNGSTEIN, vice-president of United Artists, will leave here over the weekend for the Variety Club's 25th anniversary dinner in Pittsburgh on Sunday.

•

ORTON H. HICKS, director of Loew's International 16mm. department, will on Tuesday address the "Great Issues Course" of the senior class of the Great Neck High School, Great Neck, L. I., on the subject, "Motion Pictures and Their Effect on Public Opinion."

•

JEROME PICKMAN, Paramount vice-president in charge of advertising-publicity, will leave here today for Pittsburgh to attend the 25th anniversary celebration of the Variety Clubs International. He will be back in New York on Monday.

•

MARCIA MILLER, daughter of RICHARD MILLER, formerly in theatre promotions in Cleveland, and granddaughter of M. B. HORWITZ, head of the Washington Circuit, has become engaged to ERNEST KLEIN.

•

LOU KAUFMAN, Warner Theatres executive, who has been confined to Polyclinic Hospital here for surgery, is expected to leave the hospital over the weekend.

•

ROY JONES, formerly a Columbia exploiteer, has been named company manager of the legitimate show, "Rise By Sin," due on Broadway next week.

•

CHARLES SIMONELLI, Universal's Eastern advertising-publicity manager, has returned here from a trip to St. Louis, Memphis and New Orleans.

•

HARRY GLENN, formerly with Georgia Theatres in Atlanta, and now with a Macon, Ga., circuit, recently visited in the former city.

•

I. ALLEN, manager of the Bard Theatre in Louisville, suffered a broken arm in an automobile collision.

•

GEORGE M. JONES, Universal salesman in Atlanta, has returned to his office after an illness.

•

LEONARD BURCH, Atlanta branch manager of United World Films, was a Memphis visitor.

•

LEON BRANDT, RKO Radio's exploitation manager, will leave here for Boston today.

•

FRED HULL, M-G-M's Jacksonville branch manager, is vacationing in Cuba.

•

WILL JASON, PSI-TV director, will fly to the Coast from here to-row.

•

HANS HASS, RKO Radio producer, will leave here for Boston on Monday.

•

BOB HOPE has received a citation from the United Services Club.

# Hartman to Leave Today on European Production Tour

Don Hartman, in charge of production for Paramount, will leave here today by plane for Rome, on the first stop of a tour that will involve discussions on future production in Europe. He will return to New York about Dec. 1.

In Rome Hartman will meet with producer-director William Wyler and remain a week to view the assembled footage of the latter's "Roman Holiday," which was filmed, scored, and dubbed in its entirety in the Italian capital.

Hartman will then fly to England for several days of discussions on the planned production of "Babylon Revisited," the F. Scott Fitzgerald short story, in which Gregory Peck, now in London, is expected to star. Wyler will produce and direct the film.

In London, Hartman will confer with Roy Boulting, English writer-producer, about Paramount's production of "Wings Across the Sea." Hartman also will discuss plans for the production of "Elephant Walk" in Ceylon with British authorities. After his return to New York, the Paramount executive will return to Hollywood.

## List Stars for UJA Benefit on Monday

With the addition of the Andrews Sisters to the list of personalities who will entertain at the "Night of Stars" United Jewish Appeal benefit Monday night at New York's Madison Square Garden, the following roster of talent was announced:

Joey Adams, Condos and Brandow, Billy Daniels, Andre Eglevsky, Phil Foster, Melissa Hayden, Harry Hershfield, Al Kelly, Nick Kenny, Jack E. Leonard, Bert Lytell, Los Gatos, Dorothy Maynor, Frank Marlowe, Lucy Monroe. Mrs. Arthur Murray, Radio City Music Hall Rockettes, Gertrude Ribler, Peggy Ryan, Ray MacDonald, Ed Sullivan, the Szonys and the Billy Williams Quartette.

Margaret Truman will make her first "Night of Stars" appearance, as mistress-of-ceremonies.

## 'Ronde' Hearing Off At Least Until Jan.

ALBANY, N. Y., Nov. 20.—Failure to file the printed record and briefs in the appeal by Hakim Brothers' Commercial Pictures Corp. from a 3-2 decision of the State Appellate Division holding the French-made "La Ronde" to be "immoral and tends to corrupt morals," means that the case cannot be heard by the Court of Appeals until the January term, and then only if given "preferred status."

A company spokesman announced in New York last May, following the adverse decision, that it would be immediately appealed to the Court of Appeals, and, if necessary, to the U. S. Supreme Court. However, only a notice of appeal has so far been filed.

## Cummings, Thomas Give SPG Lectures

HOLLYWOOD, Nov. 20.—Jack Cummings and Bill Thomas will deliver the two concluding lectures in the Screen Producers Guild six-lecture series which is being photographed on sound by the cinema department of the University of Southern California for distribution to educational institutions throughout the world.

Cummings will lecture on Dec. 4, with "Post Production" as his topic. Thomas winds up the series on Jan. 8 discussing "Exploitation and Distribution."

## 600 at Preview of MGM's 'Plymouth'

BOSTON, Nov. 20. — Approximately 600 members of Plymouth, Mass., historical societies were luncheon guests of M-G-M and the Plymouth Chamber of Commerce at the Plymouth Memorial Hall today in conjunction with a special pre-release showing of "Plymouth Adventure," which was held at the old Colony Theatre.

Helen Deutsch, who wrote the screenplay, was honor guest at the luncheon and at the preview.

## Program for Steel Goes to NPA

WASHINGTON, Nov. 20.—Steel producers and consumers today recommended to the National Production Authority a three-part program for decontrolling steel production that would wind up government allotments of steel by next March 31.

NPA officials said they would consider the plan. They have been pushing a plan of their own which would keep controls on at least through the third quarter of 1953.

## Dorso, Girard Form Production Firm

HOLLYWOOD, Nov. 20. — Richard Dorso and Bernard Girard, who co-produced several television film series for Bing Crosby Enterprises, have formed an independent Girard-Dorso Productions, and will co-produce six pictures in the next two years.

The first is titled "Jennifer," with Ida Lupino and Howard Duff starred, to be made in association with Berman Swartz. Filming is scheduled to begin on Jan. 3.

## Wiesenthal, Goldberg Handle Davis Films

Arthur Davis has consummated a deal with Harold Wiesenthal, president of Arlan Pictures, and Ben Goldberg, whereby they will serve as exclusive sales representatives for the importer's 10 foreign-language pictures. Under the set-up the pictures, which include 35mm. and sub-standard gauge rights, will be sold nationally.

## KMTA to Sponsor Drive-in Meeting

**Kansas City, Nov. 20. — A drive-in operators' meeting is to be held March 4, 1953, under the sponsorship of the Kansas-Missouri Theatre Association.**

**Stanley Durwood was named chairman for the meeting and Jack Braunagle vice-chairman.**

## More Dais Guests For Blumberg Fete

Additional dais guests for the "Jubilee Dinner" of the Motion Picture Pioneers at the Hotel Astor on Tuesday honoring N. J. Blumberg, chairman of the board of Universal Pictures as the "Motion Picture Pioneer of 1952," include Edward P. (Ted) Curtis, vice-president of Eastman-Kodak; Al Lichtman, director of distribution of 20th Century-Fox, Louis Lurie; Sam Pinanski, president of American Theatres Corp.; Rabbi Ralph Silverstein, and George Skouras, chairman of the board of Skouras Theatres Corp.

## Legion Puts Three Films in Class B

The Legion of Decency has placed three films in Class B and four in Class A. In Class B are "Come Back Little Sheba," Paramount; "Kansas City Confidential," United Artists, and "Montana Belle," RKO Radio.

In Class A-I are "Flat Top," Monogram, and "Pony Soldier," 20th Century-Fox. "Hangman's Knot," Columbia, and "Sky Full of Moon," M-G-M, were placed in Class A-II.


NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"PLYMOUTH ADVENTURE"
Spencer TRACY • Gene TIERNEY
Van JOHNSON • Leo GENN
Color by TECHNICOLOR • An M-G-M Picture
plus GREAT HOLIDAY STAGE SPECTACLE

ALAN LADD VIRGINIA MAYO
IN The Iron Mistress
Color by TECHNICOLOR
in person TONI ARDEN JACK E. LEONARD STEVE JERRY CONDOS & BRANDOW ART MOONEY And His ORCH.
PARAMOUNT TIMES SQUARE
Midnight Feature


Get Your Special XMAS Trailers On GREEN FILM From Good Old Dependable
FILMACK
You Can Always Count On Us For Top Quality and Fast Service
1327 S. WABASH CHICAGO 5, ILL
630 NINTH AVENUE NEW YORK 36, N.Y


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it's Gonna be a

# Wonderful Winter

with U-I to keep your Box Office WARM !!!



Here's the Big Winter News from Universal-International . . . proudly proving once again that all year . . . every year . . . U-I delivers the pictures with the consistent Boxoffice power!

# JANUARY ALL TECHNICOLOR Month from U-I!

COLOR BY TECHNICOLOR

OUTLAW QUEEN OF A RENEGADE LAIR!

## The REDHEAD from WYOMING

starring Maureen O'HARA

Alex NICOL

with ROBERT STRAUSS
ALEXANDER SCOURBY



COLOR BY TECHNICOLOR

OH! THE SONGS THEY SANG!
THE FUN THEY HAD!
AND THE LOVIN' THEY GOT!

## "MEET ME AT THE FAIR"

starring DAN DAILEY · DIANA LYNN

with HUGH O'BRIAN · CAROLE MATHEWS · "SCAT MAN" CROTHERS

and introducing CHET ALLEN and his unforgettable voice!

COLOR BY TECHNICOLOR

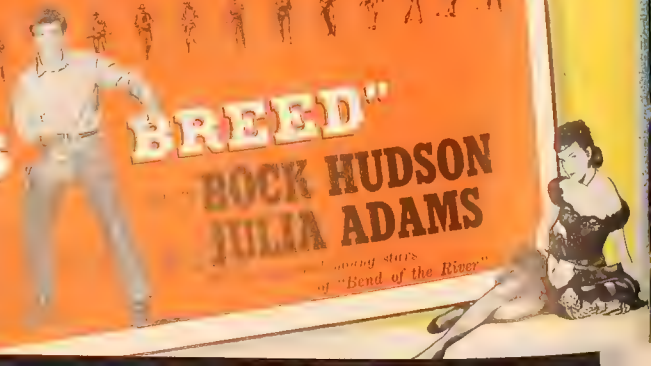
THE STORY OF THE GREATEST GUNFIGHTER OF THEM ALL!

RAOUL WALSH'S ... of "The World In His Arms"

## "THE LAWLESS BREED"

ROCK HUDSON
JULIA ADAMS

... of "Bend of the River"



LOOKING FOR LOVE IN THE SHADOWS!
BUYING DREAMS WITH CASUAL KISSES!
they roam the streets after dark like cats—in a big city jungle!

FEB.

# GIRLS IN THE NIGHT

with
JOYCE HOLDEN
GLENDA FARRELL
HARVEY LEMBECK
LEONARD FREEMAN
and introducing
PATRICIA HARDY



THE FIGHTING STORY OF CHIEF OSCEOLA
AND THE GREAT EVERGLADES INDIAN WARS!

# SEMINOLE

COLOR BY Technicolor



MARCH

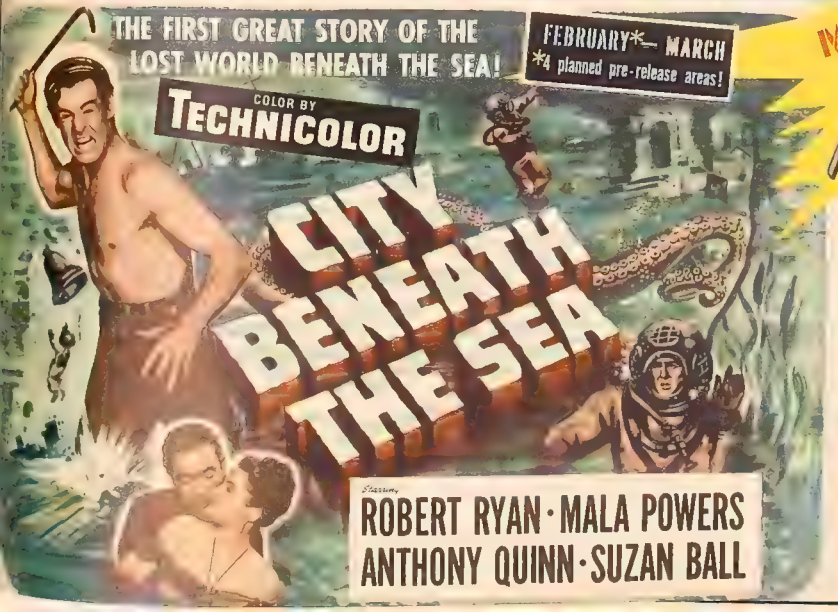
Starring
Rock HUDSON
Barbara HALE
Anthony QUINN
Richard CARLSON

THE FIRST GREAT STORY OF THE LOST WORLD BENEATH THE SEA!

FEBRUARY*— MARCH
*4 planned pre-release areas!

COLOR BY TECHNICOLOR

# CITY BENEATH THE SEA



Starring
ROBERT RYAN · MALA POWERS
ANTHONY QUINN · SUZAN BALL

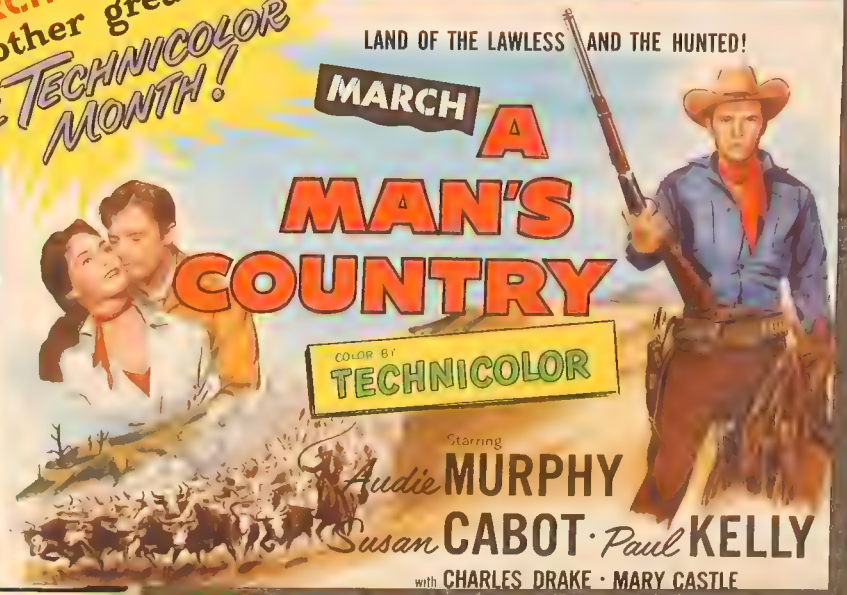
MARCH will be another great ALL TECHNICOLOR MONTH!

LAND OF THE LAWLESS AND THE HUNTED!

MARCH

# A MAN'S COUNTRY

COLOR BY TECHNICOLOR



Starring
Audie MURPHY
Susan CABOT · Paul KELLY
with CHARLES DRAKE · MARY CASTLE

XMAS–NEW YEAR'S WEEK RELEASE

# FROM ADVENTURE'S GOLDEN AGE COMES ITS MOST EXCITING TALE!

...when one man dared the might of Madagascar's pirate stronghold...to spike its guns...to scuttle its fleet...and steal the love of its Corsair Queen!



*Universal-International presents*

ERROL FLYNN · MAUREEN O'HARA

# AGAINST ALL FLAGS

COLOR BY *Technicolor*

with ANTHONY QUINN · ALICE KELLEY · MILDRED NATWICK

MEET THE FABULOUS MARK FALLON . . . HIS GAME IS FANCY WOMEN . . . AND HIS LUCK IS IN THE CARDS!

# TYRONE POWER

in *The* MISSISSIPPI GAMBLER

Down the lusty, rolling river he rode . . . staking his fortune or his life . . . to win the taunting lips of the New Orleans' temptress who forever lured him on!

COLOR BY *Technicolor*

CO-STARRING **PIPER LAURIE • JULIA ADAMS**

NOW IN RELEASE!

# "Because" of You





Loretta YOUNG

Jeff CHANDLER

CO-STARRING

ALEX NICOL • FRANCIS DEE

with ALEXANDER SCOURBY

Irene Dunne





# It Grows on Trees

CO-STARRING

DEAN JAGGER · JOAN EVANS

with RICHARD CRENNA

# The Black Castle



Starring

RICHARD GREENE

BORIS KARLOFF

STEPHEN McNALLY

PAULA CORDAY

LON CHANEY

RICHARD CONTE

VIVECA LINDFORS

with

BARBARA BRITTON · HUGH O'BRIAN



# THE RAIDERS



COLOR BY Technicolor

## *Ampa Coverage on 'J-A' 'Front Page'*

**Copies of a special "AMPA Extra" of the New York *Journal American,* titled the "Piccadilly Edition," and containing a special front page devoted entirely to pictures and text of the history of the Associated Motion Picture Advertisers, and the Howard Dietz tribute paid to William Randolph Hearst, Jr., was distributed at the AMPA-Hearst luncheon here yesterday at the Hotel Piccadilly.**

**The Hearst enterprises, reaching an audience of 25,000,000 persons are listed. AMPA's executive members are featured, along with photographs of Hearst, Jr., Dietz, AMPA's Harry K. McWilliams, Lige Brien, Albert Florsheimer, Jr., and Edgar Goth and Jim O'Connor, *Journal-American* drama and motion picture editor, who bylined a detailed account of "the oldest organization in the cinema world."**

## RKO Hearings

(*Continued from page* 1)

order will be launched amid continued rumors and reports concerning the appointment of new RKO executives and board members and in the midst of reports concerning the possible sale of the controlling interests of the Ralph Stolkin syndicate.

### Filed Last Friday

The show cause order stems from a suit filed last Friday by Eli B. Castleman and his wife, Marion V. Castleman of Detroit, and Louis Feuerman of this city, claiming to own 2,500 shares. Louis Kipnis, counsel for the minority stockholders, sought receivership "in order to protect the business and assets of the RKO enterprise." In an accompanying suit, naming Howard Hughes as defendant, the sum of $3,000,000, which the suit said Hughes made on the sale of his stock to the Stolkin group, is asked for reimbursement to the company.

Meanwhile, the company yesterday continued to be the subject of claims and counter-claims as to new management, new prospective purchasers of the Stolkin group's 29 per cent interest and internal reorganization. Reports that principals from the Coast were converging on New York for climactic meetings were described as "conjecture" by company spokesmen.

## NT Dividend

(*Continued from page* 1)

stated.

This is the first dividend that National Theatres has declared on its common stock since its divorcement from 20th Century-Fox under the terms of the consent decree.

## *New Filmack Unit*

CHICAGO, Nov. 20.—With the addition of a new fully-equipped animation department, Filmack Trailer Co. is now concentrating on animated trailers for special exploitation dates.

## Hearst Pledges

(*Continued from page* 1)

when early two-reelers were being shown and the late William Randolph Hearst, Sr. was operating the San Francisco *Examiner.* He referred to an evening's conversation which Hearst, Sr. had with Adolph Zukor in which "Mr. Motion Pictures," as Dietz had previously called Zukor, stressed his confidence in the future of films. This resulted in front-page commendatory editorials by the late Arthur Brisbane which forecast with remarkable accuracy the growth of the film industry.

Hearst stated, "Both industries have drawn largely from life itself, a bid for public favor with every issue, and measure our success by box-office returns." After comparing the staffs of both industries, he said, "Both must be constantly in touch with the man in the street, his aspirations, his fears, his desires. Our success will reflect how well we maintain our contact with him." He expressed the hope that future joint endeavors would strengthen ties between the industries.

**AMPA president Harry McWilliams read several wires received from Coast notables expressing hearty agreement over the cooperation which the Hearst enterprises have accorded the motion picture industry through the years. They were too numerous to read so McWilliams read several while a teletype machine was used to simulate the effect of the sending. Among senders mentioned were Joseph Schenck, Herbert J. Yates, SAG head Walter Pidgeon, stars Susan Hayward, Betty Grable, Broderick Crawford, and others.**

In his introductory remarks, Dietz recalled his debt of gratitude to Justin McGrath, Hearst city editor for the old New York *American,* who encouraged him to go to the Columbia University School of Journalism. Dietz recalled his beginning as an office boy for Hearst, his later rise to reporter and then magazine article writer for *Cosmopolitan.* He related some humorous incidents of his job at Cosmopolitan Productions, working under Hearst, Sr. Dietz emphasized the friendship of the film industry with Hearst enterprises and the mutual aid which resulted. He lauded the *American Weekly* motion picture edition of last August, handled by editor Ernest W. Heyn.

McWilliams introduced Dietz as "a most illustrious member of the profession" and spoke of his numerous other activities, including his recent writing of English lyrics for the opera "La Boheme," which the Metropolitan Opera House will present in December.

### Trotta, Spiegel and Adams Address AMPA Class

Vincent Trotta, Henry Spiegel and Frank Adams addressed the "Showmanship Class" of the Associated Motion Picture Advertisers at the Hotel Woodstock here last night, and Al Katz of Max Fine Display demonstrated low cost lobby displays.

Trotta, who was Paramount Pictures art director for 26 years, is currently conducting his own art service to the industry. Spiegel is director of advertising, publicity and exploitation for the New York and Brooklyn Paramount theatres. Adams is with the American Display Co.

## *Variety Meet*

(*Continued from page* 1)

las; main guy Marc Wolf, of Indianapolis, and first asistant George Hoover, of Miami. They were welcomed by Mayor David L. Lawrence, big boss, John H. Harris, dough guy George Eby, and ceremonial officer James Balmer, all of Pittsburgh.

In his opening address Beresin intends to stress the need for all tents in the organization to further their humanitarian work and charity accomplishments. Hoover will discuss plans for the staging of the annual convention at Mexico City next year, and Louis Montes and a group of film stars from that country will be on hand to add color to the invitation.

Murray Weiss, property master, will report on the activities of the various Tents and because of the jam-packed agenda the visit of the delegates to the Pitt-Penn State game has been called off to give them two full days of meetings.

### To Appear on Telethon

Most of the international officers will appear on the all-night telethon on station WDTV Saturday night when an array of stage and screen talent is slated to be on hand.

Among those appearing will be Morton Downey, Virginia Mayo, Janet Leigh, George Murphy, Rhonda Fleming, Forrest Tucker, Michael O'Shea, Van Heflin and Tony Romano. Money raised from the telethon will be used to build a wing on the Rosalia Foundling Home to be named the Catherine Variety Wing, honoring the baby found in the lobby of the Sheridan Square Theatre 25 years ago which led to the founding of the organization.

Sunday night, Variety Club Tent No. 1 will hold its 25th silver anniversary banquet in the hotel's ballroom. The room has been turned into a midway with animals, barkers and side shows and the tent used for the first banquet will be set up for the 800 guests.

The principal speaker will be Congressman Dewey Short of Missouri, chairman of the Armed Forces Committee, who recently returned from Korea. John H. Harris and the other 10 original founders of the club will be on hand.

Among the speakers will be former Governor Harold Hoffman of New Jersey: Paul Martin, Canadian Minister of National Health and Welfare; C. J. Latta of the London's Tent; Branch Rickey, vice-president of the Pittsburgh Pirates. Rosey Roswell will make the annual Humanitarian Award.

Art Feldman, director of special events, has arranged for Mutual Network to carry part of the speaking program from the ballroom at 11.15 P.M. Sunday night. Universal and Pathe News also will have cameramen on hand for the affair.

## Richards Honored

(*Continued from page* 1)

at a testimonial luncheon yesterday, commended Richards "for his untiring efforts and unlimited co-operation with the United States Navy in the fields of entertainment, education and morale. As a loyal and active friend of the Navy, Mr. Richards has voluntarily and generously given of his time, energy and financial resources for a period of many years."

## Allied Action

(*Continued from page* 1)

objected to portions of the distributors' draft.

**One question appeared to be the most prevalent here yesterday: Can other exhibition segments and distribution go ahead on a plan without Allied? Some distribution heads believed that it could be done; others were doubtful in view of the fact that such a move would require approval of the Department of Justice and that the D. of J. would not give the green light without Allied participation.**

There will be no official statement from the MPAA on Allied's stand until member company heads can discuss the matter "among themselves," a spokesman said. Herman Levy, general counsel of the Theatre Owners of America, who was contacted by phone at his office in New Haven, declined to comment until he had read the trade press reports.

Harry Brandt, president of the Independent Theatre Owners Association of New York, said that regardless of what other organizations planned to do, the ITOA would lay plans to set up its own arbitration system. While the machinery for such a venture has not been worked out, Brandt said his association would ask the cooperation of distributing companies in the project.

There was some speculation among industry leaders as to whether a single organization could establish an arbitration system of its own with Justice Department sanction or approval of the courts. Brandt said that anything that would be required to accomplish the project would be done. One industry lawyer said, however, that there would be nothing to prevent the ITOA from entering into a voluntary arbitration arrangement and that court sanction would not be necessary.

**Whether Allied would accept the "open door" proposal of the MPAA and continue negotiations was a subject for conjecture yesterday. The concensus was that arbitration as far as Allied was concerned was "dead," with only a few holding out that there was a glimmer of hope still visible.**

Both the drafts of Allied and the distributors have been kept under wraps since their preparation, but there seemed to be a move afoot yesterday to make the proposals public and "to let the industry as a whole decide whether Allied was right or wrong," as one spokesman put it.

It is expected that it will be several days before official statements will be issued or whether Allied will make a gesture toward further talks.

## New York 'IA' Locals

(*Continued from page* 1)

is nearing completion and will be ready for discussion in the near future. When all details are completed, the council will demand that all Eastern producers use IATSE craftsmen.

Locals in Nassau and Westchester counties and Jersey City have been invited to a meeting Monday in New York for the purpose of discussing the projected setup.

## RKO RADIO PICTURES, Inc.

TRADE SHOWINGS of

"NO TIME FOR FLOWERS"

A Mort Briskin Production

| | | | |
|---|---|---|---|
| ALBANY<br>Fox Scr. Rm.<br>1052 B'way | Mon. 12/1 | 2:30 | P.M. |
| ATLANTA<br>RKO Scr. Rm.<br>195 Luckie St., N.W. | Mon. 12/1 | 10:30 | A.M. |
| BOSTON<br>RKO Scr. Rm.<br>122-28 Arlington St. | Mon. 12/1 | 2:30 | P.M. |
| BUFFALO<br>Mo. Pic. Oper. Screen. Rm.<br>498 Pearl St. | Mon. 12/1 | 3:30 | P.M. |
| CHARLOTTE<br>Fox Scr. Rm.<br>308 S. Church St. | Mon. 12/1 | 3:30 | P.M. |
| CHICAGO<br>RKO Scr. Rm.<br>1300 S. Wabash Ave. | Mon. 12/1 | 11:00 | A.M. |
| CINCINNATI<br>Palace Scr. Rm.<br>12 East 6th St. | Mon. 12/1 | 9:30 | P.M. |
| CLEVELAND<br>Fox Scr. Rm.<br>2219 Payne Ave. | Mon. 12/1 | 10:30 | A.M. |
| DALLAS<br>Rep. Scr. Rm.<br>412 S. Harwood St. | Mon. 12/1 | 10:30 | A.M. |
| DENVER<br>Para. Scr. Rm.<br>2100 Stout St. | Mon. 12/1 | 3:30 | P.M. |
| DES MOINES<br>Fox Scr. Rm.<br>1300 High St. | Mon. 12/1 | 10:30 | A.M. |
| DETROIT<br>Blumenthals Screen. Rm.<br>2310 Cass Ave. | Mon. 12/1 | 10:30 | A.M. |
| INDIANAPOLIS<br>Univ. Scr. Rm.<br>517 N. Illinois St. | Mon. 12/1 | 2:30 | P.M. |
| KANSAS CITY<br>Para. Scr. Rm.<br>1800 Wyandotte St. | Wed. 12/3 | 2:30 | P.M. |
| LOS ANGELES<br>RKO Scr. Rm.<br>1980 S. Vermont Ave. | Mon. 12/1 | 10:30 | A.M. |
| MEMPHIS<br>Fox Scr. Rm.<br>151 Vance Ave. | Mon. 12/1 | 2:30 | P.M. |
| MILWAUKEE<br>Warner Scr. Rm.<br>212 W. Wisconsin Ave. | Mon. 12/1 | 10:30 | A.M. |
| MINNEAPOLIS<br>Fox Scr. Rm.<br>1015 Currie Ave. | Mon. 12/1 | 10:30 | A.M. |
| NEW HAVEN<br>Fox Scr. Rm.<br>40 Whiting St. | Mon. 12/1 | 3:30 | P.M. |
| NEW ORLEANS<br>Fox Scr. Rm.<br>200 S. Liberty St. | Mon. 12/1 | 2:30 | P.M. |
| NEW YORK<br>RKO Scr. Rm.<br>630 Ninth Ave. | Mon. 12/1 | 11:00 | A.M. |
| OKLAHOMA<br>Fox Scr. Rm.<br>10 North Lee St. | Mon. 12/1 | 2:30 | P.M. |
| OMAHA<br>Fox Scr. Rm.<br>1502 Davenport St. | Mon. 12/1 | 1:30 | P.M. |
| PHILADELPHIA<br>RKO Scr. Rm.<br>250 N. 13th St. | Mon. 12/1 | 10:30 | A.M. |
| PITTSBURGH<br>RKO Scr. Rm.<br>1809-13 Blvd. of Allies | Mon. 12/1 | 3:00 | P.M. |
| PORTLAND<br>Star Scr. Rm.<br>925 N.W. 19th Ave. | Mon. 12/1 | 10:30 | A.M. |
| ST. LOUIS<br>RKO Scr. Rm.<br>3143 Olive St. | Tues. 12/2 | 11:00 | A.M. |
| SALT LAKE CITY<br>Fox Scr. Rm.<br>216 E. 1st St. So. | Mon. 12/1 | 2:30 | P.M. |
| SAN FRANCISCO<br>Fox Scr. Rm.<br>245 Hyde St. | Mon. 12/1 | 10:30 | A.M. |
| SEATTLE<br>Jewel Box Screen. Rm.<br>2318 2nd Ave. | Mon. 12/1 | 2:30 | P.M. |
| SIOUX FALLS<br>Hollyw'd Thea.<br>212 N. Philips Ave. | Mon. 12/1 | 9:00 | A.M. |
| WASHINGTON<br>Film Center Screen. Rm.<br>932 New Jersey Ave. | Mon. 12/1 | 2:00 | P.M. |


# Television--Radio

## *with Pinky Herman*

THE recently-concluded report, "Resources for Freedom," formulated by the President's Materials Commission, headed by William S. Paley, chairman of the board of CBS, will be made into an hour-long documentary film and will be telecast via CBS sometime in March, 1953. Roy Lockwood, formerly production manager for BBC during the war, later associate producer at March of Time and now an executive at CBS, will produce. . . . With George Jessel emceeing festivities, NBComedian Jerry Lewis was named honorary Mayor of Pacific Palisades, Cal. His partner, Dean Martin, was likewise honored by the local Chamber of Commerce but on an 'if' basis. Dean was named Chief of Police, "if within 30 days he becomes a resident of the town." . . Producer Richard DeRochemont's first of six "Abe Lincoln" films which bowed on the TV scene last Sunday on CBS' "Omnibus," is being acclaimed as a classic. Equally deserving of honors along with the star of the series, Royal Dano, director Norman Lloyd and scripter James Agee (whose film "The African Queen" won an Oscar) is film editor Morris Roizman, who delved thru 100,000 feet of film before coming up with the 12,500 feet comprising the series. The remaining five episodes will be seen on alternate Sundays (4:30 to 6:00 P.M.).

☆ ☆ ☆

"Gulf Playhouse" will be replaced NBCommencing Friday, Jan. 2 by "The Life of Riley," starring William Bendix. The TVersion of the successful radio series of the same name will be filmed in Hollywood and will include in the cast Marjorie Reynolds, Lugene Sanders, Wesley Morgan and Tom D'Andrea. Gulf Oil will sponsor the new series via Young & Rubicam. . . . Meg O'Shaughnessy's warbling on the Pyramid record of Elmo Russ' novel ditty, "Who Bothers 'Bout the Bad When the Good Is So Good," will get lots of deejay attention. . . . It is natural to regard television as a new medium and in truth the little 'Giant' only emerged from the toddling stage directly after the end of the World War II, yet Ireene Wicker, who for years was radio's famed and beloved 'Singing Lady,' is a TVeteran, having appeared as 'Pierrette' in Dr. Lee DeForest's experimental telecasts back in 1934. Miss Wicker currently is seen Sundays at noon in "Little Lady Party" via WABD. . . . Dick Dudley, NBC announcer, and Howard Smith musical CBStaffer have collabbed on a timely number, "It's Christmas Every Day" (When You're in Love) which could very well 'ring the bell.'

## *Pare Jarrico Suit Down to $100,000*

HOLLYWOOD, Nov. 20.—Writer Paul Jarrico's $350,000 suit against RKO Radio Pictures was pared down to $100,000 when Superior Judge Orlando Rhodes ruled today, following testimony given by Howard Hughes, that Jarrico could not be entitled to punitive damages.

Hughes testified he had been totally responsible for the studio's discharge of Jarrico and had ordered every scrap of paper written by Jarrico destroyed. Hughes also said it was he who ordered Jarrico's name eliminated from "The Las Vegas Story" screen credits and instructed that a suit to obtain court approval of that action be instituted.

## *New WNBC 'Plug' For Theatres Here*

In furtherance of the Organization of the Motion Picture Industry-National Broadcasting mutual promotion pact, there will be a one-minute spot announcement included in the Gene Rayburn program on the network's New York flagship station, WNBC, in the morning hours of 6:00 to 8:30 daily.

The announcement will incorporate a list of recommended films currently playing in Metropolitan theatres.

## Telenews Features

(*Continued from page* 1)

tinued televising of shows and billing them on the marquee, "the man in the street" will become not only a large-screen television fan but a theatre patron as well. Parsons' plans for the future call for specially produced news programs which will integrate up-to-the-minute newsreel films as well as spot news photos. He also will show football games and other sports, as well as any material which may be of local interest, in addition to special closed circuit attractions.

The invitational opening of the program was launched recently with the show, "What's Your Opinion," from local station KPIX, preliminary to the showing of the Walcott-Marciano fight telecast. Parsons pointed out that it is necessary to go through the procedure of getting permission from the network or sponsor as well as the producer of each show taken from local stations because of legal technicalities involved.

## *Spiers in New Post*

INDIANAPOLIS, Nov. 20. — Edward Spiers, former city salesman for Allied Artists in Chicago who was recently appointed manager of the Allied Artists exchange here, has assumed his new post. He succeeds A. Glaubinger, resigned.

## *Reopen House Radio, TV Hearings Dec. 3*

**Washington, Nov. 20.—The House Commerce sub-committee studying the moral standards of radio and television programs will hold hearings on Dec. 3-4, chairman Harris (D., Ark.) announced.**

**Witnesses will include members of the Federal Communications Commission and spokesmen for national advertisers. Harris said he hoped the hearings would wind up the testimony for this year, leaving the committee free to get down to writing a final report.**

## 'Carmen'

(*Continued from page* 1)

most rapid conclusion of deals" for any TNT event to date, including the recent Walcott-Marciano heavyweight title bout. As further indication of exhibitor response, the TNT official pointed out that within 24 hours of the public announcement, 21 theatres indicated they wanted to book the event, the first entertainment show to be offered on large-screen television. The TNT spokesman declined comment on identifying the theatres booking the event, stating that the announcements should come from the individual theatres.

**Theatres in Smaller Circuits**

It is understood that those theatres which already have signed are mainly owned by smaller circuit operators. Of the larger circuits, only affiliates of United Paramount Theatres have set definite plans to book the event. Five UPT theatres taking the telecast have already been listed.

**Negotiations, in the meantime, are continuing with Warner Brothers, Loew's and RKO Theatres.**

Locally, the "Carmen" telecast will be carried in Century Circuit's Marine Theatre, Brooklyn, in addition to New York's 50th Street Guild Theatre.

The TNT official termed the distribution in New York as "limited," and said that another TV-equipped theatre in New York may be signed up, depending upon the Metropolitan Opera's approval.

If coaxial cable clearances are procured from American Telephone and Telegraph Co. for doubtful situations, 50 or more theatres may join the "Carmen" net, the TNT official predicted. It was disclosed that TNT is currently contemplating setting some deadline date in the near future for the closing of deals in view of the belief that the opera, unlike the fights, will take more time to promote and sell to the public.

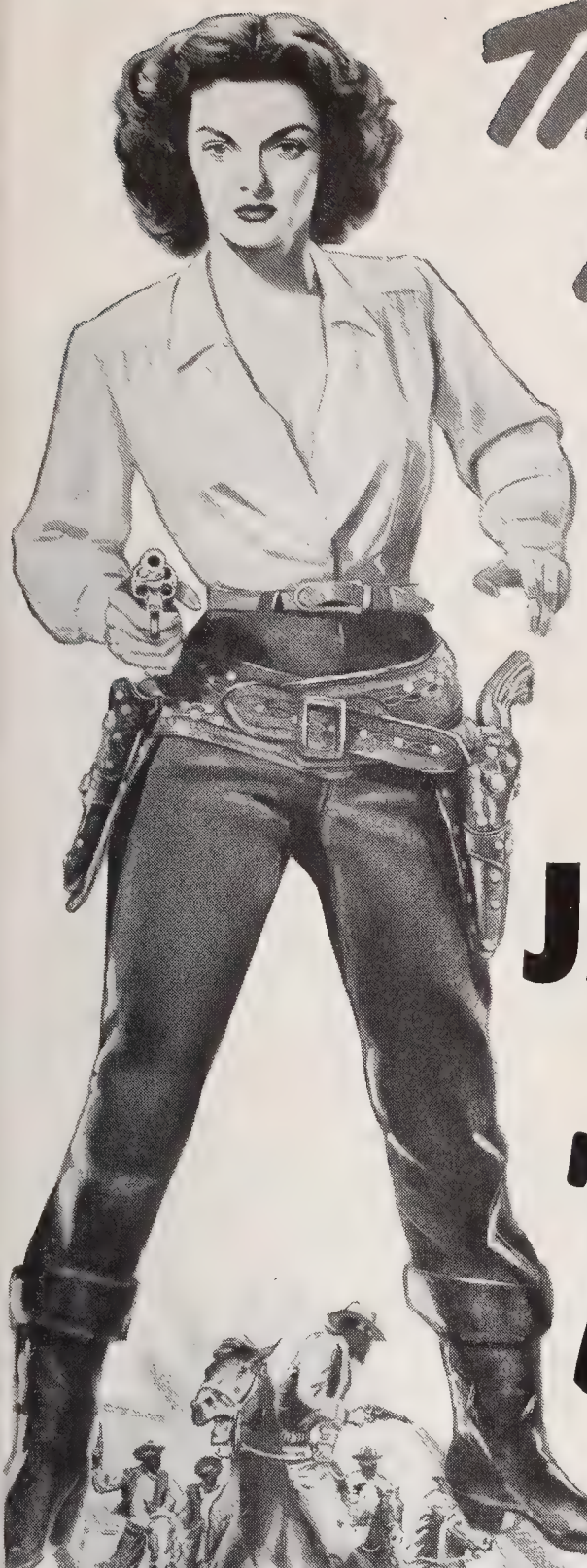
The standard contract agreed upon between TNT and the Metropolitan Opera calls for a 40 cents per seat minimum guarantee against 50 per cent of the net box-office gross.

**'Carmen' at Toledo Rivoli**

TOLEDO, Nov. 20.—Skirball Brothers' Rivoli Theatre here will present the Metropolitan Opera's TV production of "Carmen" on Dec. 11 on its large-screen TV.

# That Outlaw Gal is Making a Haul!

***BUSINESS WAY UP*** **in early dates, with Jane... the singing, hip-swinging, gun-slinging terror of good men and bad... making things jump! Ask them in New York, Des Moines, Pittsburgh, Boston... and soon in Kansas City, Minneapolis, St. Paul, San Francisco, Oklahoma City, and scores of key cities Coast to Coast!**



# JANE RUSSELL

as

# "Montana Belle"



Co-Starring

## GEORGE BRENT

in TRUCOLOR



***Hotter than Hot! The way Jane sings "The Gilded Lily!"***

The new RKO RADIO PICTURES

with SCOTT BRADY • FORREST TUCKER • ANDY DEVINE

Produced by HOWARD WELSCH • Associate Producer ROBERT PETERS • Directed by ALLAN DWAN • Screenplay by HORACE McCOY and NORMAN S. HALL

# Look *applauds...*

(Issue of Dec. 2, 1952)

## MOTION PICTURE PIONEERS

Nate Blumberg, named Pioneer of 1952.



Nicholas Schenck



Jack Cohn



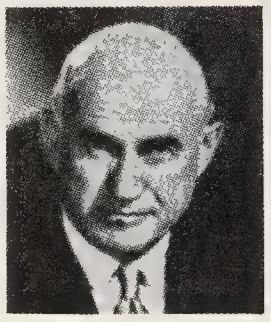
Sam Dembow, Jr.



Jesse Lasky



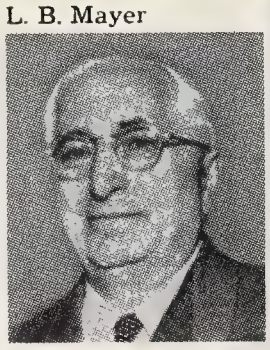
Sam Goldwyn



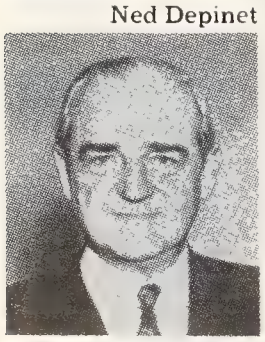
Sam Rinzler



L. B. Mayer



Ned Depinet



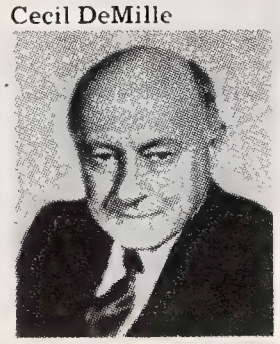
Barney Balaban



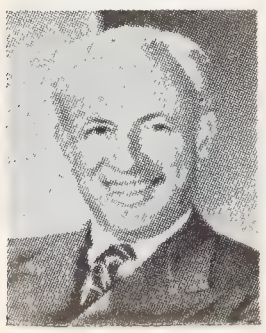
Si Fabian



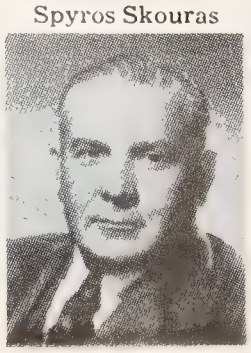
Cecil DeMille



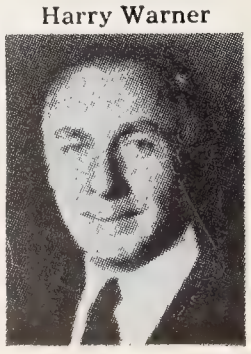
Bob O'Donnell



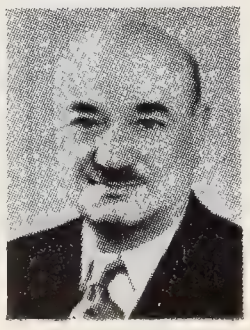
Spyros Skouras



Harry Warner



Sam Pinanski



Adolph Zukor



Ir all started 13 years ago at the funeral of a movie pioneer. A group of the motion-picture industry's old-timers, including Jack Cohn (above, left), were there and decided they'd like to meet now and then under pleasanter circumstances. So they formed the Motion Picture Pioneers, Inc. Cohn, one of the founders of Columbia Pictures, was named permanent president.

Today, nearly a thousand men, among them producers, distributors and exhibitors, belong to the Pioneers. The pictures on this page show a few of them. Members are accepted only if they have been in the industry for at least 25 years, and new members are joining at the rate of about 100 a year. There are branch offices in big cities all over the world.

To take care of people in the industry, outside Hollywood, the Pioneers have established a foundation to help their colleagues "who may have fallen upon evil days through unemployment, illness or old age." The foundation parallels the Motion Picture Relief Fund which covers those in the production end in Hollywood.

Every year, the Pioneers get together and reminisce about old times and name one man as Pioneer of the Year. This year's Pioneer is Nate Blumberg (above, right), board chairman of Universal Pictures. He and his company are both celebrating their 40th year in the motion-picture business. His career reflects the color and chaos of early movie history.

At 12, Blumberg was carrying props at the famous Alhambra Theater in Milwaukee, where stage names like Jane Cowl and May Irwin played. At 18, he started his movie career as an assistant shipper in a film exchange, at a time when boys on bicycles carried one print from theater to theater. From there, he progressed from salesman to theater owner-exhibitor and was one of the first to play movies of the unknown Jack Benny.


COMING!

the BIG EVENT!

MOTION PICTURE PIONEERS INC.

Jubilee DINNER

•

GRAND BALLROOM
HOTEL ASTOR
TUESDAY
NOV. 25

•

MAKE YOUR RESERVATIONS NOW!

Send your check to
MOTION PICTURE PIONEERS, Inc.
729 SEVENTH AVE.
New York, N. Y.

DO IT NOW!



## Cauldron boil . . . and kettle bubble . . .

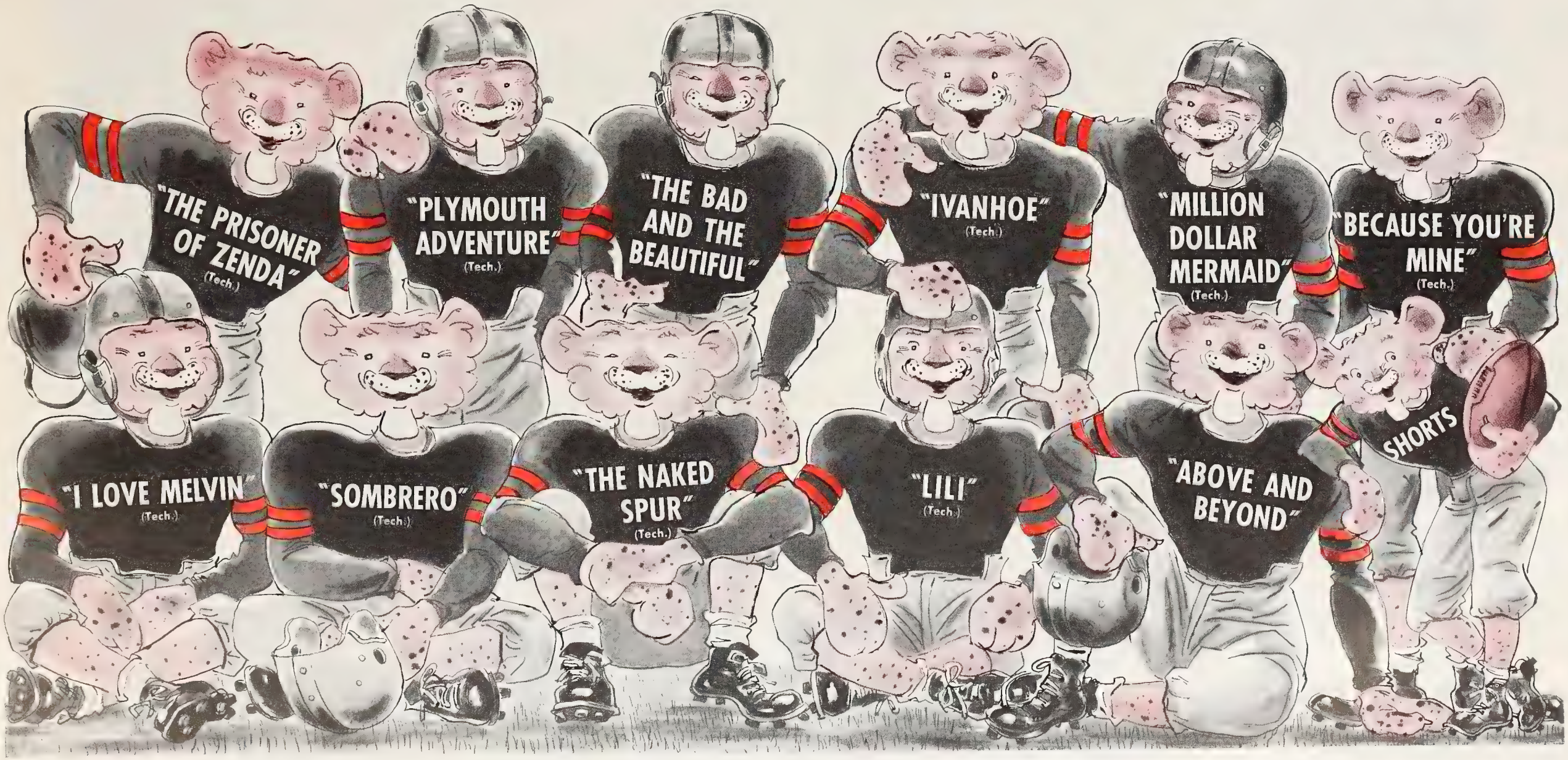
Difficult though they may be, situations like these *do* come off, thanks to the care with which film and chemicals are keyed to specific photographic situation and production methods; thanks, also, to the rigid control of processing solution strength and temperature.

In this area—in production, distribution, and exhibition, too—representatives of the Eastman Technical Service for Motion Picture Film are proud to serve the industry.

To maintain this service, the Eastman Kodak Company has branches at strategic centers . . . invites inquiry from all members of the industry. Address: Motion Picture Film Department, Eastman Kodak Company, Rochester 4, N. Y. *East Coast Division*, 342 Madison Avenue, New York 17, N. Y. *Midwest Division*, 137 North Wabash Avenue, Chicago 2, Illinois. *West Coast Division*, 6706 Santa Monica Blvd., Hollywood 38, California.

# THE WINNING TEAM!

# M G M




**AND MORE ALL-STARS** including "The Story of Three Loves" *(Tech.)* • "The Clown" • "Jeopardy" • "Dream Wife" "Small Town Girl" *(Tech.)* • "Battle Circus" • "Vicki" *(Tech.)* • "Julius Caesar" • "Vaquero" *(Ansco color)* and many others.

NEWS WHILE IT IS NEWS

# MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 72. NO. 100 NEW YORK, U. S. A., MONDAY, NOVEMBER 24, 1952 TEN CENTS

## *Tradewise . . .*

By SHERWIN KANE

BY the temper as well as the actions of the Allied States convention in Chicago last week there can be no doubt that Allied is back again on the so-called "militant" platform on which it was founded some 24 years ago and which has served it for so many years.

Many will regret it—even some within Allied ranks, for they are the thoughtful ones whose memories are not too short to remember that that policy has been futile in many instances and has not always served to improve the lot of Allied members.

Allied's current return to that policy is due to prevailing economic conditions in the industry. The exhibitor, the small one, especially, has his back to the wall, if the wall has not already caved in on him and deprived him of his theatre. It is a case of declining attendance and climbing film prices, with the exhibitor made desperate and combative because he has found no other answer to his grievous problems. In this situation the distributor is the most immediate target for the exhibitor's anxiety and resentment.

On the other hand, the producer-

(Continued on page 2)

## NEWS FLASHES

WASHINGTON, Nov. 23.--The Bureau of Labor Statistics reports that theatre admission prices in large cities dropped during the third quarter to 77.9 per cent above the 1935-39 base period, compared with 79.6 per cent at the end of June.

•

New wage agreements covering all office employes of both Pathe and DeLuxe Laboratories, with increases approximating 10 per cent, have been reached here following negotiations between the managements and Local H-63 of IATSE. Meanwhile, Local No. H-63 has been selected as bargaining agent by the employes of Columbia's exchange here.

## Sees New RKO Radio Board In Two Weeks

By MURRAY HOROWITZ

The RKO Pictures and RKO Radio Pictures boards are expected to be reconstituted within two weeks, the New York Supreme Court was informed here on Friday by Albert R. Connelly, attorney representing the parent and subsidiary companies in hearings on the receivership application filed by three minority stockholders.

**Justice Henry Clay Greenberg granted RKO Pictures a postponement on the hearing of arguments until Dec. 10 over the opposition of Louis Kipnis, attorney representing the minority stockholders, who claim to own 2,525 shares.**

The plea for postponement was joined by attorneys representing Samuel Goldwyn Productions and Walt

(Continued on page 4)

## Joseph Kaufman to Cinerama Post

HOLLYWOOD, Nov. 23. — Joseph Kaufman, who recently produced "Sudden Fear," has been named to direct the exhibition and theatre operations of Cinerama Productions, it was disclosed here by Louis B. Mayer, chairman of the board, and Dudley Roberts, Jr., president. Kaufman will make his headquarters in New York.

## TOA TO MAP PLANS ON ARBITRATION

### *Snaper Says Allied Has Not Closed the Door on Arbitration; TOA Leaders Will Meet This Week*

By AL STEEN

Theatre Owners of America's future role in the evolvement of an arbitration system will be discussed here this week by Alfred Starr, TOA president; general counsel Herman M. Levy and Mitchell Wolfson, TOA executive. Levy and Wolfson are two of the organization's three members on the Industry Arbitration Conference. Si Fabian, the third member of the group, is out of town and will not be present at the sessions.

Calling of the meeting stems from Allied's Chicago action last week on the proposed industry arbitration system, although in a prepared statement from his home in Nashville, Starr does not mention Allied. In announcing this week's meeting, Starr said:

"I have stated on many occasions

(Continued on page 5)

The opinion that Allied has closed the door to further negotiations for an industry arbitration system and that the organization had rejected the proposed formula at its Chicago convention last week was described as a fallacy at the weekend here by Wilbur Snaper, Allied president. Snaper said that Allied objected only to those portions of the draft that did not meet the needs of exhibitors in overcoming their many problems. He contended that the door was still open for further conferences, indicating, however, that success hinged on those points that the so-called industry plan had side-stepped. These, among other things, were film prices and bidding as arbitable subjects.

Arbitration of film rentals continues to be a questionable item in the arbitration picture. Allied contends that the issue can be arbitrated, while the distributors claim that it would not be practicable. Association leaders base their affirmative opinions on the memorandum prepared almost a year ago by Abram F. Myers, Allied general

(Continued on page 5)

## 2,537 Full-week Bookings for 'Show'

"The Greatest Show on Earth," Cecil B. DeMille's Technicolor production for Paramount, in 18 weeks has attained an all-time company record of 2,537 full-week or longer bookings, A. W. Schwalberg, head of Paramount Film Distributing Corp., reveals. Of the 2,537 theatres which have

(Continued on page 4)

## *Top Theatre Television Price Ever: $7.20 Per*

The 50th Street Guild Theatre here is currently selling reserved seat tickets at $7.20 per seat for the Dec. 11 evening telecast of the Metropolitan Opera Company's "Carmen," the highest box-office price ever set for a theatre television event.

Within seven days, 102 tickets were sold, while a large block of tickets has been reserved by the Metropolitan Opera Association, the management stated. The 450-seater is located in Rockefeller Center.

The $7.20 scale includes the 20 per cent Federal admission tax. The last theatre television event at the Guild—the Walcott-Marciano fight—brought $4.80 at the box-office.

Meanwhile, according to reports from Minneapolis, Benjamin Berger's Gopher Theatre will carry the "Carmen" telecast. The event will not be telecast by Minnesota Amusement Co.'s Radio City Theatre there. MACO said it made that decision to avoid a conflict with a scheduled concert on the same night by the Minneapolis Symphony orchestra. The Gopher will use its theatre TV equipment for the first time for the one-hour Dec. 8 telecast of the James Lees sales convention.

According to an official of Theatre

(Continued on page 5)

## Anniversary Fete Tops Variety Meet

PITTSBURGH, Pa., Nov. 23. — The mid-winter meeting of Variety Club International was brought to a close in the William Penn Hotel here yesterday with a banquet celebrating the silver anniversary of Tent No. 1, attended by delegates from 39 tents in the United States, England, Ireland and Canada.

The members of the international helped to put over an all night telethon on station WDTV which raised

(Continued on page 5)

## No 'Undue Interest' In 'U' Case: Snyder

WASHINGTON, Nov. 23.—Secretary of the Treasury Snyder has denied taking any "undue interest" in an excess profits tax refund claim of Universal Pictures Co., Inc.

The charge has been made by some members of a House Ways and Means sub-committee investigating the In-

(Continued on page 4)

# Personal Mention

CHARLES M. REAGAN, M-G-M sales manager, is due back here today from Chicago.

•

DAN S. TERRELL, M-G-M exploitation head, and ARTHUR CANTON, Eastern press representative, returned at the weekend from Boston and Plymouth, Mass.

•

EDWARD L. HYMAN, vice-president of United Paramount Theatres, and his assistant, BERNARD LEVY, have returned to New York from the Midwest.

•

CLIFTON WEBB will be presented with a special award by the Poor Richard Club in Philadelphia on Dec. 20.

•

HOWARD DIETZ, M-G-M vice-president and director of advertising-publicity, will return here today from a weekend on the Coast.

•

JOEL BEZAHLER, in charge of bidding at M-G-M, will return here Wednesday from a Caribbean cruise.

•

HUGH OWEN, Paramount's Eastern and Southern division manager, will be in Atlanta today from New York.

•

HENRY KOSTER, 20th Century-Fox director, will arrive here from Hollywood today.

•

ARTHUR GREENBLATT, Lippert Productions general sales manager, was in Atlanta late last week.

•

VINCENT J. FLYNN, Omaha M-G-M manager, left here at the weekend for that city.

## Services for Jossey Today in Cleveland

CLEVELAND, Nov. 23. — Funeral Services will be held here today for Julian (Jack) S. Jossey, veteran independent distributor and exhibitor, who died in University Hospital on Thursday. He had been suffering with a heart ailment for several years. The widow and two stepsons survive.

## Renaud Hoffman Rites

HOLLYWOOD, Nov. 23. — Funeral services were held here yesterday for Renaud Hoffman, well-known producer of silent movies, who died on Wednesday. He produced the first films featuring Clara Bow.

## Reject Drive-in Bid

BALTIMORE, Nov. 23.—An application for a special permit to erect a large drive-in theatre along Old Harford Road has been rejected by N. C. Heinmuller, acting zoning commissioner of Baltimore County. The proposed project was protested by home owners in the area who declared the theatre would cause a traffic hazard and create disturbing noises in the neighborhood.

# Tradewise . . .

(Continued from page 1)

distributor is faced with the same problems. Beset by increased costs on all sides, higher prices for his product are inescapable. The same competitive and economic forces which have reduced the theatres' patronage affect the producer-distributor as seriously and as impartially as they do the exhibitor. One of the moves the producer-distributor has resorted to in order to re-win patronage has been an increased concentration on production of high budget pictures, specials and super-specials which must and can compete with rival forms of entertainment and diversion.

For these, the price must be higher or the producer-distributor will not long survive.

In this conflict of costs versus income, Allied's militant policy is understandable, whether or not it is justifiable.

It remains to be observed that Allied has been down the same road before and the proof that there is no panacea at its end lies in the fact that Allied today is fighting against the same problems that beset it prior to its embarkation on a program in the 1930's which wound through 13 years of Federal court litigation, just ending, and returns now to the point of departure.

As we have said, Allied has explored that road before. Its recent, brief excursion on the other road—that of cooperative, all-industry endeavor, has been pursued irresolutely and to no conclusion. There is much in that direction that remains to be explored. This is not to say that it unequivocally promises the answers Allied is seeking. But it does seem preferable to a repetition of an old and futile adventure.

## Kramer to Start Work on 'Mutiny'

Stanley Kramer, after confabs at Columbia here, at the weekend ordered "The Caine Mutiny" into immediate production, and declared that "all stops will be pulled on the picture." He said that he will devote to it the bulk of his own efforts in 1953.

Only one picture will precede "The Caine Mutiny," Kramer announced. This is titled temporarily "The Cyclists' Raid." "Circle of Fire" has gone on the shelf, Kramer disclosed, due to the illness of director Irving Reis who cannot return to the studio for many months.

## Ontario Classifies Three

TORONTO, Nov. 23.—Chairman O. J. Silverthorne of the Ontario Board of Censors, reports that three pictures have been classified as "adult entertainment." They are: "Hellgate," "Raiders" and the reissue of "The Beast with Five Fingers."

## R. M. Weitman Aids N. Y.'s U.S.O. Fund

**Robert M. Weitman, vice president of United Paramount Theatres, has been named chairman of the motion pictures division of the New York USO Defense Fund, it was announced by Admiral Oscar C. Badger, U. S. N. (Ret.), chairman of the campaign.**

**Weitman will direct fund raising activities in his industry's drive to help meet the Fund's 1952 goal in New York City of $2,500,000.**

# Name Youngstein To NCCJ 'PR' Post

Max E. Youngstein, vice president of United Artists, has been named public relations chairman of the 25th anniversary committee of the National Conference of Christians and Jews, it was announced by Roger W. Straus, general chairman of the Committee.



Max Youngstein

Youngstein will take a leading role in planning the quarter-centennial celebration of the National Conference next year, Straus said. In addition, Youngstein will head the work of interpreting to the public the significance of the organization's history in building better understanding among Protestants, Catholics and Jews.

Youngstein served during 1950-51 as public relations chairman of "Brotherhood Week" for the NCCJ motion picture division.

## Edwards to Direct IFE News Division

A division of short subject and newsreels has been established by Italian Films Export here with Robert Gordon Edwards appointed director, it was announced by Dr. Renato Gualino, chief executive of IFE, at the weekend.

Under the direction of Edwards, for the past three years head of the U.S. office of INCOM, one of Italy's largest newsreel and short subjects producers, the new IFE division will represent all of Italy's short subject producers in the sales, distribution and promotion of their product for both the theatrical and 16 mm markets in the U.S.

The sales of all Italian newsreel films to American theatrical and television newsreel companies will also be handled by this department as well as arrangements for adequate American news coverage for Italian newsreels.

# Newsreel Parade

*PRESIDENT-ELECT DWIGHT EISENHOWER's latest activities are highlighted in all current newsreels. Featured also are the inauguration of new Chilean president Carlos Ibanez, Connie Mack honored at 90, and a new jet plane speed record of 700 miles per hour.*

**MOVIETONE NEWS, No. 95**—Ike sees Truman at the White House and holds New York talks. Egypt's premiere Naguib sees King Faisal of Iraq. Oona Chaplin back in the U.S. Swedish beauty wins "Miss World" contest. The Movietone News 1952 All-America football team.

**NEWS OF THE DAY, No. 225**—Ike names first three members of the Cabinet. Korea prisoner-of-war issue stirs U.N. Connie Mack at 90. Axeman's derby.

**PARAMOUNT NEWS, No. 28**—First names for Eisenhower Cabinet. Eden supports India "PW" plan. Inaugural Day in Chile. Connie Mack honored. New jet plane record. Airliner flies polar route.

**TELENEWS DIGEST, No. 47B**—New technique used as oil fire is doused by air. DuPont anti-trust suit. Holland's Prince Bernhard visits Mexico. Newly invented fifth wheel aids parking. Airline links desert outposts in Sahara. Cosmic rays studied in new observatory in South France. Chilean inauguration of new president.

**UNIVERSAL NEWS, No. 415**—President-elect Eisenhower talks with Truman at Capital. Harmon airplane trophy won by Mme. Jacqueline Auriol. President Truman receives his Thanksgiving turkey. General Carlos Ibanez inaugurated as new president of Chile. Japanese crown prince in first public appearance. Prince Charles of England celebrates his fourth birthday. Ski time at Mt. Hood, Oregon.

**WARNER PATHE NEWS, No. 30**—Eisenhower gets started on the job. Airplane flies Los Angeles-Copenhagen-North Pole route. Jet plane sets speed record of 700 miles per hour. New Chilean president inaugurated. San Francisco '49ers-Washington Redskins professional football game.

## 2 Minn. Trust Suits Seek $2,418,000

MINNEAPOLIS, Nov. 23.—Two anti-trust suits totaling $2,418,000 in damages have been filed here in U. S. District Court.

The major one, seeking $2,250,000 in damages, was filed by Harold Field and Harold Kaplan of the St. Louis Park Theatres Co. Named as defendants are the Minnesota Amusement Co. and eight majors. Field and Kaplan run the Park Theatre.

A conspiracy suit for $168,000 against seven major film companies and Minnesota Amusement Co. was filed by Charles Rubenstein, Inc., and Rubenstein & Kaplan, operators of the Hollywood, a 975-seat neighborhood house in Northeast Minneapolis.

## Queen Theatre in Chicago Files Suit

CHICAGO, Nov. 23.—The 299-seat Queen Theatre here has filed a triple-damage suit totalling $108,000 against the eight major film companies, Balaban and Katz, and Warner Brothers Theatres for alleged conspiracy to hold the Queen back to a run no earlier than 83 days after first Chicago run.

The suit, filed by attorney Seymour Simon on behalf of Andrew Cuser, who ran the house from Jan. 1, 1936 to Jan. 1, 1946, will be heard by Federal Judge Sam Perry.

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# "When Joe Jackwood Got T.B.–"

If you're enjoying good health this Thanksgiving please listen to the story of Joe Jackwood.

When T.B. struck him down, there was panic in the Jackwood family. It's hard to put aside savings these days and the prospect of hospital and doctor bills was frightening.

Thanks to a lot of warm-hearted people in film business Joe Jackwood is recovering at the Variety Clubs-Will Rogers Memorial Hospital at Saranac Lake.

There are many other industry folk up there, some whose names you know. They are getting the best of care. It can happen to anyone.

Tonight the good people of our business welcome the opportunity to do a fine thing and to enjoy themselves at the same time.

Tonight is the World Premiere of Samuel Goldwyn's "HANS CHRISTIAN ANDERSEN" at the Criterion Theatre. It's a wonderful picture and a gala occasion with stars and celebrities from East and West.

There are a few seats left. If you haven't bought tickets yet PLEASE give a thought to the Joe Jackwoods of our industry. Phone Arthur Clary at Radio City Music Hall, CIrcle 6-4600.

Your help makes the Will Rogers Memorial Hospital possible. It is a project that merits the continued thought and support of all of us. There are many who are unable to be at tonight's benefit. To them we say, join your friends in spirit, be part of this wonderful enterprise. Send a check today to Abe Montagu, Will Rogers Memorial Hospital, 1501 Broadway.

You'll have a happier Thanksgiving this way.

## 'Andersen' Benefit Premiere Tonight

The Will Rogers Memorial Hospital benefit premiere of Samuel Goldwyn's "Hans Christian Andersen" will be held here this evening at the Criterion Theatre before a sell-out celebrity-packed audience.

Television coverage of the event will be provided by WPIX which will have three cameras and a crew of more than 20 on hand.

Samuel Goldwyn, producer, and Danny Kaye and Jeanmaire, stars of "Hans Christian Andersen," head the list of celebrities who have purchased tickets for the benefit. Others include:

Linda Christian, Tyrone Power, Lilli Palmer, Rex Harrison, Rosalind Russell, Frederick Brisson, Marlene Dietrich, Ave Gabor, Clare Boothe Luce, Mr. and Mrs. Richard Rodgers, Mr. and Mrs. Robert Sterling, Ralph Meeker, Lisa Ferraday, Monica Lewis, Elizabeth Threatt, Nancy Carroll, Louise Rainer, Mr. and Mrs. Floyd Odlum, Mr. and Mrs. Ed Murrow.

Also, Mr. and Mrs. Moss Hart, Miss Sharman Douglas, Mr. and Mrs. Gilbert Miller, Dorothy Kilgallen, Richard Kollmar, Mr. and Mrs. Robert Sherwood. Mr. and Mrs. Ed Sullivan, Mr. and Mrs. Bennett Cerf, William Randolph Hearst, Albert Lasker, Mrs. Jack Warner, Mr. and Mrs. John Hertz, Mr. and Mrs. John Steinbeck, Frank Loesser, Governor and Mrs. Sherman Adams, Mrs. David Sarnoff, Col. Serge Obolensky and Ann Miller, and Mr. and Mrs. Bernard Gimbel.

Also, Mr. and Mrs. Sam Goldwyn, Jr., Mr. and Mrs. Earl Wilson, Mrs. Dorothy Schiff, Mrs. Helen Reid, Mr. and Mrs. Leonard Lyons, Mr. and Mrs. Sheldon Cooper, Mr. and Mrs. Mike Cowles, Mr. and Mrs. Leland Hayward, Mr. and Mrs. Ed Anthony, Mr. and Mrs. Walter Young, Mr. and Mrs. William Bernie, Mr. and Mrs. Bosley Crowther, Mr. and Mrs. Sidney James, Mr. and Mrs. Walter Aanenberg, Mr. and Mrs. Robert Lehman, Mr. and Mrs. Jules Stein, Mr. and Mrs. Gordon Manning, Mr. and Mrs. John O'Connell, Mr. and Mrs. Bob Considine.

## *'Andersen' Shown to New York Press*

Samuel Goldwyn's "Hans Christian Andersen" was screened for newspaper, magazine and trade press representatives Friday at the Paris Theatre here, and was followed by a luncheon for the critics at the Copenhagen Restaurant which was attended by Goldwyn and Danny Kaye.

A collection of Andersen's fairy tales was presented to the critics.

## Bookings for 'Show'

(*Continued from page* 1)

played the DeMille circus story during the 18-week period for a week or longer, only about 900 of them normally would run a "smash attraction" for a full week, it was said. "The Greatest Show" went into general release last July following pre-release engagements in 304 key situations across the country.

FEATURE FILMS WANTED FOR T.V.

Our company is one of the foremost distributors of film properties for television. We are open for feature films suitable for television syndication. Please submit summary of what you have or, if you prefer, write for an appointment to discuss.

BOX 415
MOTION PICTURE DAILY
1270 Avenue of the Americas
New York 20, N. Y.

# *See New RKO Radio Board*

(*Continued from page* 1)

Disney Productions, releasing through RKO; Atlas Corp., one of RKO Pictures' leading stockholders, and David J. Greene, claiming to own and control more than 78,000 shares of RKO Pictures stock.

Connelly, of the law firm of Cravath, Cwaine and Moore, in arguing for a delay, informed the court that the two principal directors of the company were currently on the Coast working on the reconstitution of the board. Connelly apparently referred to Sherrill Corwin, acting chairman of the board, and Edward J. Burke, the other director who is also a member of the Ralph Stolkin syndicate which bought controlling interest in RKO from Howard Hughes. The attorney added that he expects the two directors in New York shortly.

"We have received a number of requests to submit affidavits in opposition" to the appointment of a temporary receiver, Connelly said, explaining they came from producers, major stockholders and bank representatatives. Continuing his argument, the RKO attorney said all of them would consider it "a tragedy" if a receiver was appointed. He added that the plaintiff had not proven any harm to the corporation by the present management which, he said, is now in the process of reorganization of its executive staff and continuing day-by-day operations of the company as heretofore.

**In his ruling granting a 19-day postponement, Justice Greenberg pointed out that the appointment of a temporary receiver is a "serious matter" and "a drastic step," warranting a full and complete hearing on the arguments. He indicated that if all the parties to the dispute were not ready by that date, he would consider a further postponement.**

Kipnis, representing minority stockholders Eli B. Castleman and his wife, Marion V. Castleman of Detroit, and Louis Feuerman of this city, argued that if they agreed to an adjournment it might be "misconstrued" or that "some misfortune" might occur to the company in the interim.

Whitney Seymour, of Simpson Thacher and Bartlett, who represented the Atlas Corp. and Walt Disney Productions, joined in RKO's application for adjournment and indicated that his clients would file affidavits. Atlas, according to its most recent report, as of June 30, stated that it owned 76,500 shares of RKO common.

Isadore J. Kresel, counsel for Greene, also argued for a postponement and expressed his opposition to the appointment of a receiver. Following the court session, Kresel denied that he was forming any stockholders committee or had been approached to join such a committee for a possible proxy contest.

A representative of the law firm of Rosenman, Goldmark, Colin and Kaye acted as an observer for Goldwyn. Among others attending was Roy Disney, president of Disney Productions. William Zimmerman, company attorney, who was recently named to the board, was the attorney of record.

**The declaration that the reconstitution of the RKO board is currently being worked out on the Coast appears to spike claims and counter-claims that a new board slate and president have already been agreed upon. Corwin, Burke and Stolkin were reported meeting on the Coast with Hughes on the problem of interim leadership while negotiations for the sale of the Stolkin interests continue. On the basis of RKO's information to the court on Friday, it appeared that a decision on interim leadership still had to be reached.**

RKO Pictures executives declined comment as to when Corwin and Burke are expected here from the Coast.

The application for the appointment of a temporary receiver stemmed from a suit filed by the same three minority stockholders naming Hughes as principal defendant, charging him with mismanagement. It also seeks restitution to the corporation of $3,000,000 from Hughes, said to be his profit on the sale of his 29 per cent interest to the Stolkin group.

## *Yeoman Leaves RKO For Own Business*

Milton J. Yeoman, veteran exchangeman, resigned at the weekend as RKO Radio's New York exchange office manager, effective on Dec. 5, to enter the business of Yeoman and Smith, Fort Lauderdale, Fla., manufacturers of custom-built kitchens.

Previous to RKO Radio, Yeoman was an executive in foreign branch operations of Eagle-Lion, and earlier was with Universal for 17 years in various foreign and domestic sales positions.

## 'U' Case

(*Continued from page* 1)

ternal Revenue Bureau. In a letter to the sub-committee, Snyder said he did not try to influence the decision one way or the other but only tried to expedite a decision. He said his interest in this case "was no different than I have displayed in many other cases where it seemed to me that the taxpayer was entitled to call on the government for a fair and reasonable prompt consideration of its claim."

The sub-committee plans to hear Snyder in person early next month on the Universal and other cases.

## *RKO Radio Will Start Another Film*

HOLLYWOOD, Nov. 23.—The first production plans of RKO Radio Pictures since the resignation of Arnold Grant as board chairman were disclosed here at the weekend. "Gambler Moon," an original by Thames Williamson who also wrote the screenplay, will go into production the first week in February.

Edmund Grainger will produce and Robert Mitchum, Robert Ryan, Arthur Hunnicutt and Ursula Thiess will head the cast. Grainger is currently producing "Split Second" at RKO.

## Pioneers Expect to Induct 60 Tomorrow

The total of new inductees into the Motion Picture Pioneers is expected to excede 60 at the "Jubilee Dinner" of the Pioneers tomorrow night at the Hotel Astor. A last minute rush of new applicants was recorded as the deadline for filing neared at the weekend.

The newest group of applications include Benjamin Kalmenson, Warner Brothers vice-president; Edwin F. Zabel, National Theatres, Los Angeles; Peter Mole, SMPTE president; William Blum, Universal Pictures, Cincinnati; Irving M. Greenfield, Loew's, New York; William Hissner, Academy Theatre, Lebanon, Pa.; Thomas di Lorenzo, Massapequa, L. I., Drive-in; Bennett Abdur, Garden Theatre, Pittsburgh; Louis A. Bonn, of William J. German, Inc.; Morris Dudelson, United Artists, Detroit; William Flemion, Studio and Coronet theatres, Detroit.

Also, Hal Roach; J. Robert Rubin, Loew's; Lew Breyer, Universal, Milwaukee; Carl Buermele, General Theatres Service, Detroit; Peter P. Horner, Union Film Distributors, New York; Harry W. Schroeder, Schroeder Associates, Inc.; Fred G. Sliter, 20th Century-Fox, Albany; L. J. Duncan, Al Dunn Amusement Co., Lanette, Ala.; Jules Lapidus, Warner Brothers Pictures; Raymond E. Moon, Universal Pictures; Alfred Starr, Bijou Amusement, Nashville, and Morris M. Wexler, Philadelphia.

N. J. Blumberg, chairman of the board of Universal Pictures, will be honored at the dinner as the "Motion Picture Pioneer of 1952." George Jessel will be toastmaster. Ned E. Depinet is chairman of the dinner.

## Blumberg Honored By U-I Associates

Nate J. Blumberg, Chairman of the board of Universal Pictures, was paid tribute by Universal-International executives in observance of his 40th anniversay in the motion picture industry and his selection as "Motion Picture Pioneer of 1952" at a luncheon on Friday at the Laurent Restaurant.

Alfred E. Daff, executive vice-president who is completing 33 years with the company, was toastmaster at the affair which was given by U-I's foreign department and was attended by representatives of the company's studio and U.S. and foreign distribution, advertising and publicity departments.

Homage was paid to Blumberg's accomplishments in the industry and in relationships in speeches by Milton Rackmil, president; William Goetz, studio head; Americo Aboaf, foreign general sales manager, and Daff.

Among other domestic executives present were David Lipton, Leon Goldberg, Charles Feldman, John J. O'Connor, Adolph Schimel, Maurice Bergman, James Franey, Norman Gluck, J. J. Jordan, Ray Moon, F. J. A. McCarthy, Peter Dana, Foster Blake, Harold Rubin, Irving Sochin, Harry Fellerman, Al Horwits, Charles Simonelli, Philip Gerard, Jeff Livingston, Eugene Walsh, Hank Linet, Morris Alin, and Milt Livingston. Foreign department representatives present were Ben Cohen, Felix Sommer, Fortunat Baronat, Irving Weiss, Joe Mazer, Free Rieger, Alex Black and Maurice Myron.

# *In the THEATRE* Equipment World . . . *. . with RAY GALLO*

COATINGS and paints especially designed for drive-in theatre screens, speaker posts, towers, signs, fences and other types of weather-exposed equipment have been marketed by the Vocalite Screen Corp., Roosevelt, N. Y. Included is a white screen coating (W-5623) of titanium pigment, one gallon of which is designed to cover about 300 square feet or more, depending upon the condition of the surface to be coated. A black paint (FB-5913) for border masking and a structural aluminum coating (SA-3933) are also available.

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**Prestoseal Manufacturing Corp., manufacturers of "Presto-Splicer," which splices films in a few seconds without cement, has announced the opening of new headquarters at 37-27 33rd Street, Long Island City, N. Y.**

•

*Purchase of chocolate coating equipment which is expected to effect substantial economies in operation, and the closing of its branch plant at San Jose, Cal., were simultaneously revealed by Ralph A. Wenger, chairman of the board of the Chase Candy Co., St. Louis. The company, which had previously bought finished chocolate for coating its candies, will now produce its own with equipment purchased from the Warfield Chocolate Co., Chicago. Seven Western states formerly served by the San Jose factory will now be covered from St. Louis.*

•

A drum table of transparent Lucite for use in theatre foyers and lounges has been marketed by the Associated Ticket & Register Co., New York. The table is 18 inches in diameter and 20 inches high. In another form it provides a smoking stand of the same size and shape. The ash receiver, which sets into the table, is of steel construction with a black finish. It is large enough to hold empty candy and popcorn boxes as well as stubs and ashes.

•

**The Thomas Theatre Co. of Iron Mountain, Mich., has signed a service contract for 12 of its theatres with the RCA Service Co. The contract was negotiated by Thomas Renn, general manager of the Thomas circuit. Theatres in Michigan included in the new pact are the Braumart, Colonial and Tri-City drive-in in Iron Mountain; the Kerredge and Orpheum, in Hancock; the Lode, in Houghton; the Peoples, in Laurium; Calumet, in Calumet, and the Lloyd, in Menominee. Also included are the Rialto, Fox and 64 drive-in in Marinette, Wisc.**

## *SAG in Strike Plans*

HOLLYWOOD, Nov. 23.—Screen Actor Guild will mail letters to all members tomorrow instructing them not to accept employment in television film commercials after the following Sunday; also letters were sent to television film commercial producers formerly notifying them that the strike goes into effect Dec. 1.

## *UPT Circuit Heads Optimistic: French*

**Minneapolis, Nov. 23.—Minnesota Amusement Co. president Harry B. French reports that optimism was the feeling among heads of United Paramount circuit heads at the recent meeting at White Sulphur Springs, W. Va. French stated that while big city houses are "as a whole" a headache, outstate grosses "are very good and have shown a substantial increase" recently.**

## Allied Door Open

(*Continued from page* 1)

counsel, as a basis for discussion of an arbitration procedure. At that time, Meyers claimed that a common form of arbitration was one to fix the value of goods delivered for which no price was stipulated. Myers said that the issue in such cases was the fair market value. Pointing out that films never were priced on a cost-plus profit basis but on their box office value which was ascertainable, Myers said it was common practice for some exhibitors to play pictures on open contracts; that is, with the film rental to be determined later.

### Myers' Argument

Myers' argument was that, in the event the exhibitor and the distributor could not come to terms, there was no question but that their dispute could be arbitrated. Myers admitted that if all or even a substantial number of film deals were submitted to arbitration, the result would be disastrous. However, he said he did not think there would be as many such arbitrations as some industry people have feared. The fact that such arbitration involves delays, initial deposits and full disclosure of operations, many exhibitors would be reluctant to institute such proceedings unless they were in dire need of relief, as well as confident of winning their cases.

Myers said, however, that as a safeguard against such factors, the right of an exhibitor to invoke arbitration might be made dependent upon allegation and proof that he had tried in good faith to negotiate with the distributor and that he had ben refused a license except on terms that would not cover overhead and operating expense, plus a fair profit.

It is his matter of arbitration of film rentals that appears to be a principal stumbling block in a plan's adoption, with the general belief that concessions must be made by both sides before success can be achieved.

## *FCC Approves 14 New TV Stations*

WASHINGTON, Nov. 23.—The Federal Communications Commission has approved 14 new television stations, bringing to 122 the number of new stations authorized since the lifting of the freeze.

Two new stations were authorized for Galveston, Tex., and one was authorized for each of these 12 towns: Colorado Springs, Colo.; Decatur, Ill.; Belleville, Ill.; Sioux City, Ia.; Jackson, Mich.; Battle Creek, Mich.; Flint, Mich.; Greensboro, N. C.; Lima, O.; Johnstown, Pa.; Sioux Falls, S. D., and Henderson, Ky.

## TOA Plans

(*Continued from page* 1)

that I have dedicated my tenure of office as president of TOA to the betterment of distributor-exhibitor relations. I now want to reaffirm that position.

"In an industry system of arbitration, I see a great step forward in the process of improving distributor-exhibitor relations. I feel, too, that exhibitors have everything to gain from such a system and nothing whatsoever to lose, since there is no compulsion on exhibitors to use it. It is there if they wish it.

### Substantial Concessions

"Distribution has made substantial concessions in order to activate the system. It is not good sense for any exhibitor to reject those concessions."

Levy at the weekend declined to make any comment on Allied's rejection of the industry plan in its present form, preferring to wait until after this week's meeting before making an official statement.

Meanwhile, Allied's side-stepping of the industry arbitration system, at least for the present, continued to be a chief conversation topic here within the trade. While it was believed generally that Allied would eventually come back into the conferences, the necessary delay was bemoaned. One distribution head said that "it is difficult to understand, with so many 'plus points' listed by Abram Myers, Allied general counsel, in the industry plan, why the association didn't permit its members to take advantage of those 'plus points' by rejecting the plan. Allied has deprived its members of the opportunity to iron out their difficulties."

There was an opinion expressed that other exhibitor organizations and the distributors may go along on a system without Allied's participation actively, but no action along this line has been initiated.

## Theatre TV

(*Continued from page* 1)

Network Television — the agency which booked the "Carmen" telecast—27 theatres from Coast-to-Coast have already joined the exclusive network, while 11 others have agreed to terms of the contract, but pending the solution of a number of problems, have not signed up.

PORTLAND, Ore., Nov. 23.—Theatre TV equipment will be installed at John Hamrick's Liberty Theatre here by the first week of December, according to Will J. Conner, executive vice-president of Hamrick Theatres.

## *U. of Minn. to Cite Northwest Variety*

**Minneapolis, Nov. 23.—The governor of Minnesota and the mayors of Minneapolis and St. Paul will be among the notables attending a dinner at the Nicollet Hotel here Dec. 8 at which the regents of the University of Minnesota will present a plaque to the Northwest Variety Club, as a tribute to the showmen's group for sponsoring and supporting the heart hosital located on the university campus.**

**Art Anderson, Warner Brothers Midwest district manager, and Col. William McCraw of Variety Clubs International will be among the industry members attending the affair.**

## Variety Meet

(*Continued from page* 1)

pledges of better than $150,000 for the erection of a hospital wing for the Rosalia Foundling Home, to be known as the Catherine Sheriden Variety Wing.

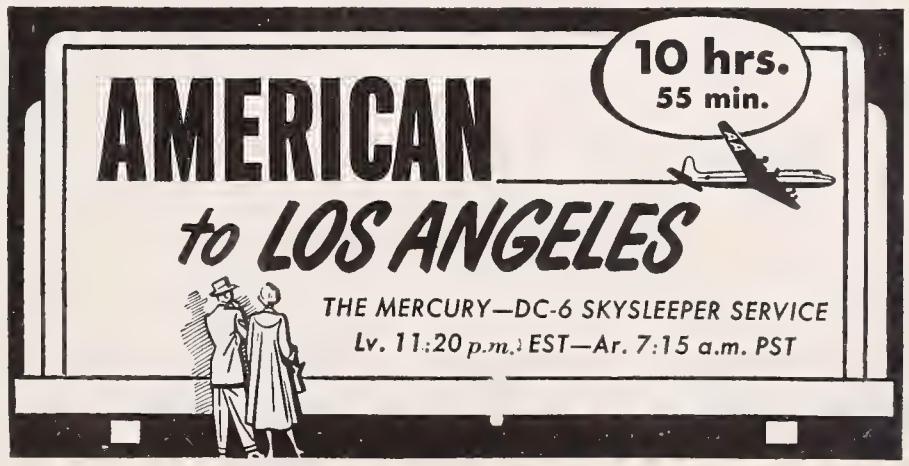
Among the speakers at the banquet were Congressman Dewey Short of Missouri, chairman of the Armed Forces Committee; big boss John H. Harris, ringmaster R. J. O'Donnell of Dallas; main guy Marc J. Wolf of Indianapolis; first assistant George Hoover of Miami, C. J. Latta of London; William McCraw of Dallas and Nate Golden of Washington, chairman of the Heart Fund.

At the business session Golden informed the backers present that a total of $21,000,000 had been raised and given away in charity work by the Variety Clubs in a quarter of a century and that $3,000,000 was spent this year..

Hoover told of the arrangements that had been completed for the staging of the annual convention at Mexico City next April 18-23 and stated that the Mexican Government had appropriated $50,000 to cover the expenses of the event. A great spectacle at the pyramids will be held for the visiting barkers and their families.

A presentation was made at the banquet to retiring chief barker William Finkel of Tent No. 1 and Carl Doser, the incoming chief barker was introduced.

In the absence of Mayor David L. Lawrence, who was out of the city, president of City Council Thomas E. Gallagher welcomed the members of the international at the initial session.



# MOTION PICTURE DAILY'S BOOKING CHART

| WEEK OF | COLUMBIA | LIPPERT | M-G-M | MONO. | PARA. | REPUBLIC | RKO | 20TH-FOX | UNITED ARTISTS | UNIV.-INT'L. | WARNERS |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Oct. 12 | (Oct. Releases)<br>ASSIGNMENT—PARIS<br>Dana Andrews<br>Marta Toren<br>D—85 min.<br>(Rev. 9/4/52)<br>THE GOLDEN HAWK<br>(Color)<br>Rhonda Fleming<br>Sterling Hayden<br>D—83 min.<br>(Rev. 9/10/52) | | APACHE WAR SMOKE<br>Gilbert Roland<br>Glenda Farrell<br>O—67 min.<br>(Rev. 9/29/52) | CANYON AMBUSH<br>Johnny Mack Brown<br>O—53 min. (5244) | | DESPERADOES OUTPOST<br>Alan "Rocky" Lane<br>O—54 min. (5174)<br>(Rev. 10/9/52)<br>THE WAC FROM WALLA WALLA<br>Judy Canova<br>Stephen Dunne<br>C—83 min. (5123)<br>(Rev. 10/23/52) | (Oct. Releases)<br>THE LUSTY MEN<br>Robert Mitchum<br>Susan Hayward<br>OD—112 min. (304)<br>(Rev. 9/29/52) | (Oct. Releases)<br>MY WIFE'S BEST FRIEND<br>Anne Baxter<br>Macdonald Carey<br>CD—87 min. (231)<br>(Rev. 10/6/52) | (Harry M. Popkin)<br>THE THIEF<br>Ray Milland<br>Rita Gam<br>D—85 min.<br>(Rev. 9/26/52) | (Oct. Releases)<br>WILLIE AND JOE BACK AT THE FRONT<br>Tom Ewell<br>Mary Blanchard<br>C—87 min. (233)<br>(Rev. 9/29/52) | |
| Oct. 19 | | | | ARCTIC FLIGHT<br>Wayne Morris<br>D—78 min. (5210)<br>(Rev. 8/5/52) | (Oct. Releases)<br>SOMEBODY LOVES ME<br>(Color)<br>Betty Hutton<br>Ralph Meeker<br>M—95 min. (5203)<br>(Rev. 8/20/52) | TOUGHEST MAN IN ARIZONA<br>(Color)<br>Vaughn Monroe<br>Joan Leslie<br>O—90 min. (5109)<br>(Rev. 10/16/52) | | WAY OF A GAUCHO<br>Rory Calhoun<br>Gene Tierney<br>O—91 min. (229)<br>(Rev. 10/7/52) | | YANKEE BUCCANEER<br>(Color)<br>Jeff Chandler<br>Scott Brady<br>D—86 min. (234)<br>(Rev. 9/17/52) | THE MIRACLE OF OUR LADY OF FATIMA<br>(Color)<br>Gilbert Roland<br>Angela Clark<br>D—102 min.<br>(Rev. 8/21/52) |
| Oct. 26 | | SCOTLAND YARD INSPECTOR<br>Cesar Romero<br>Lois Maxwell<br>D—73 min. (5202) | EVERYTHING I HAVE IS YOURS<br>(Color)<br>Marge & Gower Champion<br>Dennis O'Keefe<br>M—92 min.<br>(Rev. 9/25/52) | | | SOUTH PACIFIC TRAIL<br>Rex Allen<br>O—60 min. (5145)<br>(Rev. 11/14/52) | ANDROCLES AND THE LION<br>Jean Simmons<br>Victor Mature<br>CD—98 min.<br>(Rev. 10/29/52) | | | | SPRINGFIELD RIFLE<br>(Color)<br>Gary Cooper<br>D—93 min. (204)<br>(Rev. 9/25/52) |
| Nov. 2 | (Nov. Releases)<br>HANGMAN'S KNOT<br>(Color)<br>Randolph Scott<br>Donna Reed<br>OD—84 min.<br>(Rev. 11/3/52) | | THE PRISONER OF ZENDA<br>(Color)<br>Stewart Granger<br>James Mason<br>Deborah Kerr<br>D—100 min.<br>(Rev. 10/15/52) | WYOMING ROUNDUP<br>Whip Wilson<br>O—53 min. (5254) | | | | | | | OPERATION SECRET<br>Cornel Wilde<br>Steve Cochran<br>D—108 min. (205)<br>(Rev. 10/9/52) |
| Nov. 9 | VOODOO TIGER<br>Johnny Weismuller<br>D—67 min.<br>(Rev. 10/30/52)<br>BLUE CANADIAN ROCKIES<br>Gene Autry<br>O—58 min.<br>(Rev. 11/14/52) | TROMBA, THE TIGER MAN<br>Special Cast<br>D—63 min. (5201) | | FLAT TOP<br>(Color)<br>Sterling Hayden<br>Richard Carlson<br>D—85 min. (5201)<br>(Rev. 11/20/52) | (Nov. Releases)<br>THE TURNING POINT<br>William Holden<br>Alexis Smith<br>D—85 min. (5205)<br>(Rev. 9/18/52) | RIDE THE MAN DOWN<br>(Color)<br>Brian Donlevy<br>OD—90 min.<br>(Rev. 10/30/52) | MONTANA BELLE<br>(Color)<br>Jane Russell<br>George Brent<br>O—81 min.<br>(Rev. 10/30/52) | (Nov. Releases)<br>NIGHT WITHOUT SLEEP<br>Linda Darnell<br>Gary Merrill<br>D—77 min. (235)<br>(Rev. 9/30/52) | (J. Arthur Rank)<br>OUTPOST IN MALAYA<br>Claudette Colbert<br>D—88 min.<br>(Rev. 11/14/52) | (Nov. Releases)<br>THE RAIDERS<br>(Color)<br>Richard Conte<br>Viveca Lindfors<br>OD—80 min. (301)<br>(Rev. 10/9/52) | |
| Nov. 16 | (Re-Release)<br>LADIES OF THE CHORUS<br>Marilyn Monroe<br>Adele Jergens<br>D—61 min. | | THE HOUR OF 13<br>Peter Lawford<br>D—80 min.<br>(Rev. 9/30/52) | | THE SAVAGE<br>(Color)<br>Charlton Heston<br>Susan Morrow<br>OD—95 min. (5206)<br>(Rev. 9/18/52) | THUNDERBIRDS<br>John Derek<br>John Barrymore, Jr.<br>D—85 min. (5201) | FACE TO FACE<br>James Mason<br>Robert Preston<br>D 92 min.<br>(Rev. 11/20/52) | STEEL TRAP<br>Joseph Cotten<br>Teresa Wright<br>D—85 min. (232)<br>(Rev. 10/22/52) | (J. Arthur Rank)<br>OUTPOST IN MALAYA<br>Claudette Colbert<br>D—88 min.<br>(Rev. 11/14/52) | BECAUSE OF YOU<br>Loretta Young<br>Jeff Chandler<br>D—95 min. (302)<br>(Rev. 10/9/52) | THE IRON MISTRESS<br>Alan Ladd<br>Virginia Mayo<br>D—110 min. (206)<br>(Rev. 10/16/52) |
| Nov. 23 | | MR. WALKIE TALKIE<br>William Tracy<br>Joe Sawyer<br>C (5203) | PLYMOUTH ADVENTURE<br>(Color)<br>Spencer Tracy<br>Gene Tierney<br>D—104 min.<br>(Rev. 10/20/52) | NO HOLDS BARRED<br>Leo Gorcey<br>C—65 min. (5214) | | | | BLOODHOUNDS OF BROADWAY<br>(Color)<br>Mitzi Gaynor<br>Scott Brady<br>MC—90 min. (236)<br>(Rev. 10/30/52) | | IT GROWS ON TREES<br>Irene Dunne<br>Dean Jagger<br>C—84 min. (303)<br>(Rev. 11/3/52) | |
| Nov. 30 | (Dec. Releases)<br>(Stanley Kramer)<br>EIGHT IRON MEN<br>Bonar Colleano<br>D—80 min.<br>(Rev. 10/23/52) | (Re-Releases)<br>GREAT WHITE HUNTER<br>(formerly THE MACOMBER AFFAIR)<br>Gregory Peck<br>D—89 min. (5209)<br>(Rev. 1/28/47) | SKY FULL OF MOON<br>Carleton Carpenter<br>Jan Sterling<br>D—73 min.<br>(Rev. 11/6/52) | JUNGLE GIRL<br>Bomba<br>D—70 min. (5208) | (Dec. Releases)<br>THE BLAZING FOREST<br>(Color)<br>John Payne<br>Susan Morrow<br>OD—90 min. (5207)<br>(Rev. 9/26/52) | | | | (Danziger Bros.)<br>BABES IN BAGDAD<br>(Color)<br>Paulette Goddard<br>Gypsy Rose Lee<br>CD—79 min. | | CATTLE TOWN<br>Dennis Morgan<br>O—71 min (207) |
| Dec. 7 | (Stanley Kramer)<br>THE HAPPY TIME<br>Charles Boyer<br>Louis Jourdan<br>CD—94 min.<br>(Rev. 8/18/52) | CAPTAIN KIDD<br>Charles Laughton<br>D—89 min. (5210)<br>(Rev. 7/30/45) | | | (Re-Release)<br>CLEOPATRA<br>Claudette Colbert<br>Henry Wilcoxon<br>D—104 min. (5208)<br>(Rev. 7/24/34) | | | (Dec. Releases)<br>MY PAL GUS<br>Richard Widmark<br>Joanne Dru<br>CD—83 min. (233)<br>(Rev. 11/7/52) | | (Dec. Releases)<br>THE BLACK CASTLE<br>Richard Greene<br>Boris Karloff<br>D—81 min. (304)<br>(Rev. 10/24/52) | |
| Dec. 14 | STRANGE FASCINATION<br>Cleo Moore<br>Hugo Haas<br>D—80 min.<br>(Rev. 10/6/52) | | | MAVERICK<br>Wild Bill Elliott<br>O—71 min. (5322) | | MARSHAL OF CEDAR ROCK<br>Alan "Rocky" Lane<br>O | | STARS AND STRIPES FOREVER<br>Clifton Webb<br>Debra Paget<br>M—89 min. (239)<br>(Rev. 11/19/52) | (Film Group)<br>MONSOON<br>(Color)<br>Ursula Thiess<br>D—79 min. | AGAINST ALL FLAGS<br>(Color)<br>Errol Flynn<br>Maureen O'Hara<br>D—83 min. (305) | |
| Dec. 21 | INVASION U.S.A.<br>Gerald Mohr<br>D—74 min. | THE GAMBLER AND THE LADY<br>Dane Clark<br>Naomi Chance<br>D (5204) | MILLION DOLLAR MERMAID<br>(Color)<br>Esther Williams<br>Victor Mature<br>D—115 min.<br>(Rev. 10/31/52) | | | | BLACKBEARD THE PIRATE<br>(Color)<br>Linda Darnell<br>Robert Newton<br>D | | (Lopert)<br>BREAKING THE SOUND BARRIER<br>Ralph Richardson<br>Ann Todd<br>D—109 min.<br>(Rev. 10/30/52) | | |

*(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.)*

FIRST IN FILM NEWS

# MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 100 NEW YORK, U. S. A., MONDAY, NOVEMBER 24, 1952 TEN CENTS

## *Tradewise . . .*

By SHERWIN KANE

BY the temper as well as the actions of the Allied States convention in Chicago last week there can be no doubt that Allied is back again on the so-called "militant" platform on which it was founded some 24 years ago and which has served it for so many years.

Many will regret it—even some within Allied ranks, for they are the thoughtful ones whose memories are not too short to remember that that policy has been futile in many instances and has not always served to improve the lot of Allied members.

Allied's current return to that policy is due to prevailing economic conditions in the industry. The exhibitor, the small one, especially, has his back to the wall, if the wall has not already caved in on him and deprived him of his theatre. It is a case of declining attendance and climbing film prices, with the exhibitor made desperate and combative because he has found no other answer to his grievous problems. In this situation the distributor is the most immediate target for the exhibitor's anxiety and resentment.

On the other hand, the producer-

(Continued on page 2)

## Admission Prices Drop, U.S. Reports

WASHINGTON, Nov. 23.—Theatre admission prices in large cities dropped during the third quarter, the Bureau of Labor Statistics reports.

Adult admission prices at the end of September dropped to 77.9 per cent above the 1935-39 base period, compared with 79.6 per cent at the end of June.

## Pathe, DeLuxe 'Labs' In New IA Pacts

New wage agreements covering all office employes of both Pathe and DeLuxe Laboratories here have been reached following negotiations between the managements and Local H-63 of the International Alliance of Theatrical Stage Employes. Increases approximating 10 per cent are provided in both instances.

Meanwhile, Local No. H-63 has been selected as bargaining agent by the employes of Columbia Pictures' New York exchange.

## Sees New RKO Radio Board In Two Weeks

By MURRAY HOROWITZ

The RKO Pictures and RKO Radio Pictures boards are expected to be reconstituted within two weeks, the New York Supreme Court was informed here on Friday by Albert R. Connelly, attorney representing the parent and subsidiary companies in hearings on the receivership application filed by three minority stockholders.

**Justice Henry Clay Greenberg granted RKO Pictures a postponement on the hearing of arguments until Dec. 10 over the opposition of Louis Kipnis, attorney representing the minority stockholders, who claim to own 2,525 shares.**

The plea for postponement was joined by attorneys representing Samuel Goldwyn Productions and Walt

(Continued on page 4)

## Joseph Kaufman to Cinerama Post

HOLLYWOOD, Nov. 23. — Joseph Kaufman, who recently produced "Sudden Fear," has been named to direct the exhibition and theatre operations of Cinerama Productions, it was disclosed here by Louis B. Mayer, chairman of the board, and Dudley Roberts, Jr., president. Kaufman will make his headquarters in New York.

# TOA TO MAP PLANS ON ARBITRATION

### *Snaper Says Allied Has Not Closed the Door on Arbitration; TOA Leaders Will Meet This Week*

By AL STEEN

Theatre Owners of America's future role in the evolvement of an arbitration system will be discussed here this week by Alfred Starr, TOA president; general counsel Herman M. Levy and Mitchell Wolfson, TOA executive. Levy and Wolfson are two of the organization's three members on the Industry Arbitration Conference. Si Fabian, the third member of the group, is out of town and will not be present at the sessions.

Calling of the meeting stems from Allied's Chicago action last week on the proposed industry arbitration system, although in a prepared statement from his home in Nashville, Starr does not mention Allied. In announcing this week's meeting, Starr said:

"I have stated on many occasions

(Continued on page 5)

The opinion that Allied has closed the door to further negotiations for an industry arbitration system and that the organization had rejected the proposed formula at its Chicago convention last week was described as a fallacy at the weekend here by Wilbur Snaper, Allied president. Snaper said that Allied objected only to those portions of the draft that did not meet the needs of exhibitors in overcoming their many problems. He contended that the door was still open for further conferences, indicating, however, that success hinged on those points that the so-called industry plan had side-stepped. These, among other things, were film prices and bidding as arbitable subjects.

Arbitration of film rentals continues to be a questionable item in the arbitration picture. Allied contends that the issue can be arbitrated, while the distributors claim that it would not be practicable. Association leaders base their affirmative opinions on the memorandum prepared almost a year ago by Abram F. Myers, Allied general

(Continued on page 5)

## 2,537 Full-week Bookings for 'Show'

"The Greatest Show on Earth," Cecil B. DeMille's Technicolor production for Paramount, in 18 weeks has attained an all-time company record of 2,537 full-week or longer bookings, A. W. Schwalberg, head of Paramount Film Distributing Corp., reveals. Of the 2,537 theatres which have

(Continued on page 4)

## *Top Theatre Television Price Ever: $7.20 Per*

The 50th Street Guild Theatre here is currently selling reserved seat tickets at $7.20 per seat for the Dec. 11 evening telecast of the Metropolitan Opera Company's "Carmen," the highest box-office price ever set for a theatre television event.

Within seven days, 102 tickets were sold, while a large block of tickets has been reserved by the Metropolitan Opera Association, the management stated. The 450-seater is located in Rockefeller Center.

The $7.20 scale includes the 20 per cent Federal admission tax. The last theatre television event at the Guild—the Walcott-Marciano fight—brought $4.80 at the box-office.

Meanwhile, according to reports from Minneapolis, Benjamin Berger's Gopher Theatre will carry the "Carmen" telecast. The event will not be telecast by Minnesota Amusement Co.'s Radio City Theatre there. MACO said it made that decision to avoid a conflict with a scheduled concert on the same night by the Minneapolis Symphony orchestra. The Gopher will use its theatre TV equipment for the first time for the one-hour Dec. 8 telecast of the James Lees sales convention.

According to an official of Theatre

(Continued on page 5)

## Anniversary Fete Tops Variety Meet

PITTSBURGH, Pa., Nov. 23. — The mid-winter meeting of Variety Club International was brought to a close in the William Penn Hotel here yesterday with a banquet celebrating the silver anniversary of Tent No. 1, attended by delegates from 39 tents in the United States, England, Ireland and Canada.

The members of the international helped to put over an all night telethon on station WDTV which raised

(Continued on page 5)

## No 'Undue Interest' In 'U' Case: Snyder

WASHINGTON, Nov. 23.—Secretary of the Treasury Snyder has denied taking any "undue interest" in an excess profits tax refund claim of Universal Pictures Co., Inc.

The charge has been made by some members of a House Ways and Means sub-committee investigating the In-

(Continued on page 4)

# Personal Mention

CHARLES M. REAGAN, M-G-M sales manager, is due back here today from Chicago.

•

DAN S. TERRELL, M-G-M exploitation head, and ARTHUR CANTON, Eastern press representative, returned at the weekend from Boston and Plymouth, Mass.

•

EDWARD L. HYMAN, vice-president of United Paramount Theatres, and his assistant, BERNARD LEVY, have returned to New York from the Midwest.

•

CLIFTON WEBB will be presented with a special award by the Poor Richard Club in Philadelphia on Dec. 20.

•

HOWARD DIETZ, M-G-M vice-president and director of advertising-publicity, will return here today from a weekend on the Coast.

•

JOEL BEZAHLER, in charge of bidding at M-G-M, will return here Wednesday from a Caribbean cruise.

•

HUGH OWEN, Paramount's Eastern and Southern division manager, will be in Atlanta today from New York.

•

HENRY KOSTER, 20th Century-Fox director, will arrive here from Hollywood today.

•

ARTHUR GREENBLATT, Lippert Productions general sales manager, was in Atlanta late last week.

•

VINCENT J. FLYNN, Omaha M-G-M manager, left here at the weekend for that city.

## Services for Jossey Today in Cleveland

CLEVELAND, Nov. 23. — Funeral Services will be held here today for Julian (Jack) S. Jossey, veteran independent distributor and exhibitor, who died in University Hospital on Thursday. He had been suffering with a heart ailment for several years. The widow and two stepsons survive.

## Renaud Hoffman Rites

HOLLYWOOD, Nov. 23. — Funeral services were held here yesterday for Renaud Hoffman, well-known producer of silent movies, who died on Wednesday. He produced the first films featuring Clara Bow.

## Reject Drive-in Bid

BALTIMORE, Nov. 23.—An application for a special permit to erect a large drive-in theatre along Old Harford Road has been rejected by N. C. Heinmuller, acting zoning commissioner of Baltimore County. The proposed project was protested by home owners in the area who declared the theatre would cause a traffic hazard and create disturbing noises in the neighborhood.

# Tradewise . . .

(Continued from page 1)

distributor is faced with the same problems. Beset by increased costs on all sides, higher prices for his product are inescapable. The same competitive and economic forces which have reduced the theatres' patronage affect the producer-distributor as seriously and as impartially as they do the exhibitor. One of the moves the producer-distributor has resorted to in order to rewin patronage has been an increased concentration on production of high budget pictures, specials and super-specials which must and can compete with rival forms of entertainment and diversion.

For these, the price must be higher or the producer-distributor will not long survive.

In this conflict of costs versus income, Allied's militant policy is understandable, whether or not it is justifiable.

It remains to be observed that Allied has been down the same road before and the proof that there is no panacea at its end lies in the fact that Allied today is fighting against the same problems that beset it prior to its embarkation on a program in the 1930's which wound through 13 years of Federal court litigation, just ending, and returns now to the point of departure.

As we have said, Allied has explored that road before. Its recent, brief excursion on the other road—that of cooperative, all-industry endeavor, has been pursued irresolutely and to no conclusion. There is much in that direction that remains to be explored. This is not to say that it unequivocally promises the answers Allied is seeking. But it does seem preferable to a repetition of an old and futile adventure.

## Kramer to Start Work on 'Mutiny'

Stanley Kramer, after confabs at Columbia here, at the weekend ordered "The Caine Mutiny" into immediate production, and declared that "all stops will be pulled on the picture." He said that he will devote to it the bulk of his own efforts in 1953.

Only one picture will precede "The Caine Mutiny," Kramer announced. This is titled temporarily "The Cyclists' Raid." "Circle of Fire" has gone on the shelf, Kramer disclosed, due to the illness of director Irving Reis who cannot return to the studio for many months.

## Ontario Classifies Three

TORONTO, Nov. 23.—Chairman O. J. Silverthorne of the Ontario Board of Censors, reports that three pictures have been classified as "adult entertainment." They are: "Hellgate," "Raiders" and the reissue of "The Beast with Five Fingers."

## R. M. Weitman Aids N. Y.'s U.S.O. Fund

**Robert M. Weitman, vice president of United Paramount Theatres, has been named chairman of the motion pictures division of the New York USO Defense Fund, it was announced by Admiral Oscar C. Badger, U. S. N. (Ret.), chairman of the campaign.**

**Weitman will direct fund raising activities in his industry's drive to help meet the Fund's 1952 goal in New York City of $2,500,000.**

## Name Youngstein To NCCJ 'PR' Post

Max E. Youngstein, vice president of United Artists, has been named public relations chairman of the 25th anniversary committee of the National Conference of Christians and Jews, it was announced by Roger W. Straus, general chairman of the Committee.



Max Youngstein

Youngstein will take a leading role in planning the quarter-centennial celebration of the National Conference next year, Straus said. In addition, Youngstein will head the work of interpreting to the public the significance of the organization's history in building better understanding among Protestants, Catholics and Jews.

Youngstein served during 1950-51 as public relations chairman of "Brotherhood Week" for the NCCJ motion picture division.

## Edwards to Direct IFE News Division

A division of short subject and newsreels has been established by Italian Films Export here with Robert Gordon Edwards appointed director, it was announced by Dr. Renato Gualino, chief executive of IFE, at the weekend.

Under the direction of Edwards, for the past three years head of the U.S. office of INCOM, one of Italy's largest newsreel and short subjects producers, the new IFE division will represent all of Italy's short subject producers in the sales, distribution and promotion of their product for both the theatrical and 16 mm markets in the U.S.

The sales of all Italian newsreel films to American theatrical and television newsreel companies will also be handled by this department as well as arrangements for adequate American news coverage for Italian newsreels.

# Newsreel Parade

*PRESIDENT-ELECT DWIGHT EISENHOWER's latest activities are highlighted in all current newsreels. Featured also are the inauguration of new Chilean president Carlos Ibanez, Connie Mack honored at 90, and a new jet plane speed record of 700 miles per hour.*

**MOVIETONE NEWS, No. 95**—Ike sees Truman at the White House and holds New York talks. Egypt's premiere Naguib sees King Faisal of Iraq. Oona Chaplin back in the U.S. Swedish beauty wins "Miss World" contest. The Movietone News 1952 All-America football team.

**NEWS OF THE DAY, No. 225**—Ike names first three members of the Cabinet. Korea prisoner-of-war issue stirs U.N. Connie Mack at 90. Axeman's derby.

**PARAMOUNT NEWS, No. 28**—First names for Eisenhower Cabinet. Eden supports India "PW" plan. Inaugural Day in Chile. Connie Mack honored. New jet plane record. Airliner flies polar route.

**TELENEWS DIGEST, No. 47B**—New technique used as oil fire is doused by air. DuPont anti-trust suit. Holland's Prince Bernhard visits Mexico. Newly invented fifth wheel aids parking. Airline links desert outposts in Sahara. Cosmic rays studied in new observatory in South France. Chilean inauguration of new president.

**UNIVERSAL NEWS, No. 415**—President-elect Eisenhower talks with Truman at Capital. Harmon airplane trophy won by Mme. Jacqueline Auriol. President Truman receives his Thanksgiving turkey. General Carlos Ibanez inaugurated as new president of Chile. Japanese crown prince in first public appearance. Prince Charles of England celebrates his fourth birthday. Ski time at Mt. Hood, Oregon.

**WARNER PATHE NEWS, No. 30**—Eisenhower gets started on the job. Airplane flies Los Angeles-Copenhagen-North Pole route. Jet plane sets speed record of 700 miles per hour. New Chilean president inaugurated. San Francisco '49ers-Washington Redskins professional football game.

## 2 Minn. Trust Suits Seek $2,418,000

MINNEAPOLIS, Nov. 23.—Two antitrust suits totaling $2,418,000 in damages have been filed here in U. S. District Court.

The major one, seeking $2,250,000 in damages, was filed by Harold Field and Harold Kaplan of the St. Louis Park Theatres Co. Named as defendants are the Minnesota Amusement Co. and eight majors. Field and Kaplan run the Park Theatre.

A conspiracy suit for $168,000 against seven major film companies and Minnesota Amusement Co. was filed by Charles Rubenstein, Inc., and Rubenstein & Kaplan, operators of the Hollywood, a 975-seat neighborhood house in Northeast Minneapolis.

## Queen Theatre in Chicago Files Suit

CHICAGO, Nov. 23.—The 299-seat Queen Theatre here has filed a triple-damage suit totalling $108,000 against the eight major film companies, Balaban and Katz, and Warner Brothers Theatres for alleged conspiracy to hold the Queen back to a run no earlier than 83 days after first Chicago run.

The suit, filed by attorney Seymour Simon on behalf of Andrew Cuser, who ran the house from Jan. 1, 1936 to Jan. 1, 1946, will be heard by Federal Judge Sam Perry.

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# "When Joe Jackwood Got T.B.—"

If you're enjoying good health this Thanksgiving please listen to the story of Joe Jackwood.

When T.B. struck him down, there was panic in the Jackwood family. It's hard to put aside savings these days and the prospect of hospital and doctor bills was frightening.

Thanks to a lot of warm-hearted people in film business Joe Jackwood is recovering at the Variety Clubs-Will Rogers Memorial Hospital at Saranac Lake.

There are many other industry folk up there, some whose names you know. They are getting the best of care. It can happen to anyone.

Tonight the good people of our business welcome the opportunity to do a fine thing and to enjoy themselves at the same time.

Tonight is the World Premiere of Samuel Goldwyn's "HANS CHRISTIAN ANDERSEN" at the Criterion Theatre. It's a wonderful picture and a gala occasion with stars and celebrities from East and West.

There are a few seats left. If you haven't bought tickets yet PLEASE give a thought to the Joe Jackwoods of our industry. Phone Arthur Clary at Radio City Music Hall, CIrcle 6-4600.

Your help makes the Will Rogers Memorial Hospital possible. It is a project that merits the continued thought and support of all of us. There are many who are unable to be at tonight's benefit. To them we say, join your friends in spirit, be part of this wonderful enterprise. Send a check today to Abe Montagu, Will Rogers Memorial Hospital, 1501 Broadway.

You'll have a happier Thanksgiving this way.

# 'Andersen' Benefit Premiere Tonight

The Will Rogers Memorial Hospital benefit premiere of Samuel Goldwyn's "Hans Christian Andersen" will be held here this evening at the Criterion Theatre before a sell-out celebrity-packed audience.

Television coverage of the event will be provided by WPIX which will have three cameras and a crew of more than 20 on hand.

Samuel Goldwyn, producer, and Danny Kaye and Jeanmaire, stars of "Hans Christian Andersen," head the list of celebrities who have purchased tickets for the benefit. Others include:

Linda Christian, Tyrone Power, Lilli Palmer, Rex Harrison, Rosalind Russell, Frederick Brisson, Marlene Dietrich, Ave Gabor, Clare Boothe Luce, Mr. and Mrs. Richard Rodgers, Mr. and Mrs. Robert Sterling, Ralph Meeker, Lisa Ferraday, Monica Lewis, Elizabeth Threatt, Nancy Carroll, Louise Rainer, Mr. and Mrs. Floyd Odlum, Mr. and Mrs. Ed Murrow.

Also, Mr. and Mrs. Moss Hart, Miss Sharman Douglas, Mr. and Mrs. Gilbert Miller, Dorothy Kilgallen, Richard Kollmar, Mr. and Mrs. Robert Sherwood. Mr. and Mrs. Ed Sullivan, Mr. and Mrs. Bennett Cerf, William Randolph Hearst, Albert Lasker, Mrs. Jack Warner, Mr. and Mrs. John Hertz, Mr. and Mrs. John Steinbeck, Frank Loesser, Governor and Mrs. Sherman Adams, Mrs. David Sarnoff, Col. Serge Obolensky and Ann Miller, and Mr. and Mrs. Bernard Gimbel.

Also, Mr. and Mrs. Sam Goldwyn, Jr., Mr. and Mrs. Earl Wilson, Mrs. Dorothy Schiff, Mrs. Helen Reid, Mr. and Mrs. Leonard Lyons, Mr. and Mrs. Sheldon Cooper, Mr. and Mrs. Mike Cowles, Mr. and Mrs. Leland Hayward, Mr. and Mrs. Ed Anthony, Mr. and Mrs. Walter Young, Mr. and Mrs. William Bernie, Mr. and Mrs. Bosley Crowther, Mr. and Mrs. Sidney James, Mr. and Mrs. Walter Aanenberg, Mr. and Mrs. Robert Lehman, Mr. and Mrs. Jules Stein, Mr. and Mrs. Gordon Manning, Mr. and Mrs. John O'Connell, Mr. and Mrs. Bob Considine.

# 'Andersen' Shown to New York Press

Samuel Goldwyn's "Hans Christian Andersen" was screened for newspaper, magazine and trade press representatives Friday at the Paris Theatre here, and was followed by a luncheon for the critics at the Copenhagen Restaurant which was attended by Goldwyn and Danny Kaye.

A collection of Andersen's fairy tales was presented to the critics.

# Bookings for 'Show'

(*Continued from page* 1)

played the DeMille circus story during the 18-week period for a week or longer, only about 900 of them normally would run a "smash attraction" for a full week, it was said. "The Greatest Show" went into general release last July following pre-release engagements in 304 key situations across the country.

FEATURE FILMS WANTED FOR T.V.

Our company is one of the foremost distributors of film properties for television. We are open for feature films suitable for television syndication. Please submit summary of what you have or, if you prefer, write for an appointment to discuss.

BOX 415
MOTION PICTURE DAILY
1270 Avenue of the Americas
New York 20, N. Y.

# See New RKO Radio Board

(*Continued from page* 1)

Disney Productions, releasing through RKO; Atlas Corp., one of RKO Pictures' leading stockholders, and David J. Greene, claiming to own and control more than 78,000 shares of RKO Pictures stock.

Connelly, of the law firm of Cravath, Cwaine and Moore, in arguing for a delay, informed the court that the two principal directors of the company were currently on the Coast working on the reconstitution of the board. Connelly apparently referred to Sherrill Corwin, acting chairman of the board, and Edward J. Burke, the other director who is also a member of the Ralph Stolkin syndicate which bought controlling interest in RKO from Howard Hughes. The attorney added that he expects the two directors in New York shortly.

"We have received a number of requests to submit affidavits in opposition" to the appointment of a temporary receiver, Connelly said, explaining they came from producers, major stockholders and bank representatives. Continuing his argument, the RKO attorney said all of them would consider it "a tragedy" if a receiver was appointed. He added that the plaintiff had not proven any harm to the corporation by the present management which, he said, is now in the process of reorganization of its executive staff and continuing day-by-day operations of the company as heretofore.

**In his ruling granting a 19-day postponement, Justice Greenberg pointed out that the appointment of a temporary receiver is a "serious matter" and "a drastic step," warranting a full and complete hearing on the arguments. He indicated that if all the parties to the dispute were not ready by that date, he would consider a further postponement.**

Kipnis, representing minority stockholders Eli B. Castleman and his wife, Marion V. Castleman of Detroit, and Louis Feuerman of this city, argued that if they agreed to an adjournment it might be "misconstrued" or that "some misfortune" might occur to the company in the interim.

Whitney Seymour, of Simpson Thacher and Bartlett, who represented the Atlas Corp. and Walt Disney Productions, joined in RKO's application for adjournment and indicated that his clients would file affidavits. Atlas, according to its most recent report, as of June 30, stated that it owned 76,500 shares of RKO common.

Isadore J. Kresel, counsel for Greene, also argued for a postponement and expressed his opposition to the appointment of a receiver. Following the court session, Kresel denied that he was forming any stockholders committee or had been approached to join such a committee for a possible proxy contest.

A representative of the law firm of Rosenman, Goldmark, Colin and Kaye acted as an observer for Goldwyn. Among others attending was Roy Disney, president of Disney Productions. William Zimmerman, company attorney, who was recently named to the board, was the attorney of record.

**The declaration that the reconstitution of the RKO board is currently being worked out on the Coast appears to spike claims and counter-claims that a new board slate and president have already been agreed upon. Corwin, Burke and Stolkin were reported meeting on the Coast with Hughes on the problem of interim leadership while negotiations for the sale of the Stolkin interests continue. On the basis of RKO's information to the court on Friday, it appeared that a decision on interim leadership still had to be reached.**

RKO Pictures executives declined comment as to when Corwin and Burke are expected here from the Coast.

The application for the appointment of a temporary receiver stemmed from a suit filed by the same three minority stockholders naming Hughes as principal defendant, charging him with mismanagement. It also seeks restitution to the corporation of $3,000,000 from Hughes, said to be his profit on the sale of his 29 per cent interest to the Stolkin group.

# Yeoman Leaves RKO For Own Business

Milton J. Yeoman, veteran exchangeman, resigned at the weekend as RKO Radio's New York exchange office manager, effective on Dec. 5, to enter the business of Yeoman and Smith, Fort Lauderdale, Fla., manufacturers of custom-built kitchens.

Previous to RKO Radio, Yeoman was an executive in foreign branch operations of Eagle-Lion, and earlier was with Universal for 17 years in various foreign and domestic sales positions.

# 'U' Case

(*Continued from page* 1)

ternal Revenue Bureau. In a letter to the sub-committee, Snyder said he did not try to influence the decision one way or the other but only tried to expedite a decision. He said his interest in this case "was no different than I have displayed in many other cases where it seemed to me that the taxpayer was entitled to call on the government for a fair and reasonable prompt consideration of its claim."

The sub-committee plans to hear Snyder in person early next month on the Universal and other cases.

# RKO Radio Will Start Another Film

HOLLYWOOD, Nov. 23. — The first production plans of RKO Radio Pictures since the resignation of Arnold Grant as board chairman were disclosed here at the weekend. "Gambler Moon," an original by Thames Williamson who also wrote the screenplay, will go into production the first week in February.

Edmund Grainger will produce and Robert Mitchum, Robert Ryan, Arthur Hunnicutt and Ursula Thiess will head the cast. Grainger is currently producing "Split Second" at RKO.

# Pioneers Expect to Induct 60 Tomorrow

The total of new inductees into the Motion Picture Pioneers is expected to excede 60 at the "Jubilee Dinner" of the Pioneers tomorrow night at the Hotel Astor. A last minute rush of new applicants was recorded as the deadline for filing neared at the weekend.

The newest group of applications include Benjamin Kalmenson, Warner Brothers vice-president; Edwin F. Zabel, National Theatres, Los Angeles; Peter Mole, SMPTE president; William Blum, Universal Pictures, Cincinnati; Irving M. Greenfield, Loew's, New York; William Hissner, Academy Theatre, Lebanon, Pa.; Thomas di Lorenzo, Massapequa, L. I., Drive-in; Bennett Abdur, Garden Theatre, Pittsburgh; Louis A. Bonn, of William J. German, Inc.; Morris Dudelson, United Artists, Detroit; William Flemion, Studio and Coronet theatres, Detroit.

Also, Hal Roach; J. Robert Rubin, Loew's; Lew Breyer, Universal, Milwaukee; Carl Buermele, General Theatres Service, Detroit; Peter P. Horner, Union Film Distributors, New York; Harry W. Schroeder, Schroeder Associates, Inc.; Fred G. Sliter, 20th Century-Fox, Albany; L. J. Duncan, Al Dunn Amusement Co., Lanette, Ala.; Jules Lapidus, Warner Brothers Pictures; Raymond E. Moon, Universal Pictures; Alfred Starr, Bijou Amusement, Nashville, and Morris M. Wexler, Philadelphia.

N. J. Blumberg, chairman of the board of Universal Pictures, will be honored at the dinner as the "Motion Picture Pioneer of 1952." George Jessel will be toastmaster. Ned E. Depinet is chairman of the dinner.

# Blumberg Honored By U-I Associates

Nate J. Blumberg, Chairman of the board of Universal Pictures, was paid tribute by Universal-International executives in observance of his 40th anniversay in the motion picture industry and his selection as "Motion Picture Pioneer of 1952" at a luncheon on Friday at the Laurent Restaurant.

Alfred E. Daff, executive vice-president who is completing 33 years with the company, was toastmaster at the affair which was given by U-I's foreign department and was attended by representatives of the company's studio and U.S. and foreign distribution, advertising and publicity departments.

Homage was paid to Blumberg's accomplishments in the industry and in relationships in speeches by Milton Rackmil, president; William Goetz, studio head; Americo Aboaf, foreign general sales manager, and Daff.

Among other domestic executives present were David Lipton, Leon Goldberg, Charles Feldman, John J. O'Connor, Adolph Schimel, Maurice Bergman, James Franey, Norman Gluck, J. J. Jordan, Ray Moon, F. J. A. McCarthy, Peter Dana, Foster Blake, Harold Rubin, Irving Sochin, Harry Fellerman, Al Horwits, Charles Simonelli, Philip Gerard, Jeff Livingston, Eugene Walsh, Hank Linet, Morris Alin, and Milt Livingston. Foreign department representatives present were Ben Cohen, Felix Sommer, Fortunat Baronat, Irving Weiss, Joe Mazer, Free Rieger, Alex Black and Maurice Myron.

# *In the THEATRE* Equipment World . . . *. . with RAY GALLO*

COATINGS and paints especially designed for drive-in theatre screens, speaker posts, towers, signs, fences and other types of weather-exposed equipment have been marketed by the Vocalite Screen Corp., Roosevelt, N. Y. Included is a white screen coating (W-5623) of titanium pigment, one gallon of which is designed to cover about 300 square feet or more, depending upon the condition of the surface to be coated. A black paint (FB-5913) for border masking and a structural aluminum coating (SA-3933) are also available.

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**Prestoseal Manufacturing Corp., manufacturers of "Presto-Splicer," which splices films in a few seconds without cement, has announced the opening of new headquarters at 37-27 33rd Street, Long Island City, N. Y.**

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*Purchase of chocolate coating equipment which is expected to effect substantial economies in operation, and the closing of its branch plant at San Jose, Cal., were simultaneously revealed by Ralph A. Wenger, chairman of the board of the Chase Candy Co., St. Louis. The company, which had previously bought finished chocolate for coating its candies, will now produce its own with equipment purchased from the Warfield Chocolate Co., Chicago. Seven Western states formerly served by the San Jose factory will now be covered from St. Louis.*

•

A drum table of transparent Lucite for use in theatre foyers and lounges has been marketed by the Associated Ticket & Register Co., New York. The table is 18 inches in diameter and 20 inches high. In another form it provides a smoking stand of the same size and shape. The ash receiver, which sets into the table, is of steel construction with a black finish. It is large enough to hold empty candy and popcorn boxes as well as stubs and ashes.

•

**The Thomas Theatre Co. of Iron Mountain, Mich., has signed a service contract for 12 of its theatres with the RCA Service Co. The contract was negotiated by Thomas Renn, general manager of the Thomas circuit. Theatres in Michigan included in the new pact are the Braumart, Colonial and Tri-City drive-in in Iron Mountain; the Kerredge and Orpheum, in Hancock; the Lode, in Houghton; the Peoples, in Laurium; Calumet, in Calumet, and the Lloyd, in Menominee. Also included are the Rialto, Fox and 64 drive-in in Marinette, Wisc.**

## *SAG in Strike Plans*

HOLLYWOOD, Nov. 23.—Screen Actor Guild will mail letters to all members tomorrow instructing them not to accept employment in television film commercials after the following Sunday; also letters were sent to television film commercial producers formerly notifying them that the strike goes into effect Dec. 1.

## *UPT Circuit Heads Optimistic: French*

**Minneapolis, Nov. 23.—Minnesota Amusement Co. president Harry B. French reports that optimism was the feeling among heads of United Paramount circuit heads at the recent meeting at White Sulphur Springs, W. Va. French stated that while big city houses are "as a whole" a headache, outstate grosses "are very good and have shown a substantial increase" recently.**

## Allied Door Open

(*Continued from page* 1)

counsel, as a basis for discussion of an arbitration procedure. At that time, Meyers claimed that a common form of arbitration was one to fix the value of goods delivered for which no price was stipulated. Myers said that the issue in such cases was the fair market value. Pointing out that films never were priced on a cost-plus profit basis but on their box office value which was ascertainable, Myers said it was common practice for some exhibitors to play pictures on open contracts; that is, with the film rental to be determined later.

### Myers' Argument

Myers' argument was that, in the event the exhibitor and the distributor could not come to terms, there was no question but that their dispute could be arbitrated. Myers admitted that if all or even a substantial number of film deals were submitted to arbitration, the result would be disastrous. However, he said he did not think there would be as many such arbitrations as some industry people have feared. The fact that such arbitration involves delays, initial deposits and full disclosure of operations, many exhibitors would be reluctant to institute such proceedings unless they were in dire need of relief, as well as confident of winning their cases.

Myers said, however, that as a safeguard against such factors, the right of an exhibitor to invoke arbitration might be made dependent upon allegation and proof that he had tried in good faith to negotiate with the distributor and that he had ben refused a license except on terms that would not cover overhead and operating expense, plus a fair profit.

It is his matter of arbitration of film rentals that appears to be a principal stumbling block in a plan's adoption, with the general belief that concessions must be made by both sides before success can be achieved.

## *FCC Approves 14 New TV Stations*

WASHINGTON, Nov. 23.—The Federal Communications Commission has approved 14 new television stations, bringing to 122 the number of new stations authorized since the lifting of the freeze.

Two new stations were authorized for Galveston, Tex., and one was authorized for each of these 12 towns: Colorado Springs, Colo.; Decatur, Ill.; Belleville, Ill.; Sioux City, Ia.; Jackson, Mich.; Battle Creek, Mich.; Flint, Mich.; Greensboro, N. C.; Lima, O.; Johnstown, Pa.; Sioux Falls, S. D., and Henderson, Ky.

# TOA Plans

(*Continued from page* 1)

that I have dedicated my tenure of office as president of TOA to the betterment of distributor-exhibitor relations. I now want to reaffirm that position.

"In an industry system of arbitration, I see a great step forward in the process of improving distributor-exhibitor relations. I feel, too, that exhibitors have everything to gain from such a system and nothing whatsoever to lose, since there is no compulsion on exhibitors to use it. It is there if they wish it.

### Substantial Concessions

"Distribution has made substantial concessions in order to activate the system. It is not good sense for any exhibitor to reject those concessions."

Levy at the weekend declined to make any comment on Allied's rejection of the industry plan in its present form, preferring to wait until after this week's meeting before making an official statement.

Meanwhile, Allied's side-stepping of the industry arbitration system, at least for the present, continued to be a chief conversation topic here within the trade. While it was believed generally that Allied would eventually come back into the conferences, the necessary delay was bemoaned. One distribution head said that "it is difficult to understand, with so many 'plus points' listed by Abram Myers, Allied general counsel, in the industry plan, why the association didn't permit its members to take advantage of those 'plus points' by rejecting the plan. Allied has deprived its members of the opportunity to iron out their difficulties."

There was an opinion expressed that other exhibitor organizations and the distributors may go along on a system without Allied's participation actively, but no action along this line has been initiated.

## Theatre TV

(*Continued from page* 1)

Network Television — the agency which booked the "Carmen" telecast—27 theatres from Coast-to-Coast have already joined the exclusive network, while 11 others have agreed to terms of the contract, but pending the solution of a number of problems, have not signed up.

PORTLAND, Ore., Nov. 23.—Theatre TV equipment will be installed at John Hamrick's Liberty Theatre here by the first week of December, according to Will J. Conner, executive vice-president of Hamrick Theatres.

## *U. of Minn. to Cite Northwest Variety*

**Minneapolis, Nov. 23.—The governor of Minnesota and the mayors of Minneapolis and St. Paul will be among the notables attending a dinner at the Nicollet Hotel here Dec. 8 at which the regents of the University of Minnesota will present a plaque to the Northwest Variety Club, as a tribute to the showmen's group for sponsoring and supporting the heart hosital located on the university campus.**

**Art Anderson, Warner Brothers Midwest district manager, and Col. William McCraw of Variety Clubs International will be among the industry members attending the affair.**

## Variety Meet

(*Continued from page* 1)

pledges of better than $150,000 for the erection of a hospital wing for the Rosalia Foundling Home, to be known as the Catherine Sheriden Variety Wing.

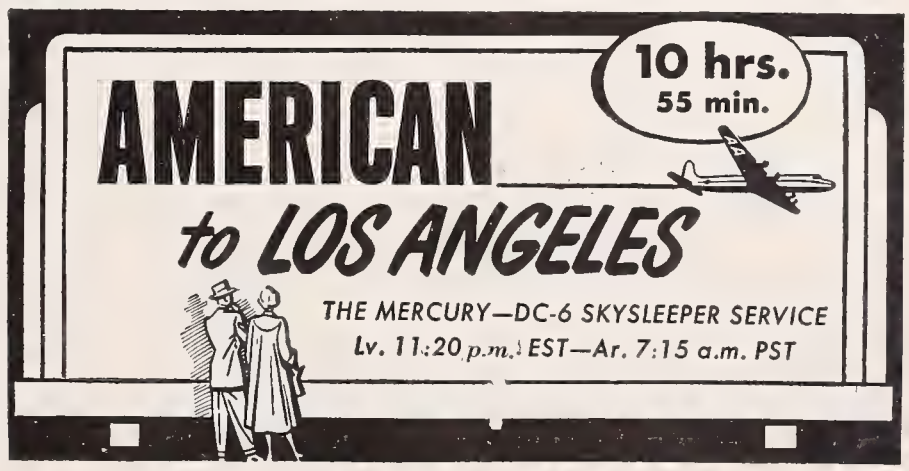
Among the speakers at the banquet were Congressman Dewey Short of Missouri, chairman of the Armed Forces Committee; big boss John H. Harris, ringmaster R. J. O'Donnell of Dallas; main guy Marc J. Wolf of Indianapolis; first assistant George Hoover of Miami, C. J. Latta of London; William McCraw of Dallas and Nate Golden of Washington, chairman of the Heart Fund.

At the business session Golden informed the backers present that a total of $21,000,000 had been raised and given away in charity work by the Variety Clubs in a quarter of a century and that $3,000,000 was spent this year..

Hoover told of the arrangements that had been completed for the staging of the annual convention at Mexico City next April 18-23 and stated that the Mexican Government had appropriated $50,000 to cover the expenses of the event. A great spectacle at the pyramids will be held for the visiting barkers and their families.

A presentation was made at the banquet to retiring chief barker William Finkel of Tent No. 1 and Carl Doser, the incoming chief barker was introduced.

In the absence of Mayor David L. Lawrence, who was out of the city, president of City Council Thomas E. Gallagher welcomed the members of the international at the initial session.



# MOTION PICTURE DAILY'S BOOKING CHART

| WEEK OF | COLUMBIA | LIPPERT | M-G-M | MONO. | PARA. | REPUBLIC | RKO | 20TH-FOX | UNITED ARTISTS | UNIV.-INT'L. | WARNERS |
|---|---|---|---|---|---|---|---|---|---|---|---|
| *Oct. 12* | (Oct. Releases)<br>**ASSIGNMENT—PARIS**<br>Dana Andrews<br>Marta Toren<br>D—85 min.<br>(Rev. 9/4/52)<br>**THE GOLDEN HAWK**<br>(Color)<br>Rhonda Fleming<br>Sterling Hayden<br>D—83 min.<br>(Rev. 9/10/52) | | **APACHE WAR SMOKE**<br>Gilbert Roland<br>Glenda Farrell<br>O—67 min.<br>(Rev. 9/29/52) | **CANYON AMBUSH**<br>Johnny Mack Brown<br>O—53 min. (5244) | (Oct. Releases)<br>**SOMEBODY LOVES ME**<br>(Color)<br>Betty Hutton<br>Ralph Meeker<br>M—95 min. (5203)<br>(Rev. 8/20/52)<br>**HURRICANE SMITH**<br>(Color)<br>Yvonne DeCarlo<br>John Ireland<br>D—90 min. (5204)<br>(Rev. 9/12/52) | **DESPERADOES OUTPOST**<br>Alan "Rocky" Lane<br>O—54 min. (5174)<br>(Rev. 10/9/52)<br>**THE WAC FROM WALLA WALLA**<br>Judy Canova<br>Stephen Dunne<br>C—83 min. (5123)<br>(Rev. 10/23/52)<br>**TOUGHEST MAN IN ARIZONA**<br>(Color)<br>Vaughn Monroe<br>Joan Leslie<br>O—90 min. (5109)<br>(Rev. 10/16/52)<br>**SOUTH PACIFIC TRAIL**<br>Rex Allen<br>O—60 min. (5145)<br>(Rev. 11/14/52) | (Oct. Releases)<br>**THE LUSTY MEN**<br>Robert Mitchum<br>Susan Hayward<br>OD—112 min. (304)<br>(Rev. 9/29/52)<br>**UNDER THE RED SEA**<br>Dr. Hans Hass<br>Lottie Berl<br>D—67 min. (305)<br>(Rev. 9/29/52)<br>**ANDROCLES AND THE LION**<br>Jean Simmons<br>Victor Mature<br>CD—98 min.<br>(Rev. 10/29/52) | (Oct. Releases)<br>**MY WIFE'S BEST FRIEND**<br>Anne Baxter<br>Macdonald Carey<br>CD—87 min. (231)<br>(Rev. 10/6/52)<br>**WAY OF A GAUCHO**<br>Rory Calhoun<br>Gene Tierney<br>O—91 min. (229)<br>(Rev. 10/7/52)<br>**SOMETHING FOR THE BIRDS**<br>Victor Mature<br>Patricia Neal<br>C—81 min. (238)<br>(Rev. 10/8/52) | (Harry M. Popkin)<br>**THE THIEF**<br>Ray Milland<br>Rita Gam<br>D—85 min.<br>(Rev. 9/26/52) | (Oct. Releases)<br>**WILLIE AND JOE BACK AT THE FRONT**<br>Tom Ewell<br>Mary Blanchard<br>C—87 min. (233)<br>(Rev. 9/29/52)<br>**YANKEE BUCCANEER**<br>(Color)<br>Jeff Chandler<br>Scott Brady<br>D—86 min. (234)<br>(Rev. 9/17/52)<br>**HORIZONS WEST**<br>(Color)<br>Robert Ryan<br>Julia Adams<br>OD—81 min. (235)<br>(Rev. 9/29/52)<br>(J. Arthur Rank)<br>**THE PROMOTER**<br>Alec Guinness<br>Glynis Johns<br>C—88 min. (285)<br>(Rev. 10/24/52) | **THE MIRACLE OF OUR LADY OF FATIMA**<br>(Color)<br>Gilbert Roland<br>Angela Clark<br>D—102 min.<br>(Rev. 8/21/52) |
| *Oct. 19* | | **SCOTLAND YARD INSPECTOR**<br>Cesar Romero<br>Lois Maxwell<br>D—73 min. (5202) | **EVERYTHING I HAVE IS YOURS**<br>(Color)<br>Marge & Gower Champion<br>Dennis O'Keefe<br>M—92 min.<br>(Rev. 9/25/52) | **ARCTIC FLIGHT**<br>Wayne Morris<br>D—78 min. (5210)<br>(Rev. 8/5/52) | | | | | | | **SPRINGFIELD RIFLE**<br>(Color)<br>Gary Cooper<br>D—93 min. (204)<br>(Rev. 9/25/52) |
| *Oct. 26* | | | | | | | | | | | |
| *Nov. 2* | (Nov. Releases)<br>**HANGMAN'S KNOT**<br>(Color)<br>Randolph Scott<br>Donna Reed<br>OD—84 min.<br>(Rev. 11/3/52)<br>**VOODOO TIGER**<br>Johnny Weismuller<br>D—67 min.<br>(Rev. 10/30/52)<br>**BLUE CANADIAN ROCKIES**<br>Gene Autry<br>O—58 min.<br>(Rev. 11/14/52) | **TROMBA, THE TIGER MAN**<br>Special Cast<br>D—63 min. (5201) | **THE PRISONER OF ZENDA**<br>(Color)<br>Stewart Granger<br>James Mason<br>Deborah Kerr<br>D—100 min.<br>(Rev. 10/15/52)<br>**THE HOUR OF 13**<br>Peter Lawford<br>D—80 min.<br>(Rev. 9/30/52) | **WYOMING ROUNDUP**<br>Whip Wilson<br>O—53 min. (5254)<br>**FLAT TOP**<br>(Color)<br>Sterling Hayden<br>Richard Carlson<br>D—85 min. (5201)<br>(Rev. 11/20/52) | (Nov. Releases)<br>**THE TURNING POINT**<br>William Holden<br>Alexis Smith<br>D—85 min. (5205)<br>(Rev. 9/18/52)<br>**THE SAVAGE**<br>(Color)<br>Charlton Heston<br>Susan Morrow<br>OD—95 min. (5206)<br>(Rev. 9/18/52) | **RIDE THE MAN DOWN**<br>(Color)<br>Brian Donlevy<br>OD—90 min.<br>(Rev. 10/30/52)<br>**THUNDERBIRDS**<br>John Derek<br>John Barrymore, Jr.<br>D—85 min. (5201) | **MONTANA BELLE**<br>(Color)<br>Jane Russell<br>George Brent<br>O—81 min.<br>(Rev. 10/30/52)<br>**FACE TO FACE**<br>James Mason<br>Robert Preston<br>D—92 min.<br>(Rev. 11/20/52) | (Nov. Releases)<br>**NIGHT WITHOUT SLEEP**<br>Linda Darnell<br>Gary Merrill<br>D—77 min. (235)<br>(Rev. 9/30/52)<br>**THE STEEL TRAP**<br>Joseph Cotten<br>Teresa Wright<br>D—85 min. (232)<br>(Rev. 10/22/52)<br>**BLOODHOUNDS OF BROADWAY**<br>(Color)<br>Mitzi Gaynor<br>Scott Brady<br>MC—90 min. (236)<br>(Rev. 10/30/52)<br>**PONY SOLDIER**<br>(Color)<br>Tyrone Power<br>Cameron Mitchell<br>OD—82 min. (237)<br>(Rev. 11/14/52) | (J. Arthur Rank)<br>**OUTPOST IN MALAYA**<br>Claudette Colbert<br>D—88 min.<br>(Rev. 11/14/52) | (Nov. Releases)<br>**THE RAIDERS**<br>(Color)<br>Richard Conte<br>Viveca Lindfors<br>OD—80 min. (301)<br>(Rev. 10/9/52)<br>**BECAUSE OF YOU**<br>Loretta Young<br>Jeff Chandler<br>D—95 min. (302)<br>(Rev. 10/9/52)<br>**IT GROWS ON TREES**<br>Irene Dunne<br>Dean Jagger<br>C—84 min. (303)<br>(Rev. 11/3/52) | **OPERATION SECRET**<br>Cornel Wilde<br>Steve Cochran<br>D—108 min. (205)<br>(Rev. 10/9/52) |
| *Nov. 9* | | | | | | | | | | | |
| *Nov. 16* | | **MR. WALKIE TALKIE**<br>William Tracy<br>Joe Sawyer<br>C (5203) | **PLYMOUTH ADVENTURE**<br>(Color)<br>Spencer Tracy<br>Gene Tierney<br>D—104 min.<br>(Rev. 10/20/52) | **NO HOLDS BARRED**<br>Leo Gorcey<br>C—65 min. (5214) | | **MARSHAL OF CEDAR ROCK**<br>Alan "Rocky" Lane<br>O | | | (J. Arthur Rank)<br>**OUTPOST IN MALAYA**<br>Claudette Colbert<br>D—88 min.<br>(Rev. 11/14/52) | | **THE IRON MISTRESS**<br>Alan Ladd<br>Virginia Mayo<br>D—110 min. (206)<br>(Rev. 10/16/52) |
| *Nov. 23* | | | | | | | | | | | |
| *Nov. 30* | (Dec. Releases)<br>(Stanley Kramer)<br>**EIGHT IRON MEN**<br>Bonar Colleano<br>D—80 min.<br>(Rev. 10/23/52)<br>(Stanley Kramer)<br>**THE HAPPY TIME**<br>Charles Boyer<br>Louis Jourdan<br>CD—94 min.<br>(Rev. 8/18/52) | (Re-Releases)<br>**GREAT WHITE HUNTER**<br>(formerly THE MACOMBER AFFAIR)<br>Gregory Peck<br>D—89 min. (5209)<br>(Rev. 1/28/47)<br>**CAPTAIN KIDD**<br>Charles Laughton<br>D—89 min. (5210)<br>(Rev. 7/30/45) | **SKY FULL OF MOON**<br>Carleton Carpenter<br>Jan Sterling<br>D—73 min.<br>(Rev. 11/6/52) | **JUNGLE GIRL**<br>Bomba<br>D—70 min. (5208) | (Dec. Releases)<br>**THE BLAZING FOREST**<br>(Color)<br>John Payne<br>Susan Morrow<br>OD—90 min. (5207)<br>(Rev. 9/26/52)<br>(Re-Release)<br>**CLEOPATRA**<br>Claudette Colbert<br>Henry Wilcoxon<br>D—104 min. (5208)<br>(Rev. 7/24/34) | | | (Danziger Bros.)<br>**BABES IN BAGDAD**<br>(Color)<br>Paulette Goddard<br>Gypsy Rose Lee<br>CD—79 min. | (Dec. Releases)<br>**THE BLACK CASTLE**<br>Richard Greene<br>Boris Karloff<br>D—81 min. (304)<br>(Rev. 10/24/52)<br>**AGAINST ALL FLAGS**<br>(Color)<br>Errol Flynn<br>Maureen O'Hara<br>D—83 min. (305) | **CATTLE TOWN**<br>Dennis Morgan<br>O—71 min (207) |
| *Dec. 7* | | | | | | | | | | | |
| *Dec. 14* | **STRANGE FASCINATION**<br>Cleo Moore<br>Hugo Haas<br>D—80 min.<br>(Rev. 10/6/52) | | | **MAVERICK**<br>Wild Bill Elliott<br>O—71 min. (5322) | | | | **MY PAL GUS**<br>Richard Widmark<br>Joanne Dru<br>CD—83 min. (233)<br>(Rev. 11/7/52)<br>**STARS AND STRIPES FOREVER**<br>Clifton Webb<br>Debra Paget<br>M—89 min. (239)<br>(Rev. 11/19/52) | (Film Group)<br>**MONSOON**<br>(Color)<br>Ursula Thiess<br>D—79 min. | | |
| *Dec. 21* | **INVASION U.S.A.**<br>Gerald Mohr<br>D—74 min. | **THE GAMBLER AND THE LADY**<br>Dane Clark<br>Naomi Chance<br>D (5204) | **MILLION DOLLAR MERMAID**<br>(Color)<br>Esther Williams<br>Victor Mature<br>D—115 min.<br>(Rev. 10/31/52) | | | | **BLACKBEARD THE PIRATE**<br>(Color)<br>Linda Darnell<br>Robert Newton<br>D | | (Lopert)<br>**BREAKING THE SOUND BARRIER**<br>Ralph Richardson<br>Ann Todd<br>D—109 min.<br>(Rev. 10/30/52) | | |

*(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama. (M) Musical, (C) Comedy, (O) Outdoor Action, Production Numbers Are in Parentheses, (Rev.) Motion Pictures Daily Review Date*

FIRST IN FILM NEWS

# MOTION PICTURE DAILY

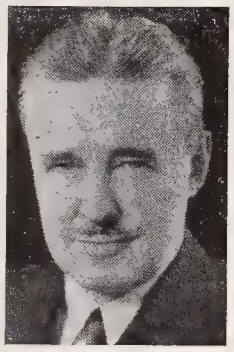
Accurate Concise and Impartial

VOL. 72. NO. 101 NEW YORK, U. S. A., TUESDAY, NOVEMBER 25, 1952 TEN CENTS

## Para. Widens Research in 3rd Dimension

### *Raibourn Says Cinerama Stimulates Advances*

Paramount Pictures has stepped up its motion picture research program, exploring the fields of third dimensional films and stereophonic sound more intensely, Paul Raibourn, Paramount, vice-president, disclosed here yesterday following his recent return from a four-day visit on the Coast.



Paul Raibourn

Larger sums of money are currently being requested by Paramount's research department, headed by Loren Ryder, to meet the growing research demands, Raibourn added. Ryder and Raibourn con-

(Continued on page 5)

## 'Andersen' Benefit Nets Fund $25,000

An overflow audience contributed a total of $25,000 to the Will Rogers Memorial Hospital by the benefit premiere here last night of Samuel Goldwyn's "Hans Christian Andersen" at the Criterion Theatre. Celebrities from the entertainment world and prominent civic, business and society figures attended, attracting huge crowds of onlookers to the "black tie" affair.

WPIX televised the proceedings,

(Continued on page 5)

## Colosseum Elects Ray Wild President

ATLANTA, Nov. 24.—The eighth annual convention of the Colosseum of Motion Picture Salesmen of America, held here in honor of the late Frank W. Salley, who started the organization, elected Ray Wild of Dallas president, succeeding Ross Williams.

Eddie Askin was elected vice-president; Floyd Klinger Smith, secretary; Leonard Appel, assistant secretary; Tom McKean, treasurer; C. A.

(Continued on page 2)

## *500 at Pioneers' Blumberg Tribute At Astor Tonight*

Five hundred members of the Motion Picture Pioneers from every section of the U. S. and from countries all over the world will attend the "Jubilee Dinner" of the Pioneers at the Hotel Astor here tonight to join in a tribute to N. J. Blumberg, chairman of the board of directors of Universal Pictures, as the "Motion Picture Pioneer of 1952."

Pioneer president Jack Cohn will assemble the "Class of 1952" for induction by Judge Ferdinand Pecora; 60 to be inducted, including Bennett Amdur, William Blum, Louis A. Bonn, Lew Breyer, Carl Buermele, Pedro Calderon, Will J. Conner, Edward P. Curtis, Thomas Di Lorenzo, Morris Dudelson, L. J. Duncan, Samuel Eckman, Jr., William Elson, Robert J. Fallon, Harold Fitzgerald, William Flemion, Sr., Norman E. Gluck, William Goldman, Irving H.

(Continued on page 5)

## RKO Pictures Net Loss $4,777,766

The operations of RKO Pictures Corp. and subsidiary companies for the nine months ended Sept. 27 resulted in a net loss (unaudited), after all charges, of $4,777,766, which compares with a loss of $145,904 for the same period of 1951.

RKO's loss for the three-month period that ended on the same date was $1,064,932, which compares with a profit of $588,816 for the third quarter of 1951.

### *Series of Shorts on Para. Screen Tests*

**Paramount's plan to produce a featurette titled "How to Break Into the Movies," to show the screen tests of upcoming Paramount stars, may be revised so that the project would become a series of shorts instead of a single subject. Company executives are of the opinion that there is too much interesting material available from the screen test to be crammed into one featurette.**

**The tentative plan now is to spread the subject matter over a series of one-reelers, each to be made available at about the time that a feature starring one or more of the players whose screen test is highlighted in the short, is released.**

## WB Joins 'Carmen' Telecast Line-up

Warner Brothers has joined the Theatre Network Television "Carmen" line-up, while RKO Theatres plans to carry the Dec. 11 event in two situations.

WB has booked the cross-country theatre TV Metropolitan Opera production in the Stanley, Philadelphia, and Warner's Hollywood in Los Angeles, bringing the number of theatres already signed up for the event to at least 30.

An RKO Theatres spokesman said

(Continued on page 4)

## *"Hans Christian Andersen"*

**[*Samuel Goldwyn-RKO Pictures*]**

CHILDREN OF ALL AGES love fairy tales and this one about the Danish writer in eye-caressing color by Technicolor reflects the remarkable Goldwyn genius that combines genuine artistry with solid commercial values. The peculiar magic that has been best exemplified on the screen by the great Disney stories here is captured in the heart-warming Moss Hart screenplay and enchantingly projected in a performance by Danny Kaye that is eloquently simple.

Entwined with the cobbler-story-teller's appreciation of people and children, is a sub-plot concerning his innocent affection for a beauteous ballerina. Jeanmaire looks and dances the role admirably and her acting is surprisingly sensitive despite an obvious if charming French accent. Unknown to Kaye, she is happily married to a temperamental ballet director, portrayed by Farley Granger with considerable glowering and gesturing but little conviction. They quarrel and fight in front of Kaye but kiss and make up later.

It is an exploitable angle of the film if a minor one and Kaye's shy romance is touching. This part contains a dream sequence, a charming wedding fantasy and two opulent ballets, elaborately staged, and expertly danced. Roland Petit, head of the Paris Ballet for which Jeanmarie starred,

(Continued on page 5)

## Allied's Hands On Arbitration Tied Until Jan.

### *Next Move Up to Board; Majors May Call Meet*

Regardless of how Allied members may feel about reopening discussions on a uniform arbitration plan, nothing can be done about it until after the association's board meeting in New Orleans Jan. 12. Even if the distributors should come up with a plan that would be entirely acceptable to Allied, no action could be taken on it until the proposals were placed before the directors at the January sessions. This was stated emphatically by Abram F. Myers, chairman of the board, in Washington.

Meanwhile, it is reported here that distribution leaders are giving some thought to calling a meeting of Allied chieftains for the purpose of discussing the Allied objections to the so-called industry arbitration plan which was turned down by Allied at its annual convention in Chicago last week. By taking the "minus" points one by one, the distributors believe they may

(Continued on page 2)

## Cut in Power Dims Pacific Marquees

PORTLAND, Ore., Nov. 24.—All theatres in the large centers of the Pacific Northwest—principally in Portland and Seattle—have agreed to cut their electric power consumption 10 per cent in accordance with a request from the Defense Electric Power Administration. A power shortage exists.

The Evergreen, Hamrick, J. J. Parker and Sterling circuits will dim their lights on their marquees and darken display signs and spotlights.

### *Promotion Plan Is Set by Cinerama*

**Cinerama Productions has a plan to make use of the heavy press attention given its new dimensional process, according to Dudley Roberts, company head. The stories carried in key city newspapers will be classified and grouped in relation to the 200 cities in which it is planned to show Cinerama within the next three years, in the form of bound folders for theatres.**

# Personal Mention

KENNETH McKENNA, M-G-M story head, will arrive here from the Coast tomorrow.

•

SPERIE PERAKOS, general manager of the Perakos Theatres Circuit, New Britain, Conn., and MRS. PERAKOS are due back from a European honeymoon about Dec. 1.

•

HAROLD POSTMAN, assistant to ALAN F. CUMMINGS, in charge of M-G-M exchange operations, will return here Friday from the Midwest.

•

JAMES F. McCARTHY, manager of the Warner Strand Theatre at Hartford, has returned there from a Southern vacation.

•

FRANCIS M. WINIKUS, United Artists advertising-publicity director, left here last night for a week's vacation in Miami.

•

WILLIAM B. ZOELLNER, head of M-G-M's short subject and newsreel sales, returned here yesterday from a two-week tour of branches.

•

STANLEY RUBIN, 20th Century-Fox producer, arrived in New York yesterday from Hollywood.

•

W. E. CARROLL of the Falls City Theatre Equipment Co., Louisville, has returned to that city from Chicago.

•

SAMUEL GOLDWYN will be guest-interviewed on CBS radio's "In Town Today" show on Friday morning.

•

HOLLAND SMITH, manager of the Saenger Theatre in New Orleans, has left there for Hollywood.

•

TOM RODGERS of Brandt Theatres has returned here from a Nassau honeymoon.

•

ARTHUR MANSON of M-G-M's Canadian press field staff, will return to Toronto today from New York.

•

O. O. DULL, M-G-M director, is in New York from the Coast.

## *Raftery Testifies at Chicago UA Hearing*

CHICAGO, Nov. 24.—Edward Raftery, New York attorney and former president of United Artists, testified here today in the Krinsley vs. United Artists et al hearing before Special Master William Saltiel, appointed by Federal Judge William J. Campbell to hear evidence.

The case involves splitting of the "spoils" of the Towne case, United Artists claiming they should share in the damages awarded the theatre, having been partners, and the owners of the theatre claiming that UA was admitted to partnership in the theatre through coercion because of the Towne's inability to buy first-run pictures, which United Artists supplied to the theatre after buying an interest. The hearings before Saltiel probably will be concluded tomorrow.

# *State Department Pleased By New French Film Pact*

WASHINGTON, Nov. 24.—State Department officials have expressed satisfaction that the film industry itself had negotiated the new French pact, rather than continuing it as a government-to-government agreement.

They said that in the reports disclosing details of the new agreement, this fact had generally been overlooked. They said the previous French-American film agreement, which grew out of conversations between one-time Secretary of State Byrnes and former French premier Blum, was the only instance where the U. S. government had negotiated with a foreign government for financial terms for a particular industry. All other film agreements, such as the British, and all agreements governing other products such as autos or steel, are negotiated between the U. S. industry and the foreign government, it was asserted.

"The French film agreement was always an anomalous one, and we were never very happy about it," one official said. "Frequently, we had to veto something that was for the good of the industry because it conflicted with over-all State Department policy. It is a fine thing that this situation has been changed and that the new agreement was negotiated by the industry and that all future bargaining will be done by the industry."

### MPEA Seeking New Terms in Pakistan

WASHINGTON, Nov. 24.—Industry officials hope to get the Pakistan government to agree to better customs terms for U.S. film imports.

Irving Maas of the Motion Picture Export Association was reported to be in Pakistan or en route there to work on the problem.

Some time ago the Pakistan government raised its duties on all film imports. This was designed to protect the domestic industry mainly against an influx of films from India. Recently, however, the Pakistan government banned Indian films outright, thus reducing the need for the tariff protection. U.S. officials are hopeful the Pakistan government will agree to a drawback provision under which U.S. film imports would get a lower duty.

## Colosseum Elects

(*Continued from page* 1)

Blakely, assistant treasurer; E. E. Shinn, Southern regional vice-president; Dick Huffman, committeeman; Keith Godfrey, Eastern vice-president; Bill Wink and Bob Lightfoot, Midwest vice-presidents; Williams and Milt Simon, Central vice-presidents, and Glen Haviland and Harry Swonson, Western vice-presidents.

The 100 attending salesmen approved resolutions demanding the lifting of the 20 per cent Federal amusement tax and the withdrawal of the suit forcing the sale of 16mm. films to TV.

Next year's meeting will be held in New Orleans.

## SEC Reports RKO, NT, Loew's Tradings

WASHINGTON, Nov. 24. — Loew's, National Theatres, RKO Pictures and RKO Theatres figured in changes in stock holdings during October, according to a report made public by the Securities and Exchanges Commission.

Charles C. Moskowitz, vice-president of Loew's, bought 1,000 shares of Loew's common, increasing his direct holdings to 4,500 shares. Elmer C. Rhoden, vice-president of National Theatres, purchased 2,100 shares of common stock, bringing his direct National holdings to 5,900 shares. Rhoden also has indirect holdings of 2,025 common shares.

Sherrill C. Corwin, a director of RKO Pictures and currently acting chairman of the board, sold 10,000 shares of capital stock, decreasing his direct RKO holdings to 200,884 shares. David J. Greene, director in RKO Theatres, purchased 1,800 shares of common stock through the Chemical Bank & Trust Co. as trustee under agreement with David Greene for Dorothy G. Greene. Trust holdings total 34,100 shares. Greene's direct holdings amount to 16,450 shares of common, with partnership holdings totalling 10,000 shares. Dorothy Greene owns 3,000 shares of common, with Barbara Greene, daughter, and Lawrence Greene, son, owning 300 shares each.

## *Perlmutter '53 Head Of Albany Variety*

ALBANY, N. Y., Nov. 24.—The local Variety Club tonight elected Jules Perlmutter, president of Perlmutter Theatre Booking Service and owner of the Watervliet and Lake George Theatres, chief barker.

Leon Greenfield, Universal manager, was chosen first assistant chief barker; Alan Iselin, operator of the Auto-Vision, East Greenbush, second assistant chief barker; George Schenck, Tri-State Automatic Candy Corp. branch manager, property master; Aaron Wining, chief doughboy. They will take office Dec. 1.

## Allied's Hands Tied

(*Continued from page* 1)

be able to find a means of meeting Allied's objections.

Because of Allied's position on the issue, until after the board meeting, it is obvious that an arbitration formula which would include Allied could not be operative at least until after Jan. 12. While the reported distributors' desire for a roundtable conference with Allied leaders might result in a step toward ironing out some of wrinkles which Allied believes to exist in the present format, participants could do nothing but report the efforts to the board. Formal negotiations then could follow.

## *Canadian Exhibitors Pay $19,647,000 Tax*

**Ottawa, Nov. 24.—Canadian government reports admission taxes collected by the provincial governments across the nation totalled $19,647,000 during the year ending March 31, 1952, including, by provinces, $10,329,000 in Ontario, $3,618,000 in Quebec, $2,620,000 in British Columbia, $1,100,000 in Manitoba, $955,000 in Alberta, $560,000 in Nova Scotia, $300,000 in New Brunswick, $115,000 at Prince Edward Island, and $50,000 in Saskatchewan.**

## Rank Group Resigns From 'U' Board

Directors of Universal Pictures yesterday formally accepted the resignations of J. Arthur Rank, Robert Benjamin and G. I. Woodham-Smith from the Universal board at a meeting held here.

Rank had continued as a board member following the sale of his stock interest in Universal last spring, while Benjamin and Woodham-Smith had remained on the board by virtue of their executive association with Rank. Rank and Woodham-Smith tendered their resignations recently, in view of the fact that Rank's interest had been sold to Decca Records. Benjamin resigned when he became chairman of the board of United Artists.

The trio's places on the Universal board will not be filled, according to N. J. Blumberg, board chairman.


NEW YORK THEATRES

RADIO CITY MUSIC HALL
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Van JOHNSON • Leo GENN
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plus GREAT HOLIDAY STAGE SPECTACLE

ALAN LADD VIRGINIA MAYO
in The Iron Mistress
Color by TECHNICOLOR
in person TONI ARDEN JACK E. LEONARD STEVE CONDOS & JERRY BRANDOW ART MOONEY And His ORCH
PARAMOUNT TIMES SQUARE
Midnight Feature

SAMUEL GOLDWYN presents
Hans Christian Andersen
starring DANNY KAYE

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# Reviews

## "Abbott and Costello Meet Captain Kidd"

(*Warner Brothers*)

CHARLES LAUGHTON does slapstick comedy with alacrity in this amusing farce that features the formula antics of Bud Abbott and Lou Costello and includes six songs zestfully rendered by a chorus and the principals. Fran Warren is introduced in this satire on the famous pirate chief and sings several of the Bob Russell-Lester Lee songs.

It is one of the better films coming from the team lately due largely to the fine spoofing done by Laughton and Hillary Brooke, the latter as a beauteous lady pirate. The color by Supercinecolor is rather garish, but, nevertheless, the production has the right elements for good box-office returns.

The story written by Howard Dimsdale and John Grant has tailor-made situations for Abbott and Costello. It deals with Laughton, as Captain Kidd, having raided ships in Miss Brooke's territory and the latter demanding her share of the treasure which is cached on Laughton's private island. Abbott and Costello become involved when they accidentally gain possession of a map showing where the treasure is buried.

Leif Erickson stolidly plays Morgan, Laughton's assistant. Miss Warren is appealing as a lady taken off a vanquished merchant ship, and Bill Shirley is handsome, and sings with relish, as her boy friend who is shanghaied by Erickson. When Laughton double-crosses Miss Brooke over the treasure she joins forces with Abbott and Costello and when her own ship arrives, they destroy Laughton's gang. At the finale A. & C. sail off happily with the treasure and Laughton hanging from the bowsprit by his toes.

Songs included are "North of Nowhere," "A Bachelor's Life," "Meet Captain Kidd," "Speak To Me of the Tall Pine," "We Sail Tonight," and "Away, Aye, Ay, Aye, Oh!"

Alex Gottlieb produced and Charles Lamont directed. This is a broadly played comedy that contains names that can be exploited.

Running time, 70 minutes. General audience classification. Release date, Dec. 27.

WALTER PASHKIN

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## "Thunderbirds"

(*Republic*)

A RESOUNDING tribute is paid to another branch of the Armed Forces, the National Guard, in this ambitious Republic production. Oklahoma's famed and respected 45th Infantry Division, known as the "Thunderbirds," is the focal point of the drama. Republic has given the picture a thoroughgoing and competent production treatment and has assembled a large cast for its enactment. As a drama it moves along the familiar ground of war stories. As for good exploitation material, it abounds in it.

Starting early in 1940, when Congress called up the National Guard, the story traces the adventures and experiences of two buddies, John Derek and John Barrymore, Jr., both of whom are in love with the same girl, Eileen Christy.

Their first baptism of fire is a harrying one and the camera traces with stark realism battle after battle in Sicily and Italy. A considerable amount of actual combat footage has been inserted for authentic effect. Around the main plot in which the two lads play the focal part, the screenplay by Mary C. McCall, Jr. delineates several other subplots involving others in the unit. Thus it has warmth, humor, pathos and sentiment.

News finally comes to the boys that Miss Christy has made her choice of one to marry, Barrymore, thus leaving Derek crestfallen. It is not for long, however, as he meets a pretty Army nurse, Mona Freeman. The boys are separated, and tension grows as Barrymore is believed to have been killed.

In a storybook ending, both are happily united however. Ward Bond, a veteran sergeant who turns out to be Barrymore's father, dies heroically, thus erasing a court marshal from World War I.

John H. Auer was associate producer-director for this Herbert J. Yates presentation, based on a story by Kenneth Gamet. Others in the cast are Gene Evans and Barton MacLane, both as sergeants.

Running time, 98 minutes. General audience classification. Release date, Nov. 27.

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## "Tromba, the Tiger Man"

(*Lippert Pictures*) *Hollywood, Nov. 24*

MADE in Germany and in the German language but since dubbed in English, this stacks up as a fair offering with subject matter that allows for exploitation in certain situations. The dubbing is about average and performances are ordinary.

The setting is the famous Krone circus in Europe and the story, by Elizabeth Zimmermann and Helmut Weiss, deals with circus performers and animals, thus providing circus promotional angles.

Tromba, who has a tiger act, is presented as the top attraction of the circus. His way with women is persuasive, unprincipled, and usually tragic. The circus is owned by a former trapeze artiste who was crippled in an accident caused by Tromba. The same accident killed her husband. Tromba becomes romantically entangled with the owner's daughter, who replaces another trapeze artiste in his affections. Tromba's act with the tigers depends upon a drug that keeps the tigers under control and when he runs out of the drug, one of the tigers claws him to death.

Rene Deltgen portrays the title role and others in the cast include Angeline Hauff, Gustav Knuth, Hilde Weissner, Gretha Weiser, Gardy Granass, and Adrian Hoven. Helmut Weiss directed.

Running time, 63 minutes. Adult audience classification. Release date, Nov. 14.




Once upon a time



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seventeen

ENTERTAINMENT MAGAZINE FOR YOUNG WOMEN IN THEIR TEENS



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Hans Christian Andersen

and the dancer

starring

DANNY KAYE

and FARLEY GRANGER

introducing JEANMAIRE

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Screen Play by MOSS HART
Words and Music by FRANK LOESSER

Color by Technicolor

Distributed by RKO Radio Pictures, Inc.

## *OMPI Using NBC Spot Announcements*

**Spot announcements over WNBC here by the Organization of the Motion Picture Industry of the City of New York are now being used on the station's program, in a deal between the OMPI and the radio outlet. Besides promoting current pictures, the organization is building the theatre as a community institution. The subjects will include matters of interest to the public pertaining to power of projection, light, screen size, safety factors, air conditioning and community endeavors.**

## *To Report on SAG TV Negotiations*

A detailed report on the breakdown of negotiations between the Screen Actors Guild and TV producers on the use of actors in television film commercials will be given here tomorrow by Mel Gold, president of the National Television Film Council, who will address a luncheon meeting of the NTFC at the Warwick Hotel.

In addition, nomination of officers for 1953 will be discussed.

## *First Collections of Will Rogers Drive*

The Will Rogers Memorial Hospital drive's first circuit wide report of collections by boxes-on-candy-stands was received from the Loew's circuit and Joseph R. Vogel revealed that over a varying period of time, from four to eight weeks, the initial total was $2,100.

This averages $1.65 per week per theatre in the New York area and $2.33 per week per out-of-town theatre.




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# Television--Radio

## *with Pinky Herman*

WITH operations of KTSM-TV, El Paso, Tex., WFPG-TV, Atlantic City; KTBC-TV, Austin, Tex., and KGMB-TV in Honolulu, scheduled to NBCommence next month and seven additional TV outlets joining the NBChain early next year, NBC-affiliated stations will total 77. . . . His name perhaps isn't Clancy and it was undoubtedly an accident, nevertheless, the CBSound man lowered the boom on Gordon Goodman's head just as the tenor completed his song last Sunday on Fred Waring's telecast. . . . Bob Weitman, "V.P." of United Paramount Theatres, has set up a million dollar array of talent for the "Celebrity Parade for Cerebral Palsy" ABC telethon which will start at 8:00 P.M. Saturday, Dec. 6 and continue until 2:30 P.M. the following day. Definite assurances to attend have been received from Jackie Gleason, Robert Merrill,, Dennis James, Dorothy Sarnoff, Marie Riva, Jane Pickens, Yul Brunner, Constance Carpenter, Johnny Johnston, Tex and Jinx McCrary, Tony Bennett, Jack Carter, Faye Emerson, Jan Peerce, Skitch Henderson, Toni Arden, Arlene Francis and Joey Adams.

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**TViewers of "Toast of the Town," (Sunday, Dec. 7) will see how Samuel Goldwyn first entered the motion picture business, back in 1913, when he formed the Jesse L. Lasky Feature Play Co. with Lasky and A. S. Friend and signed a young playwright named Cecil B. DeMille to direct the new company's "The Squaw Man," first full length film. The Walter Camp All-American Football Team, sponsored by Collier's Magazine, will line up on Ed Sullivan's "Toast of the Town" telecast this CBSunday. Not to be outdone, Jackie Gleason, who often referred to himself as the "All American Drawback," will present on his own program the following Saturday *Look* magazine's All-American Team. . . . Veepee Sam Nathanson of the Helen Ainsworth Corp. has returned to Hollywood from a countrywide sales tour after setting up TV outlets for 52 quarter-hour "Hollywood Newsreel" films, a series of quarter-hour films entitled "Adventures of Patches" and 13 short musical shorts. . . . Alice Corey, who retired from the stage when she married Wendell Corey, may accompany him when he comes East. If so, look for La Corey to take a fling at TV. . . . Bill Silbert, WABDisk Jockey, started as a boy soprano at WWJ, Detroit. Later he joined the cast of a daily radio program, "The Happy Hour," which included the following names: Betty Darling, Harvey Lichtenstein and Amos Jacobs. (Yes, they are famous. They have since changed their names to Betty Hutton, Harvey Stone and Danny Thomas.)**

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*"This Is Show Business" will bow out in January and will be replaced with a telefilm series, "Private Secretary," starring Ann Sothern. Sponsor continues to be Lucky Strike Ciggies and the CBSunday series will be aired three successive weeks with Jack Benny's antics taking over this time-slot every fourth week. . . . Donald O'Connor's Dec. 14 NBColgate Comedy Hour stint will be filmed by Ralph Staub for Columbia Pictures' Screen Snapshot series. . . . Curt Massey, WOR-MBSinging emcee, spent 30 of his 42 years in show business. He started his musical career at the age of 12 playing a piano in a theatre in Roswell, New Mexico. . . . The Fred W. Amend Co. will return to ABC-TV Saturday. Dec. 27 to sponsor a kideo sport series, "Hail, the Champ" which will alternate on the 11:30 A.M.-12 noon slot with Derby Foods' Western film series, "Sky King." The Saturday morning line-up of juve telecasts will be completely sold out on this net, starting Jan. 3 when the Johnson Candy Co. ushers in Todd Russell's "Rootie Kazootie" the former NBCoca Cola series. . . . CBS will toss a cocktail party tomorrow at the Ambassador Hotel here in honor of Jack (Range Rider) Mahoney, Gene Autry's protege, who will ride in Macy's Thanksgiving Day parade Thursday. . . .*

☆ ☆ ☆

Hollywood's make believe can never match the thrilling official pictures depicted in the "Battle of Coral Sea," episode of "Victory at Sea," NBClassic Documentary, seen last Sunday on Channel 4. . . . Motion Picture stars, who to date have steered clear of TV appearances, were so thrilled at what they saw at the opening last week of the Hollywood CBS-Television City that several expressed intentions of an early TV invasion. . . . Another Bus will be added to the 90 minutes "Omnibus" CBSeries of telecasts Sunday, Dec. 28 when the Greyhound Bus becomes a participating sponsor.

## *111 Stations Now in A. T. & T. TV Link*

**Network television facilities will be available for carrying programs into Austin, Texas starting Thursday, according to the long lines department of American Telephone and Telegraph Co.**

**The addition of Austin to the Bell network brings to 111 the total number of stations to which TV network service is now available. The network inter-connects 68 cities in the U.S.**

## 'Carmen' Telecast

(*Continued from page* 1)

that a TNT contract has yet to be signed, but the circuit plans to carry the telecast in two RKO theatres, their location still undecided. The only major circuit yet to publicly announce a "Carmen" deal is Loew's. Five affiliated United Paramount Theatres have joined the TNT network.

Meanwhile, TNT disclosed its selection of Henry Souvaine as producer of the "Carmen" telecast, the first entertainment show in the history of the theatre TV medium. Clark Jones was selected as TV director for the three-hour evening performance, starring Rise Stevens, Nadine Conner, Richard Tucker and Robert Merrill.

### Special Lighting

To get maximum effects for the theatre audiences across the country, the Metropolitan has agreed for the first time to special television lighting of its stage. TV cameras and technical crews of the DuMont Television Network will be used for the telecast, with cameras located in the "Diamond Horseshoe" boxes, in the orchestra pit, and for special programming outside the auditorium of the Metropolitan.

In Boston, the American Theatre Corp. has announced that it has reconsidered and will definitely present the "Carmen" telecast at the Pilgrim Theatre.

In Albany, N. Y., it was disclosed that Fabian's Grand will present the "Carmen" telecast. Prices will range from $1.20 to $3.60 on a reserved seat basis.

Manager Paul Wallen said that the first seven rows of the orchestra will be scaled at $2.50 and the remainder at $3.60. Eight rows in the balcony will be sold at $3.60 and six at $2.50. Second balcony prices will be $1.50 and $1.20. The theatre seats 1,500. Tickets will probably be placed on sale the latter part of this week, coincidental with the breaking of an advertising campaign.


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# Blumberg

(*Continued from page* 1)

Greenfield, George S. Gullette, William Hissner, Henry M. Hobart.

Also, Peter P. Horner, Benjamin Kalmenson, Jules Lapidus, Martin Levine, Lewis Lieser, William Meinhardt, Peter Mole, Raymond E. Moon, Milton A. Mooney, Edward E. Muhl, J. J. O'Leary, William Onie, Frederick C. Quimby, A. A. Renfro, Hal Roach, Samuel Rosen, J. Robert Rubin, Edward Ruby, William F. Ruffin, John A. Schnack, Harry W. Schroeder, Eddie Senz, Hyman Silverman, Fred G. Sliter, Nathan Sobel, David M. Sohmer, Alfred Starr, Harold Sugarman, C. J. Tevlin, David Weshner, Morris M. Wexler, Dudley M. Williston, Benjamin Wray, Max M. Yellen, Edward F. Zabel and Adolph Zukor.

Ned E. Depinet is chairman of the dinner, the 13th annual affair. George Jessel will be toastmaster. The principal speaker will be Father Patrick Peyton. Scheduled to sit on the dais, besides Blumberg, Depinet, Cohn, Jessel, Father Peyton and Judge Pecora, are Jack Alicoate, Barney Balaban, Harry Brandt, Harry Cohn, Ted Curtis, Sam Dembow, Jr., G. S. Eyssell, Harold Fitzgerald, Frank Folsom, William German, William Goetz, Leonard Goldenson, James R. Grainger, Abel Green, T. J. Hargrave, Danny Kaye, Louis Lurie, John J. O'Connor, Robert J. O'Donnell, Sam Pinanski, Martin Quigley, Milton Rackmil, Sam Rinzler, Herman Robbins, J. Robert Rubin, Serge Semenenko, George Skouras, Albert Warner, Harry Warner, Robert R. Young and Zukor.

Harry Wismer will highlight a special requiem for the industry leaders who died during the past year, including 20 Pioneer members. Rabbi Ralph Silverstein of Temple Sinai of Brooklyn and former Chaplain of Cinema Lodge of B'nai B'rith, will deliver the invocation. Jane Pickens will sing the "Star Spangled Banner" and the Radio City Music Hall Glee Club and Al Rickey and his orchestra will provide the music.

The committee handling the details of the dinner include Harry Takiff, Marvin Kirsch, Charles Alicoate, Gil Josephson, David Bader, Ray Gallagher and Leon Leonidoff. John J. O'Connor is chairman of the honor guests. Maurice Bergman, Hank Linet and Milton Livingston have been assisting the committee.

## *New Balaban TV Station*

CHICAGO, Nov. 24.—Harry and Elmer Balaban, of the H. and E. Balaban Circuit, owners and operators of theatres here and in Detroit, have applied for their second television channel, this one in Milwaukee.

## *'Sheba' to Victoria*

Hal Wallis' "Come Back, Little Sheba" will have its world pre-release opening at the Victoria Theatre here, it was announced today by Paramount and the management. The film will be the next attraction at the Victoria.



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# *"Hans Christian Andersen"*

(*Continued from page* 1)

did the choreography and dances with her in the "The Little Mermaid" ballet. Erik Bruhn of the Ballet Theatre performs with her in the other.

Frank Loesser's fine score has been integrated with the story and it includes several songs based on and containing the essence of several of Andersen's tales. There are "The Ugly Duckling," "The King's New Clothes," "Thumbelina" and "Inch Worm," "Wonderful Copenhagen," "Anywhere I Wander," "I'm Hans Christian Andersen," and the thoroughly modern and delightful duet "No Two People."

Joey Walsh is outstanding among a group of pleasant youngsters as the orphaned cobbler-apprentice more wise to society's vicious ways than his kindly guardian. It is Walsh who talks Kaye into leaving his small town to go to Copenhagen when he discovers the town is going to order Kaye to leave for keeping the children from school with his tale-telling. Walsh also tries to dissuade Kaye from his love for Jeanmarie.

But Kaye persists and writes the "Mermaid" book for the ballerina and it is produced when the company returns from tour. Before the performance Kaye is accidentally locked in the prop room by Granger and left there. Next morning Jeanmarie discovers this and summons him. He declares his love for her but Granger bursts in with a display of affection and an extravagant gift of jewelry. Kaye realizes the truth and leaves Copenhagen, meeting Walsh, whom he had broken relations with, on the way back to their small town. Since he had achieved some fame from the publication of his tales, he is welcomed back as a story-teller.

Charles Vidor's excellent direction has sustained the appealing mood and maintained interest for the greater part of the production's 114 minutes.

Fifteen years of preparation have gone into this production which is said to have cost $4,000,000 to make. The result is a unique film that offers tremendous merchandising potential. There is an enormous attraction for the fairy tale audience of children and their parents all over the world. The ballet sequences which utilize the talents of top performers in the field and spectacular settings comprise nearly 25 per cent of the film. Audience appreciation of the ballet is probably currently at a peak but even if not, the ballets are immense visual productions, the "Mermaid" alone costing $400,000. In addition there is the romantic triangle which can draw. The marquee lure of Kaye and the Goldwyn trademark are strong assets, of course. The film should prove a most potent package of entertainment at the box-office.

Others in a capable cast are John Qualen, Peter Votrian, John Brown, Jeanne Lafayette, Robert Malcolm, George Chandler, Fred Kelsey, Gil Perkins and Philip Tonge.

Running time, 114 minutes. General audience classification. Release date, not set.

W. P.

# Para. Research

(*Continued from page* 1)

ferred during the Paramount vice-president's Hollywood trip.

The mushrooming interest in technological advancement throughout the industry was attributed by Raibourn to the current run of "This Is Cinerama" at the Broadway Theatre here. Technologically, Raibourn said, the industry had been marking time until the peripheral vision process which gives a three-dimensional effect was unveiled. Stereophonic sound—that is, sound coming from a number of directions—is also used in the Cinerama process.

The Paramount vice-president expressed the belief that technological advances will untap a wide audience for motion picture theatres. Questioned about the economic drawbacks of Cinerama, Raibourn said he believed that those and problems of other third - dimensional processes would be solved over a period of time.

Raibourn said to expect an announcement in the near future on Paramount's tri-color Chromatic TV tube. He declined to say what the annuoncement would be, but Dick Hodgson, president of Chromatic, previously reported on plans to hold demonstrations of the home color TV tube in key cities.

Raibourn acknowledged that Columbia Broadcasting System's television executives continue to express interest in the possible purchase of Paramount's backlog of short subjects. However, he made it clear that the talks have never come close to the consummation of a deal.

## 'Andersen' Benefit

(*Continued from page* 1)

utilizing three cameras and a crew of 20 with Tex and Jinx McCrary conducting celebrity interviews. Producer Goldwyn, stars Danny Kaye and Jeanmaire, screenplay author Moss Hart, composer Frank Loesser and featured actor Joey Walsh were on hand. Others were Lilli Palmer, Rex Harrison, Rosalind Russell, Robert Sherwood, Edward R. Murrow, John Steinbeck, Robert Considine, Governor Sherman Adams, G. S. Eyssell, president of Rockefeller Center, and A. Montague, vice-president of Columbia Pictures.

Eyssell, chairman of the benefit committee; Montague, president of the Will Rogers Hospital at Saranac Lake, N. Y., and Kaye thanked the audience for their support in ceremonies that preceded the screening of the film. Montague expressed special appreciation to the benefit committee members.

### Abstract Short on Program

"Color Rhapsodie," a short abstract film produced by Mary Ellen Bute, was on the program last night and will accompany the world premiere engagement of "Andersen" at the Criterion. It is an interpretation of what the eye sees when the ear hears music, in this case Lizst's "Hungarian Rhapsody."

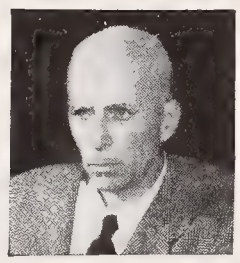
## *Mrs. J. Stowell Rites*

ALBANY, Nov. 24.—Funeral services for Mrs. Joseph Stowell, 41, wife of the manager of Warner's Lincoln Theatre in Troy, N. Y., were held in Utica yesterday. Mrs. Stowell died suddenly on Friday.


GREAT MOTION PICTURES ARE PROCESSED BY PATHÉ

**Director HOWARD HAWKS says:**

*"Every frame of every one of my pictures must meet the most rigid specifications in our industry. That's why I insist on lab work by Pathé."*



Pathé processed Mr. Hawks' latest picture, "Big Sky." May we talk about doing *your* next picture?

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## 'Iron Mistress' Bow Good as Hold-overs Reign on Broadway

"Iron Mistress" opened to a pretty good $65,000 at the Paramount this week, a seven-day period in which hold-overs predominated in most New York first-run situations.

The dual world premiere of "Hans Christian Andersen" will take place today at the Criterion and the off-Broadway Paris Theatre. The last three days of "The Lusty Men" at the Criterion racked up a moderate $5,000. At the Paris, "Young Wives' Tale" bowed out in its third week with a rather slow $3,800.

At the Radio City Music Hall, a fairly nice $110,000 is seen for the second week of "Plymouth Adventure." The picture will hold over the Thanksgiving weekend. "Bloodhounds of Broadway" at the Roxy is due to hit a satisfactory $50,000 for its second week.

"Outpost in Malaya" will open tomorrow at Loew's State, replacing "The Steel Trap," which is expected to do a moderate $14,000 for its second and final week. A fair $17,000 is seen for "Prisoner of Zenda," in its third week, at the Capitol.

"Limelight" is holding up neatly with $24,000 expected for the fifth week of the film at the Astor and $9,000 at the two-a-day 60th Street Trans-Lux. "Breaking Through the Sound Barrier," another good grosser, is due to hit $20,000 for its third inning at the Victoria.

Holding up fairly well is "Snows of Kilimanjaro" at the Rivoli, where $17,000 is estimated for the tenth week. "The Turning Point" at the Globe is expected to bow out with an average $10,500 for its second and final week. Opening Friday at the Globe will be "Kansas City Confidential."

"The Thief of Venice" will premiere at the Mayfair on Thursday, replacing "The World in His Arms," which is predicted to hit a rather moderate $10,000 for its seventh week.

Among off-Broadway theatres, the record-breaking "The Promoter" at the Fine Arts is expected to register a robust $11,500 for its fourth week. A neat $8,500 is indicated for "The Fourposter" at the Sutton, now in its sixth inning. At the 52nd Street Trans-Lux, a fine $9,000 is forecast for the sixth week of "O. Henry's Full House." "Under the Red Sea" at the Beekman opened to a pretty good $7,800 for its first week.

## *MGM Starts Appeal Film for 'Dimes'*

HOLLYWOOD, Nov. 24.—M-G-M today began filming this year's March of Dimes subject for the appeal on behalf of the National Foundation for Infantile Paralysis. The company is making the short for the 12th year.

Starring Howard Keel for the second time, the half-reel appeal will be the largest scale production in the series. It will be made at Rancho Los Amigos Hospital with 50 to 75 respiratory cases appearing. As in previous years, Harry Loud will produce and direct the short under the supervision of Frank Whitbeck. Sid Sidman is unit manager. The short will be released in the near future with 14,000 prints being shown simultaneously for one week throughout the country.

# *Asides & Interludes*

**—by James Cunningham**

TONIGHT, the Motion Picture Pioneers, in annual assembly, will mantle Nathan Blumberg with the cloak of "Motion Picture Pioneer of 1952." May he wear it well; well does he deserve it.

Late one December afternoon in 1937, Nate, who was then happily engaged as RKO Theatres' topper, invited a representative of each of the trade papers to dinner at New York's 21 Club. There was no apparent connection at the time to the rumors afoot and in print about the economic floundering of Universal Pictures. Universal talk-to's generally were not available for comment. Those who were, would not. Reporters on the Universal beat were not happy.

Cherrystones, filet and cafe disposed of, up spoke mine host: "I am leaving RKO Theatres." A shock. "Yes," added Nate, "I have been asked to take over the operation of Universal Pictures."

Universal's home office payroll that day was obtained from the first day's rental of the Roxy Theatre's smash opening of a new Universal star, known little then, but better now, as Deanna Durbin. Nate candidly explained the plight of the company and as he let down the silvery locks atop that round and likeable dome, he asked the guys for their support of "a terrific assignment."

Nate met the same reporters on the same night annually, after steering Universal from the "red" to the "black," for several years thereafter.

The "Motion Picture Pioneer of 1937"—in 1952.

☆ ☆ ☆

**Drive-in theatres' counterpart of baseball's "rain checks": "Fog tickets"; they're being issued in those sectors of these United States where a condensed watery vapor suspended in th atmosphere obscures vision. . . . A Washington tip indicates that Ike's new head-lawyer, Herb Brownell, will not be a-pushing that government suit to compel picture companies to release films to telecasters and juke-boxers. . . . "Doc" Kalmus' linguistic experts now have Technicolor credits (you know, "color-by-Technicolor") translated in 36 languages, from Afrikaaneze to Urudeze. . . . The trial balloon business in the West has been soaring and soring of late. One day last week, reporters chased the tail that tied Ned Depinet back to the presidency of RKO Pictures and Howard Hughes' Noah Dietrich to the company's board chairmanship; next day, the tales and the balloons were reversed—Dietrich was reported to be company president and Ned on top of the board.**

☆ ☆ ☆

**Nat Williams has some theatres down Georgia way, around Quitman and Thomasville. And Nat has a problem. Being a member in good standing on the books of the Theatre Owners of America, Nat sent an S.O.S. to TOA legalistic sage Herman Levy, up Connecticut way, as follows:**

"I need help badly and immediately.

"Surely in some of your educational pursuits and charitable activities, you have attached yourself in an official manner to some medical school or hospital.

"I want a corpse. Well preserved, if possible, but a corpse. I'm in a battle with the Railway Express Agency, and only with a corpse can I win.

"Quitman is 24 miles from here. They have set a $2.52 rate on a feature film from here to there, or over 10 cents a mile. They will haul a corpse for 2.6 cents per mile. If I can get a bow-legged corpse, I can set a film can between his legs, and re-use indefinitely, saving 7.4 cents a mile on hauls. Don't know life expectancy of a corpse, but should recover profit before he wears out.

"For a reasonable fee, say a half-dozen Scotchs, could you advise if the plan has any legal flaws? If not, see what COMPO will offer for the idea. They could copyright, sell to exhibitors, and simplify their funding labors."

☆ ☆ ☆

*AN IDYLL ABOUT IDEALISTIC GREEKS*:—Many years ago, after the buffeting of oyster-opening in a St. Louis hash-house, and the many harrowing experiences in building a circuit in and around that precinct, George Skouras arrived in New York. He told me shortly thereafter that his life's ambition was to buy a tiny island off the coast of his native Greece, and to repose there to philosophize. Whether George ever did acquire that island, we do not know. But we do know that George toured this country in the interim to round up horses and cattle and pigs and whatnot and had them shipped to replenish the farms of those parts of Greece which had been devastated by war.

While George was collecting horses and theatres, his brother, Charles, was shuffling about on the West Coast doing something or other about 450 theatres of National Theatres. Apparently, Charles also had a dream.

His dream was realized only the other day when the Cathedral of Saint Sophia was dedicated in Los Angeles. Charles personally raised the several million dollars required for its construction. It is the most expensive Cathedral in the world, we are told, costing $850 per seat, making it more costly than St. Peter's in Rome and St. Sophia's in Constantinople.

"This is the church that Skouras built," said A.P.D. Valakis, in a gorgeous brochure describing the imposing edifice rising in the middle of a large, landscaped area on Normandie Avenue near Pico Boulevard, where Charles Skouras plans to extend the arts and music, the liturgical and ritualistic influences which the Orthodox Church has propagated through the long centuries.

## 12 Films in Natural Vision Will Be Made In Next 15 Months

HOLLYWOOD, Nov. 24. — Twelve major motion pictures will be produced in Natural Vision 3-dimension process during the next 15 months, M. L. Gunzburg, president of Natural Vision Corp., announced today.

Among them will be "Spear in Sand," another production by Arch Oboler, whose "Bwana Devil," the first feature filmed in NV, premieres here Wednesday evening. Negotiations are under way also for filming the Broadway musical, "New Faces," on the stage, and for making a feature using the "Cecil and Beany" puppets from the television show of that name.

### Contracts Signed

Gunzburg said contracts for exhibition in 50 cities in the next six months have been signed, with San Francisco and New York following Los Angeles in presenting the first attraction.

In response to questioning, Gunzburg said experiments have been made to determine whether NV on television is practicable, but "3-D on television is not an immediate possibility."

### 'Bwana Devil' Will Bow Without PCA Seal of Approval

Hollywood, Nov. 24.—Arch Oboler's "Bwana Devil" will be world premiered Wednesday night at the Hollywood and Downtown Paramount Theatres as the first feature ever filmed with natural vision 3-dimension process despite the fact that the Production Code Administration has withheld its seal of approval, Oboler told the press today.

Oboler said PCA's objection to issuing the seal is based on a love scene which, he said, looks "hotter" in rounded form achieved by NV than it might have looked in regular two dimension medium.

PCA spokesman told MOTION PICTURE DAILY the sequence alluded to would have been objectionable "in two dimensions, one dimension, or flat."

### '3-Dimension Week' Proclaimed in L.A.

LOS ANGELES, Nov. 24.—Mayor Fletcher Bowron has issued a proclamation here declaring the seven days starting Wednesday to be "Three Dimension Week" in honor of the world premiere of "Bwana Devil" in the Natural Vision process at two Paramount Theatres Wednesday evening.

According to the proclamation the event "will have important repercussions in the motion picture industry and already has created widespread interest throughout the U. S. and abroad," because "final perfection of the three dimensional film is the result of over two decades of intensive efforts and research."

## *KATO Meets Today*

LOUISVILLE, Nov. 24.—A meeting of the board of directors of the Kentucky Association of Theatre Owners has been called here for tomorrow to discuss and set up definite plans for luncheon or dinner meetings with Senators and Congressmen for repeal of the 20 per cent admission tax.

NEWS WHILE IT IS NEWS

# MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 72. NO. 101 NEW YORK, U. S. A., TUESDAY, NOVEMBER 25, 1952 TEN CENTS

## Para. Widens Research in 3rd Dimension

### *Raibourn Says Cinerama Stimulates Advances*

Paramount Pictures has stepped up its motion picture research program, exploring the fields of third dimensional films and stereophonic sound more intensely, Paul Raibourn, Paramount, vice-president, disclosed here yesterday following his recent return from a four-day visit on the Coast.



Paul Raibourn

Larger sums of money are currently being requested by Paramount's research department, headed by Loren Ryder, to meet the growing research demands, Raibourn added. Ryder and Raibourn con-

(Continued on page 5)

## 'Andersen' Benefit Nets Fund $25,000

An overflow audience contributed a total of $25,000 to the Will Rogers Memorial Hospital by the benefit premiere here last night of Samuel Goldwyn's "Hans Christian Andersen" at the Criterion Theatre. Celebrities from the entertainment world and prominent civic, business and society figures attended, attracting huge crowds of onlookers to the "black tie" affair.

WPIX televised the proceedings,

(Continued on page 5)

## Colosseum Elects Ray Wild President

ATLANTA, Nov. 24.—The eighth annannual convention of the Colosseum of Motion Picture Salesmen of America, held here in honor of the late Frank W. Salley, who started the organization, elected Ray Wild of Dallas president, succeeding Ross Williams.

Eddie Askin was elected vice-president; Floyd Klinger Smith, secretary; Leonard Appel, assistant secretary; Tom McKean, treasurer; C. A.

(Continued on page 2)

## *500 at Pioneers' Blumberg Tribute At Astor Tonight*

Five hundred members of the Motion Picture Pioneers from every section of the U. S. and from countries all over the world will attend the "Jubilee Dinner" of the Pioneers at the Hotel Astor here tonight to join in a tribute to N. J. Blumberg, chairman of the board of directors of Universal Pictures, as the "Motion Picture Pioneer of 1952."

Pioneer president Jack Cohn will assemble the "Class of 1952" for induction by Judge Ferdinand Pecora; 60 to be inducted, including Bennett Amdur, William Blum, Louis A. Bonn, Lew Breyer, Carl Buermele, Pedro Calderon, Will J. Conner, Edward P. Curtis, Thomas Di Lorenzo, Morris Dudelson, L. J. Duncan, Samuel Eckman, Jr., William Elson, Robert J. Fallon, Harold Fitzgerald, William Flemion, Sr., Norman E. Gluck, William Goldman, Irving H.

(Continued on page 5)

## RKO Pictures Net Loss $4,777,766

The operations of RKO Pictures Corp. and subsidiary companies for the nine months ended Sept. 27 resulted in a net loss (unaudited), after all charges, of $4,777,766, which compares with a loss of $145,904 for the same period of 1951.

RKO's loss for the three-month period that ended on the same date was $1,064,932, which compares with a profit of $588,816 for the third quarter of 1951.

### *Series of Shorts on Para. Screen Tests*

**Paramount's plan to produce a featurette titled "How to Break Into the Movies," to show the screen tests of upcoming Paramount stars, may be revised so that the project would become a series of shorts instead of a single subject. Company executives are of the opinion that there is too much interesting material available from the screen test to be crammed into one featurette.**

**The tentative plan now is to spread the subject matter over a series of one-reelers, each to be made available at about the time that a feature starring one or more of the players whose screen test is highlighted in the short, is released.**

## WB Joins 'Carmen' Telecast Line-up

Warner Brothers has joined the Theatre Network Television "Carmen" line-up, while RKO Theatres plans to carry the Dec. 11 event in two situations.

WB has booked the cross-country theatre TV Metropolitan Opera production in the Stanley, Philadelphia, and Warner's Hollywood in Los Angeles, bringing the number of theatres already signed up for the event to at least 30.

An RKO Theatres spokesman said

(Continued on page 4)

## *"Hans Christian Andersen"*

**[*Samuel Goldwyn-RKO Pictures*]**

CHILDREN OF ALL AGES love fairy tales and this one about the Danish writer in eye-caressing color by Technicolor reflects the remarkable Goldwyn genius that combines genuine artistry with solid commercial values. The peculiar magic that has been best exemplified on the screen by the great Disney stories here is captured in the heart-warming Moss Hart screenplay and enchantingly projected in a performance by Danny Kaye that is eloquently simple.

Entwined with the cobbler-story-teller's appreciation of people and children, is a sub-plot concerning his innocent affection for a beauteous ballerina. Jeanmaire looks and dances the role admirably and her acting is surprisingly sensitive despite an obvious if charming French accent. Unknown to Kaye, she is happily married to a temperamental ballet director, portrayed by Farley Granger with considerable glowering and gesturing but little conviction. They quarrel and fight in front of Kaye but kiss and make up later.

It is an exploitable angle of the film if a minor one and Kaye's shy romance is touching. This part contains a dream sequence, a charming wedding fantasy and two opulent ballets, elaborately staged, and expertly danced. Roland Petit, head of the Paris Ballet for which Jeanmarie starred,

(Continued on page 5)

## Allied's Hands On Arbitration Tied Until Jan.

### *Next Move Up to Board; Majors May Call Meet*

Regardless of how Allied members may feel about reopening discussions on a uniform arbitration plan, nothing can be done about it until after the association's board meeting in New Orleans Jan. 12. Even if the distributors should come up with a plan that would be entirely acceptable to Allied, no action could be taken on it until the proposals were placed before the directors at the January sessions. This was stated emphatically by Abram F. Myers, chairman of the board, in Washington.

Meanwhile, it is reported here that distribution leaders are giving some thought to calling a meeting of Allied chieftains for the purpose of discussing the Allied objections to the so-called industry arbitration plan which was turned down by Allied at its annual convention in Chicago last week. By taking the "minus" points one by one, the distributors believe they may

(Continued on page 2)

## NEWS FLASHES

PORTLAND, Ore., Nov. 24. -- A power shortage exists here in the Pacific Northwest and all theatres in the large centers of the area--principally in Portland and Seattle -- have agreed to cut their electric power consumption 10 per cent.

•

Dudley Roberts, president of Cinerama Productions, reports a promotion plan whereby all the stories carried in key city newspapers on Cinerama will be classified and grouped in relation to the 200 cities in which it is planned to show Cinerama within the next three years, in the form of bound folders to be presented to theatres installing the process.

# Personal Mention

KENNETH McKENNA, M-G-M story head, will arrive here from the Coast tomorrow.

•

SPERIE PERAKOS, general manager of the Perakos Theatres Circuit, New Britain, Conn., and MRS. PERAKOS are due back from a European honeymoon about Dec. 1.

•

HAROLD POSTMAN, assistant to ALAN F. CUMMINGS, in charge of M-G-M exchange operations, will return here Friday from the Midwest.

•

JAMES F. McCARTHY, manager of the Warner Strand Theatre at Hartford, has returned there from a Southern vacation.

•

FRANCIS M. WINIKUS, United Artists advertising-publicity director, left here last night for a week's vacation in Miami.

•

WILLIAM B. ZOELLNER, head of M-G-M's short subject and newsreel sales, returned here yesterday from a two-week tour of branches.

•

STANLEY RUBIN, 20th Century-Fox producer, arrived in New York yesterday from Hollywood.

•

W. E. CARROLL of the Falls City Theatre Equipment Co., Louisville, has returned to that city from Chicago.

•

SAMUEL GOLDWYN will be guest-interviewed on CBS radio's "In Town Today" show on Friday morning.

•

HOLLAND SMITH, manager of the Saenger Theatre in New Orleans, has left there for Hollywood.

•

TOM RODGERS of Brandt Theatres has returned here from a Nassau honeymoon.

•

ARTHUR MANSON of M-G-M's Canadian press field staff, will return to Toronto today from New York.

•

O. O. DULL, M-G-M director, is in New York from the Coast.

## *Raftery Testifies at Chicago UA Hearing*

CHICAGO, Nov. 24.—Edward Raftery, New York attorney and former president of United Artists, testified here today in the Krinsley vs. United Artists et al hearing before Special Master William Saltiel, appointed by Federal Judge William J. Campbell to hear evidence.

The case involves splitting of the "spoils" of the Towne case, United Artists claiming they should share in the damages awarded the theatre, having been partners, and the owners of the theatre claiming that UA was admitted to partnership in the theatre through coercion because of the Towne's inability to buy first-run pictures, which United Artists supplied to the theatre after buying an interest. The hearings before Saltiel probably will be concluded tomorrow.

# *State Department Pleased By New French Film Pact*

WASHINGTON, Nov. 24.—State Department officials have expressed satisfaction that the film industry itself had negotiated the new French pact, rather than continuing it as a government-to-government agreement.

They said that in the reports disclosing details of the new agreement, this fact had generally been overlooked. They said the previous French-American film agreement, which grew out of conversations between one-time Secretary of State Byrnes and former French premier Blum, was the only instance where the U. S. government had negotiated with a foreign government for financial terms for a particular industry. All other film agreements, such as the British, and all agreements governing other products such as autos or steel, are negotiated between the U. S. industry and the foreign government, it was asserted.

"The French film agreement was always an anomalous one, and we were never very happy about it," one official said. "Frequently, we had to veto something that was for the good of the industry because it conflicted with over-all State Department policy. It is a fine thing that this situation has been changed and that the new agreement was negotiated by the industry and that all future bargaining will be done by the industry."

### MPEA Seeking New Terms in Pakistan

WASHINGTON, Nov. 24.—Industry officials hope to get the Pakistan government to agree to better customs terms for U.S. film imports.

Irving Maas of the Motion Picture Export Association was reported to be in Pakistan or en route there to work on the problem.

Some time ago the Pakistan government raised its duties on all film imports. This was designed to protect the domestic industry mainly against an influx of films from India. Recently, however, the Pakistan government banned Indian films outright, thus reducing the need for the tariff protection. U.S. officials are hopeful the Pakistan government will agree to a drawback provision under which U.S. film imports would get a lower duty.

## Colosseum Elects

(*Continued from page* 1)

Blakely, assistant treasurer; E. E. Shinn, Southern regional vice-president; Dick Huffman, committeeman; Keith Godfrey, Eastern vice-president; Bill Wink and Bob Lightfoot, Midwest vice-presidents; Williams and Milt Simon, Central vice-presidents, and Glen Haviland and Harry Swonson, Western vice-presidents.

The 100 attending salesmen approved resolutions demanding the lifting of the 20 per cent Federal amusement tax and the withdrawal of the suit forcing the sale of 16mm. films to TV.

Next year's meeting will be held in New Orleans.

## SEC Reports RKO, NT, Loew's Tradings

WASHINGTON, Nov. 24. — Loew's, National Theatres, RKO Pictures and RKO Theatres figured in changes in stock holdings during October, according to a report made public by the Securities and Exchanges Commission.

Charles C. Moskowitz, vice-president of Loew's, bought 1,000 shares of Loew's common, increasing his direct holdings to 4,500 shares. Elmer C. Rhoden, vice-president of National Theatres, purchased 2,100 shares of common stock, bringing his direct National holdings to 5,900 shares. Rhoden also has indirect holdings of 2,025 common shares.

Sherrill C. Corwin, a director of RKO Pictures and currently acting chairman of the board, sold 10,000 shares of capital stock, decreasing his direct RKO holdings to 200,884 shares. David J. Greene, director in RKO Theatres, purchased 1,800 shares of common stock through the Chemical Bank & Trust Co. as trustee under agreement with David Greene for Dorothy G. Greene. Trust holdings total 34,100 shares. Greene's direct holdings amount to 16,450 shares of common, with partnership holdings totalling 10,000 shares. Dorothy Greene owns 3,000 shares of common, with Barbara Greene, daughter, and Lawrence Greene, son, owning 300 shares each.

## *Perlmutter '53 Head Of Albany Variety*

ALBANY, N. Y., Nov. 24.—The local Variety Club tonight elected Jules Perlmutter, president of Perlmutter Theatre Booking Service and owner of the Watervliet and Lake George Theatres, chief barker.

Leon Greenfield, Universal manager, was chosen first assistant chief barker; Alan Iselin, operator of the Auto-Vision, East Greenbush, second assistant chief barker; George Schenck, Tri-State Automatic Candy Corp. branch manager, property master; Aaron Wining, chief doughboy. They will take office Dec. 1.

## Allied's Hands Tied

(*Continued from page* 1)

be able to find a means of meeting Allied's objections.

Because of Allied's position on the issue, until after the board meeting, it is obvious that an arbitration formula which would include Allied could not be operative at least until after Jan. 12. While the reported distributors' desire for a roundtable conference with Allied leaders might result in a step toward ironing out some of wrinkles which Allied believes to exist in the present format, participants could do nothing but report the efforts to the board. Formal negotiations then could follow.

## *Canadian Exhibitors Pay $19,647,000 Tax*

**Ottawa, Nov. 24.—Canadian government reports admission taxes collected by the provincial governments across the nation totalled $19,647,000 during the year ending March 31, 1952, including, by provinces, $10,329,000 in Ontario, $3,618,000 in Quebec, $2,620,000 in British Columbia, $1,100,000 in Manitoba, $955,000 in Alberta, $560,000 in Nova Scotia, $300,000 in New Brunswick, $115,000 at Prince Edward Island, and $50,000 in Saskatchewan.**

## Rank Group Resigns From 'U' Board

Directors of Universal Pictures yesterday formally accepted the resignations of J. Arthur Rank, Robert Benjamin and G. I. Woodham-Smith from the Universal board at a meeting held here.

Rank had continued as a board member following the sale of his stock interest in Universal last spring, while Benjamin and Woodham-Smith had remained on the board by virtue of their executive association with Rank. Rank and Woodham-Smith tendered their resignations recently, in view of the fact that Rank's interest had been sold to Decca Records. Benjamin resigned when he became chairman of the board of United Artists.

The trio's places on the Universal board will not be filled, according to N. J. Blumberg, board chairman.


NEW YORK THEATRES

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plus GREAT HOLIDAY STAGE SPECTACLE

ALAN LADD VIRGINIA MAYO
"The Iron Mistress"
Color by TECHNICOLOR
in person TONI ARDEN JACK E. LEONARD STEVE CONDOS & JERRY BRANDOW ART MOONEY And His ORCH.
PARAMOUNT TIMES SQUARE
Midnight Feature

SAMUEL GOLDWYN presents
Hans Christian Andersen
starring DANNY KAYE
CRITERION • PARIS
B'way & 45th St. 58th St. W. of 5th Ave.


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# Reviews

## "Abbott and Costello Meet Captain Kidd"

*(Warner Brothers)*

CHARLES LAUGHTON does slapstick comedy with alacrity in this amusing farce that features the formula antics of Bud Abbott and Lou Costello and includes six songs zestfully rendered by a chorus and the principals. Fran Warren is introduced in this satire on the famous pirate chief and sings several of the Bob Russell-Lester Lee songs.

It is one of the better films coming from the team lately due largely to the fine spoofing done by Laughton and Hillary Brooke, the latter as a beauteous lady pirate. The color by Supercinecolor is rather garish, but, nevertheless, the production has the right elements for good box-office returns.

The story written by Howard Dimsdale and John Grant has tailor-made situations for Abbott and Costello. It deals with Laughton, as Captain Kidd, having raided ships in Miss Brooke's territory and the latter demanding her share of the treasure which is cached on Laughton's private island. Abbott and Costello become involved when they accidentally gain possession of a map showing where the treasure is buried.

Leif Erickson stolidly plays Morgan, Laughton's assistant. Miss Warren is appealing as a lady taken off a vanquished merchant ship, and Bill Shirley is handsome, and sings with relish, as her boy friend who is shanghaied by Erickson. When Laughton double-crosses Miss Brooke over the treasure she joins forces with Abbott and Costello and when her own ship arrives, they destroy Laughton's gang. At the finale A. & C. sail off happily with the treasure and Laughton hanging from the bowsprit by his toes.

Songs included are "North of Nowhere," "A Bachelor's Life," "Meet Captain Kidd," "Speak To Me of the Tall Pine," "We Sail Tonight," and "Away, Aye, Ay, Aye, Oh!"

Alex Gottlieb produced and Charles Lamont directed. This is a broadly played comedy that contains names that can be exploited.

Running time, 70 minutes. General audience classification. Release date, Dec. 27.

WALTER PASHKIN

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## "Thunderbirds"

*(Republic)*

A RESOUNDING tribute is paid to another branch of the Armed Forces, the National Guard, in this ambitious Republic production. Oklahoma's famed and respected 45th Infantry Division, known as the "Thunderbirds," is the focal point of the drama. Republic has given the picture a thoroughgoing and competent production treatment and has assembled a large cast for its enactment. As a drama it moves along the familiar ground of war stories. As for good exploitation material, it abounds in it.

Starting early in 1940, when Congress called up the National Guard, the story traces the adventures and experiences of two buddies, John Derek and John Barrymore, Jr., both of whom are in love with the same girl, Eileen Christy.

Their first baptism of fire is a harrying one and the camera traces with stark realism battle after battle in Sicily and Italy. A considerable amount of actual combat footage has been inserted for authentic effect. Around the main plot in which the two lads play the focal part, the screenplay by Mary C. McCall, Jr. delineates several other subplots involving others in the unit. Thus it has warmth, humor, pathos and sentiment.

News finally comes to the boys that Miss Christy has made her choice of one to marry, Barrymore, thus leaving Derek crestfallen. It is not for long, however, as he meets a pretty Army nurse, Mona Freeman. The boys are separated, and tension grows as Barrymore is believed to have been killed.

In a storybook ending, both are happily united however. Ward Bond, a veteran sergeant who turns out to be Barrymore's father, dies heroically, thus erasing a court marshal from World War I.

John H. Auer was associate producer-director for this Herbert J. Yates presentation, based on a story by Kenneth Gamet. Others in the cast are Gene Evans and Barton MacLane, both as sergeants.

Running time, 98 minutes. General audience classification. Release date, Nov. 27.

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## "Tromba, the Tiger Man"

*(Lippert Pictures)* *Hollywood, Nov. 24*

MADE in Germany and in the German language but since dubbed in English, this stacks up as a fair offering with subject matter that allows for exploitation in certain situations. The dubbing is about average and performances are ordinary.

The setting is the famous Krone circus in Europe and the story, by Elizabeth Zimmermann and Helmut Weiss, deals with circus performers and animals, thus providing circus promotional angles.

Tromba, who has a tiger act, is presented as the top attraction of the circus. His way with women is persuasive, unprincipled, and usually tragic. The circus is owned by a former trapeze artiste who was crippled in an accident caused by Tromba. The same accident killed her husband. Tromba becomes romantically entangled with the owner's daughter, who replaces another trapeze artiste in his affections. Tromba's act with the tigers depends upon a drug that keeps the tigers under control and when he runs out of the drug, one of the tigers claws him to death.

Rene Deltgen portrays the title role and others in the cast include Angeline Hauff, Gustav Knuth, Hilde Weissner, Gretha Weiser, Gardy Granass, and Adrian Hoven. Helmut Weiss directed.

Running time, 63 minutes. Adult audience classification. Release date, Nov. 14.




Once upon a time



will become enchanting, romantic *now* for millions of teen fans when they see this tale about a tall cobbler and a beautiful dancer. And they'll see it, they'll love it (make friends go, and family too) because it's the Picture of the Month in December

seventeen

ENTERTAINMENT MAGAZINE FOR YOUNG WOMEN IN THEIR TEENS



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and the dancer

starring

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and FARLEY GRANGER

introducing JEANMAIRE

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Screen Play by MOSS HART
Words and Music by FRANK LOESSER

Color by Technicolor

Distributed by RKO Radio Pictures, Inc.

## *OMPI Using NBC Spot Announcements*

**Spot announcements over WNBC here by the Organization of the Motion Picture Industry of the City of New York are now being used on the station's program, in a deal between the OMPI and the radio outlet. Besides promoting current pictures, the organization is building the theatre as a community institution. The subjects will include matters of interest to the public pertaining to power of projection, light, screen size, safety factors, air conditioning and community endeavors.**

## *To Report on SAG TV Negotiations*

A detailed report on the breakdown of negotiations between the Screen Actors Guild and TV producers on the use of actors in television film commercials will be given here tomorrow by Mel Gold, president of the National Television Film Council, who will address a luncheon meeting of the NTFC at the Warwick Hotel.

In addition, nomination of officers for 1953 will be discussed.

## *First Collections of Will Rogers Drive*

The Will Rogers Memorial Hospital drive's first circuit wide report of collections by boxes-on-candy-stands was received from the Loew's circuit and Joseph R. Vogel revealed that over a varying period of time, from four to eight weeks, the initial total was $2,100.

This averages $1.65 per week per theatre in the New York area and $2.33 per week per out-of-town theatre.




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# Television--Radio

## *with Pinky Herman*

WITH operations of KTSM-TV, El Paso, Tex., WFPG-TV, Atlantic City; KTBC-TV, Austin, Tex., and KGMB-TV in Honolulu, scheduled to NBCommence next month and seven additional TV outlets joining the NBChain early next year, NBC-affiliated stations will total 77. . . . His name perhaps isn't Clancy and it was undoubtedly an accident, nevertheless, the CBSound man lowered the boom on Gordon Goodman's head just as the tenor completed his song last Sunday on Fred Waring's telecast. . . . Bob Weitman, "V.P." of United Paramount Theatres, has set up a million dollar array of talent for the "Celebrity Parade for Cerebral Palsy" ABC telethon which will start at 8:00 P.M. Saturday, Dec. 6 and continue until 2:30 P.M. the following day. Definite assurances to attend have been received from Jackie Gleason, Robert Merrill,, Dennis James, Dorothy Sarnoff, Marie Riva, Jane Pickens, Yul Brunner, Constance Carpenter, Johnny Johnston, Tex and Jinx McCrary, Tony Bennett, Jack Carter, Faye Emerson, Jan Peerce, Skitch Henderson, Toni Arden, Arlene Francis and Joey Adams.

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**TViewers of "Toast of the Town," (Sunday, Dec. 7) will see how Samuel Goldwyn first entered the motion picture business, back in 1913, when he formed the Jesse L. Lasky Feature Play Co. with Lasky and A. S. Friend and signed a young playwright named Cecil B. DeMille to direct the new company's "The Squaw Man," first full length film. The Walter Camp All-American Football Team, sponsored by Collier's Magazine, will line up on Ed Sullivan's "Toast of the Town" telecast this CBSunday. Not to be outdone, Jackie Gleason, who often referred to himself as the "All American Drawback," will present on his own program the following Saturday *Look* magazine's All-American Team. . . . Veepee Sam Nathanson of the Helen Ainsworth Corp. has returned to Hollywood from a countrywide sales tour after setting up TV outlets for 52 quarter-hour "Hollywood Newsreel" films, a series of quarter-hour films entitled "Adventures of Patches" and 13 short musical shorts. . . . Alice Corey, who retired from the stage when she married Wendell Corey, may accompany him when he comes East. If so, look for La Corey to take a fling at TV. . . . Bill Silbert, WABDisk Jockey, started as a boy soprano at WWJ, Detroit. Later he joined the cast of a daily radio program, "The Happy Hour," which included the following names: Betty Darling, Harvey Lichtenstein and Amos Jacobs. (Yes, they are famous. They have since changed their names to Betty Hutton, Harvey Stone and Danny Thomas.)**

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*"This Is Show Business" will bow out in January and will be replaced with a telefilm series, "Private Secretary," starring Ann Sothern. Sponsor continues to be Lucky Strike Ciggies and the CBSunday series will be aired three successive weeks with Jack Benny's antics taking over this time-slot every fourth week. . . . Donald O'Connor's Dec. 14 NBColgate Comedy Hour stint will be filmed by Ralph Staub for Columbia Pictures' Screen Snapshot series. . . . Curt Massey, WOR-MBSinging emcee, spent 30 of his 42 years in show business. He started his musical career at the age of 12 playing a piano in a theatre in Roswell, New Mexico. . . . The Fred W. Amend Co. will return to ABC-TV Saturday. Dec. 27 to sponsor a kideo sport series, "Hail, the Champ" which will alternate on the 11:30 A.M.-12 noon slot with Derby Foods' Western film series, "Sky King." The Saturday morning line-up of juve telecasts will be completely sold out on this net, starting Jan. 3 when the Johnson Candy Co. ushers in Todd Russell's "Rootie Kazootie" the former NBCoca Cola series. . . . CBS will toss a cocktail party tomorrow at the Ambassador Hotel here in honor of Jack (Range Rider) Mahoney, Gene Autry's protege, who will ride in Macy's Thanksgiving Day parade Thursday. . . .*

☆ ☆ ☆

Hollywood's make believe can never match the thrilling official pictures depicted in the "Battle of Coral Sea," episode of "Victory at Sea," NBClassic Documentary, seen last Sunday on Channel 4. . . . Motion Picture stars, who to date have steered clear of TV appearances, were so thrilled at what they saw at the opening last week of the Hollywood CBS-Television City that several expressed intentions of an early TV invasion. . . . Another Bus will be added to the 90 minutes "Omnibus" CBSeries of telecasts Sunday, Dec. 28 when the Greyhound Bus becomes a participating sponsor.

## *111 Stations Now in A. T. & T. TV Link*

**Network television facilities will be available for carrying programs into Austin, Texas starting Thursday, according to the long lines department of American Telephone and Telegraph Co.**

**The addition of Austin to the Bell network brings to 111 the total number of stations to which TV network service is now available. The network inter-connects 68 cities in the U.S.**

## 'Carmen' Telecast

(*Continued from page* 1)

that a TNT contract has yet to be signed, but the circuit plans to carry the telecast in two RKO theatres, their location still undecided. The only major circuit yet to publicly announce a "Carmen" deal is Loew's. Five affiliated United Paramount Theatres have joined the TNT network.

Meanwhile, TNT disclosed its selection of Henry Souvaine as producer of the "Carmen" telecast, the first entertainment show in the history of the theatre TV medium. Clark Jones was selected as TV director for the three-hour evening performance, starring Rise Stevens, Nadine Conner, Richard Tucker and Robert Merrill.

### Special Lighting

To get maximum effects for the theatre audiences across the country, the Metropolitan has agreed for the first time to special television lighting of its stage. TV cameras and technical crews of the DuMont Television Network will be used for the telecast, with cameras located in the "Diamond Horseshoe" boxes, in the orchestra pit, and for special programming outside the auditorium of the Metropolitan.

In Boston, the American Theatre Corp. has announced that it has reconsidered and will definitely present the "Carmen" telecast at the Pilgrim Theatre.

In Albany, N. Y., it was disclosed that Fabian's Grand will present the "Carmen" telecast. Prices will range from $1.20 to $3.60 on a reserved seat basis.

Manager Paul Wallen said that the first seven rows of the orchestra will be scaled at $2.50 and the remainder at $3.60. Eight rows in the balcony will be sold at $3.60 and six at $2.50. Second balcony prices will be $1.50 and $1.20. The theatre seats 1,500. Tickets will probably be placed on sale the latter part of this week, coincidental with the breaking of an advertising campaign.


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# Blumberg

(*Continued from page* 1)

Greenfield, George S. Gullette, William Hissner, Henry M. Hobart.

Also, Peter P. Horner, Benjamin Kalmenson, Jules Lapidus, Martin Levine, Lewis Lieser, William Meinhardt, Peter Mole, Raymond E. Moon, Milton A. Mooney, Edward E. Muhl, J. J. O'Leary, William Onie, Frederick C. Quimby, A. A. Renfro, Hal Roach, Samuel Rosen, J. Robert Rubin, Edward Ruby, William F. Ruffin, John A. Schnack, Harry W. Schroeder, Eddie Senz, Hyman Silverman, Fred G. Sliter, Nathan Sobel, David M. Sohmer, Alfred Starr, Harold Sugarman, C. J. Tevlin, David Weshner, Morris M. Wexler, Dudley M. Williston, Benjamin Wray, Max M. Yellen, Edward F. Zabel and Adolph Zukor.

Ned E. Depinet is chairman of the dinner, the 13th annual affair. George Jessel will be toastmaster. The principal speaker will be Father Patrick Peyton. Scheduled to sit on the dais, besides Blumberg, Depinet, Cohn, Jessel, Father Peyton and Judge Pecora, are Jack Alicoate, Barney Balaban, Harry Brandt, Harry Cohn, Ted Curtis, Sam Dembow, Jr., G. S. Eyssell, Harold Fitzgerald, Frank Folsom, William German, William Goetz, Leonard Goldenson, James R. Grainger, Abel Green, T. J. Hargrave, Danny Kaye, Louis Lurie, John J. O'Connor, Robert J. O'Donnell, Sam Pinanski, Martin Quigley, Milton Rackmil, Sam Rinzler, Herman Robbins, J. Robert Rubin, Serge Semenenko, George Skouras, Albert Warner, Harry Warner, Robert R. Young and Zukor.

Harry Wismer will highlight a special requiem for the industry leaders who died during the past year, including 20 Pioneer members. Rabbi Ralph Silverstein of Temple Sinai of Brooklyn and former Chaplain of Cinema Lodge of B'nai B'rith, will deliver the invocation. Jane Pickens will sing the "Star Spangled Banner" and the Radio City Music Hall Glee Club and Al Rickey and his orchestra will provide the music.

The committee handling the details of the dinner include Harry Takiff, Marvin Kirsch, Charles Alicoate, Gil Josephson, David Bader, Ray Gallagher and Leon Leonidoff. John J. O'Connor is chairman of the honor guests. Maurice Bergman, Hank Linet and Milton Livingston have been assisting the committee.

## *New Balaban TV Station*

CHICAGO, Nov. 24.—Harry and Elmer Balaban, of the H. and E. Balaban Circuit, owners and operators of theatres here and in Detroit, have applied for their second television channel, this one in Milwaukee.

## *'Sheba' to Victoria*

Hal Wallis' "Come Back, Little Sheba" will have its world pre-release opening at the Victoria Theatre here, it was announced today by Paramount and the management. The film will be the next attraction at the Victoria.



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# *"Hans Christian Andersen"*

(*Continued from page* 1)

did the choreography and dances with her in the "The Little Mermaid" ballet. Erik Bruhn of the Ballet Theatre performs with her in the other.

Frank Loesser's fine score has been integrated with the story and it includes several songs based on and containing the essence of several of Andersen's tales. There are "The Ugly Duckling," "The King's New Clothes," "Thumbelina" and "Inch Worm," "Wonderful Copenhagen," "Anywhere I Wander," "I'm Hans Christian Andersen," and the thoroughly modern and delightful duet "No Two People."

Joey Walsh is outstanding among a group of pleasant youngsters as the orphaned cobbler-apprentice more wise to society's vicious ways than his kindly guardian. It is Walsh who talks Kaye into leaving his small town to go to Copenhagen when he discovers the town is going to order Kaye to leave for keeping the children from school with his tale-telling. Walsh also tries to dissuade Kaye from his love for Jeanmarie.

But Kaye persists and writes the "Mermaid" book for the ballerina and it is produced when the company returns from tour. Before the performance Kaye is accidentally locked in the prop room by Granger and left there. Next morning Jeanmarie discovers this and summons him. He declares his love for her but Granger bursts in with a display of affection and an extravagant gift of jewelry. Kaye realizes the truth and leaves Copenhagen, meeting Walsh, whom he had broken relations with, on the way back to their small town. Since he had achieved some fame from the publication of his tales, he is welcomed back as a story-teller.

Charles Vidor's excellent direction has sustained the appealing mood and maintained interest for the greater part of the production's 114 minutes.

Fifteen years of preparation have gone into this production which is said to have cost $4,000,000 to make. The result is a unique film that offers tremendous merchandising potential. There is an enormous attraction for the fairy tale audience of children and their parents all over the world. The ballet sequences which utilize the talents of top performers in the field and spectacular settings comprise nearly 25 per cent of the film. Audience appreciation of the ballet is probably currently at a peak but even if not, the ballets are immense visual productions, the "Mermaid" alone costing $400,000. In addition there is the romantic triangle which can draw. The marquee lure of Kaye and the Goldwyn trademark are strong assets, of course. The film should prove a most potent package of entertainment at the box-office.

Others in a capable cast are John Qualen, Peter Votrian, John Brown, Jeanne Lafayette, Robert Malcolm, George Chandler, Fred Kelsey, Gil Perkins and Philip Tonge.

Running time, 114 minutes. General audience classification. Release date, not set.

W. P.

# Para. Research

(*Continued from page* 1)

ferred during the Paramount vice-president's Hollywood trip.

The mushrooming interest in technological advancement throughout the industry was attributed by Raibourn to the current run of "This Is Cinerama" at the Broadway Theatre here. Technologically, Raibourn said, the industry had been marking time until the peripheral vision process which gives a three-dimensional effect was unveiled. Stereophonic sound—that is, sound coming from a number of directions—is also used in the Cinerama process.

The Paramount vice-president expressed the belief that technological advances will untap a wide audience for motion picture theatres. Questioned about the economic drawbacks of Cinerama, Raibourn said he believed that those and problems of other third - dimensional processes would be solved over a period of time.

Raibourn said to expect an announcement in the near future on Paramount's tri-color Chromatic TV tube. He declined to say what the annuoncement would be, but Dick Hodgson, president of Chromatic, previously reported on plans to hold demonstrations of the home color TV tube in key cities.

Raibourn acknowledged that Columbia Broadcasting System's television executives continue to express interest in the possible purchase of Paramount's backlog of short subjects. However, he made it clear that the talks have never come close to the consummation of a deal.

# 'Andersen' Benefit

(*Continued from page* 1)

utilizing three cameras and a crew of 20 with Tex and Jinx McCrary conducting celebrity interviews. Producer Goldwyn, stars Danny Kaye and Jeanmaire, screenplay author Moss Hart, composer Frank Loesser and featured actor Joey Walsh were on hand. Others were Lilli Palmer, Rex Harrison, Rosalind Russell, Robert Sherwood, Edward R. Murrow, John Steinbeck, Robert Considine, Governor Sherman Adams, G. S. Eyssell, president of Rockefeller Center, and A. Montague, vice-president of Columbia Pictures.

Eyssell, chairman of the benefit committee; Montague, president of the Will Rogers Hospital at Saranac Lake, N. Y., and Kaye thanked the audience for their support in ceremonies that preceded the screening of the film. Montague expressed special appreciation to the benefit committee members.

### Abstract Short on Program

"Color Rhapsodie," a short abstract film produced by Mary Ellen Bute, was on the program last night and will accompany the world premiere engagement of "Andersen" at the Criterion. It is an interpretation of what the eye sees when the ear hears music, in this case Lizst's "Hungarian Rhapsody."

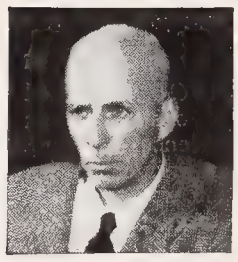
## *Mrs. J. Stowell Rites*

ALBANY, Nov. 24.—Funeral services for Mrs. Joseph Stowell, 41, wife of the manager of Warner's Lincoln Theatre in Troy, N. Y., were held in Utica yesterday. Mrs. Stowell died suddenly on Friday.


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# 'Iron Mistress' Bow Good as Hold-overs Reign on Broadway

"Iron Mistress" opened to a pretty good $65,000 at the Paramount this week, a seven-day period in which hold-overs predominated in most New York first-run situations.

The dual world premiere of "Hans Christian Andersen" will take place today at the Criterion and the off-Broadway Paris Theatre. The last three days of "The Lusty Men" at the Criterion racked up a moderate $5,000. At the Paris, "Young Wives' Tale" bowed out in its third week with a rather slow $3,800.

At the Radio City Music Hall, a fairly nice $110,000 is seen for the second week of "Plymouth Adventure." The picture will hold over the Thanksgiving weekend. "Bloodhounds of Broadway" at the Roxy is due to hit a satisfactory $50,000 for its second week.

"Outpost in Malaya" will open tomorrow at Loew's State, replacing "The Steel Trap," which is expected to do a moderate $14,000 for its second and final week. A fair $17,000 is seen for "Prisoner of Zenda," in its third week, at the Capitol.

"Limelight" is holding up neatly with $24,000 expected for the fifth week of the film at the Astor and $9,000 at the two-a-day 60th Street Trans-Lux. "Breaking Through the Sound Barrier," another good grosser, is due to hit $20,000 for its third inning at the Victoria.

Holding up fairly well is "Snows of Kilimanjaro" at the Rivoli, where $17,000 is estimated for the tenth week. "The Turning Point" at the Globe is expected to bow out with an average $10,500 for its second and final week. Opening Friday at the Globe will be "Kansas City Confidential."

"The Thief of Venice" will premiere at the Mayfair on Thursday, replacing "The World in His Arms," which is predicted to hit a rather moderate $10,000 for its seventh week.

Among off-Broadway theatres, the record-breaking "The Promoter" at the Fine Arts is expected to register a robust $11,500 for its fourth week. A neat $8,500 is indicated for "The Fourposter" at the Sutton, now in its sixth inning. At the 52nd Street Trans-Lux, a fine $9,000 is forecast for the sixth week of "O. Henry's Full House." "Under the Red Sea" at the Beekman opened to a pretty good $7,800 for its first week.

# *MGM Starts Appeal Film for 'Dimes'*

HOLLYWOOD, Nov. 24.—M-G-M today began filming this year's March of Dimes subject for the appeal on behalf of the National Foundation for Infantile Paralysis. The company is making the short for the 12th year.

Starring Howard Keel for the second time, the half-reel appeal will be the largest scale production in the series. It will be made at Rancho Los Amigos Hospital with 50 to 75 respiratory cases appearing. As in previous years, Harry Loud will produce and direct the short under the supervision of Frank Whitbeck. Sid Sidman is unit manager. The short will be released in the near future with 14,000 prints being shown simultaneously for one week throughout the country.

# *Asides & Interludes*

**—by James Cunningham**

TONIGHT, the Motion Picture Pioneers, in annual assembly, will mantle Nathan Blumberg with the cloak of "Motion Picture Pioneer of 1952." May he wear it well; well does he deserve it.

Late one December afternoon in 1937, Nate, who was then happily engaged as RKO Theatres' topper, invited a representative of each of the trade papers to dinner at New York's 21 Club. There was no apparent connection at the time to the rumors afoot and in print about the economic floundering of Universal Pictures. Universal talk-to's generally were not available for comment. Those who were, would not. Reporters on the Universal beat were not happy.

Cherrystones, filet and cafe disposed of, up spoke mine host: "I am leaving RKO Theatres." A shock. "Yes," added Nate, "I have been asked to take over the operation of Universal Pictures."

Universal's home office payroll that day was obtained from the first day's rental of the Roxy Theatre's smash opening of a new Universal star, known little then, but better now, as Deanna Durbin. Nate candidly explained the plight of the company and as he let down the silvery locks atop that round and likeable dome, he asked the guys for their support of "a terrific assignment."

Nate met the same reporters on the same night annually, after steering Universal from the "red" to the "black," for several years thereafter.

The "Motion Picture Pioneer of 1937"—in 1952.

☆ ☆ ☆

**Drive-in theatres' counterpart of baseball's "rain checks": "Fog tickets"; they're being issued in those sectors of these United States where a condensed watery vapor suspended in th atmosphere obscures vision. . . . A Washington tip indicates that Ike's new head-lawyer, Herb Brownell, will not be a-pushing that government suit to compel picture companies to release films to telecasters and juke-boxers. . . . "Doc" Kalmus' linguistic experts now have Technicolor credits (you know, "color-by-Technicolor") translated in 36 languages, from Afrikaaneze to Urudeze. . . . The trial balloon business in the West has been soaring and soring of late. One day last week, reporters chased the tail that tied Ned Depinet back to the presidency of RKO Pictures and Howard Hughes' Noah Dietrich to the company's board chairmanship; next day, the tales and the balloons were reversed—Dietrich was reported to be company president and Ned on top of the board.**

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**Nat Williams has some theatres down Georgia way, around Quitman and Thomasville. And Nat has a problem. Being a member in good standing on the books of the Theatre Owners of America, Nat sent an S.O.S. to TOA legalistic sage Herman Levy, up Connecticut way, as follows:**

"I need help badly and immediately.

"Surely in some of your educational pursuits and charitable activities, you have attached yourself in an official manner to some medical school or hospital.

"I want a corpse. Well preserved, if possible, but a corpse. I'm in a battle with the Railway Express Agency, and only with a corpse can I win.

"Quitman is 24 miles from here. They have set a $2.52 rate on a feature film from here to there, or over 10 cents a mile. They will haul a corpse for 2.6 cents per mile. If I can get a bow-legged corpse, I can set a film can between his legs, and re-use indefinitely, saving 7.4 cents a mile on hauls. Don't know life expectancy of a corpse, but should recover profit before he wears out.

"For a reasonable fee, say a half-dozen Scotchs, could you advise if the plan has any legal flaws? If not, see what COMPO will offer for the idea. They could copyright, sell to exhibitors, and simplify their funding labors."

☆ ☆ ☆

*AN IDYLL ABOUT IDEALISTIC GREEKS*:—Many years ago, after the buffeting of oyster-opening in a St. Louis hash-house, and the many harrowing experiences in building a circuit in and around that precinct, George Skouras arrived in New York. He told me shortly thereafter that his life's ambition was to buy a tiny island off the coast of his native Greece, and to repose there to philosophize. Whether George ever did acquire that island, we do not know. But we do know that George toured this country in the interim to round up horses and cattle and pigs and whatnot and had them shipped to replenish the farms of those parts of Greece which had been devastated by war.

While George was collecting horses and theatres, his brother, Charles, was shuffling about on the West Coast doing something or other about 450 theatres of National Theatres. Apparently, Charles also had a dream.

His dream was realized only the other day when the Cathedral of Saint Sophia was dedicated in Los Angeles. Charles personally raised the several million dollars required for its construction. It is the most expensive Cathedral in the world, we are told, costing $850 per seat, making it more costly than St. Peter's in Rome and St. Sophia's in Constantinople.

"This is the church that Skouras built," said A.P.D. Valakis, in a gorgeous brochure describing the imposing edifice rising in the middle of a large, landscaped area on Normandie Avenue near Pico Boulevard, where Charles Skouras plans to extend the arts and music, the liturgical and ritualistic influences which the Orthodox Church has propagated through the long centuries.

# 12 Films in Natural Vision Will Be Made In Next 15 Months

HOLLYWOOD, Nov. 24. — Twelve major motion pictures will be produced in Natural Vision 3-dimension process during the next 15 months, M. L. Gunzburg, president of Natural Vision Corp., announced today.

Among them will be "Spear in Sand," another production by Arch Oboler, whose "Bwana Devil," the first feature filmed in NV, premieres here Wednesday evening. Negotiations are under way also for filming the Broadway musical, "New Faces," on the stage, and for making a feature using the "Cecil and Beany" puppets from the television show of that name.

### Contracts Signed

Gunzburg said contracts for exhibition in 50 cities in the next six months have been signed, with San Francisco and New York following Los Angeles in presenting the first attraction.

In response to questioning, Gunzburg said experiments have been made to determine whether NV on television is practicable, but "3-D on television is not an immediate possibility."

### 'Bwana Devil' Will Bow Without PCA Seal of Approval

Hollywood, Nov. 24.—Arch Oboler's "Bwana Devil" will be world premiered Wednesday night at the Hollywood and Downtown Paramount Theatres as the first feature ever filmed with natural vision 3-dimension process despite the fact that the Production Code Administration has withheld its seal of approval, Oboler told the press today.

Oboler said PCA's objection to issuing the seal is based on a love scene which, he said, looks "hotter" in rounded form achieved by NV than it might have looked in regular two dimension medium.

PCA spokesman told MOTION PICTURE DAILY the sequence alluded to would have been objectionable "in two dimensions, one dimension, or flat."

### '3-Dimension Week' Proclaimed in L.A.

LOS ANGELES, Nov. 24.—Mayor Fletcher Bowron has issued a proclamation here declaring the seven days starting Wednesday to be "Three Dimension Week" in honor of the world premiere of "Bwana Devil" in the Natural Vision process at two Paramount Theatres Wednesday evening.

According to the proclamation the event "will have important repercussions in the motion picture industry and already has created widespread interest throughout the U. S. and abroad," because "final perfection of the three dimensional film is the result of over two decades of intensive efforts and research."

# *KATO Meets Today*

LOUISVILLE, Nov. 24.—A meeting of the board of directors of the Kentucky Association of Theatre Owners has been called here for tomorrow to discuss and set up definite plans for luncheon or dinner meetings with Senators and Congressmen for repeal of the 20 per cent admission tax.

NEWS WHILE IT IS NEWS

# MOTION PICTURE DAILY

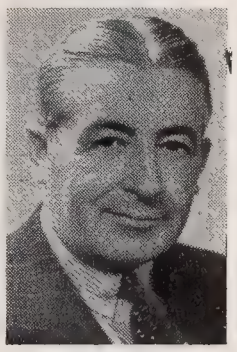
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VOL. 72. NO. 102 NEW YORK, U. S. A., WEDNESDAY, NOVEMBER 26, 1952 TEN CENTS

## New Slant On Programming Aids Grosses

### *Morgan Says Format and Advertising Big Factors*

A sizeable segment of the so-called "lost audience" is being regained through a new approach to programming as reflected in theatre advertising, according to Oscar Morgan, Paramount short subjects and newsreel manager, who has completed a report on the initial phase of a personal investigation into marketing conditions. Morgan will make further field probes before February when the company's short subjects program for 1953-54 will be determined.



Oscar Morgan

Morgan said that the new approach

(*Continued on page 4*)

## BOT Reports Dip In UK Box-office

LONDON, Nov. 25.—A six per cent drop in Britain's box-office gross takings for the second quarter ended June 28, was reported by the Board of Trade.

Box-office grosses fell from £28,953,000 for the quarter ending March 29, 1952 to £27,208,000 for the second quarter. The number of admis-

(*Continued on page 5*)

### *8 Weeks for 'Hans' In Chicago's Loop*

**Chicago, Nov. 25. — Samuel Goldwyn's "Hans Christian Andersen" was awarded an extended run of eight weeks in the Chicago Loop, in a decision by Federal Judge Michael Igoe. James A. Mulvey, president of Samuel Goldwyn Productions, was present at the hearings.**

**The theatre and opening date for the Chicago run have not yet been set.**

## *'Picture Pioneer of 1952'*



*Photo by Cosmo-Sileo*

JACK COHN, president of the Motion Picture Pioneers (left), and Ned Depinet, chairman of the Pioneers' "Jubilee Dinner" (right), presenting a plaque to Nate Blumberg, Universal Pictures' board chairman, citing him as the "Pioneer of 1952" at New York's Astor Hotel last night.

## *It Was Pioneers' Big Night As Industry Hails Blumberg*

It was "old timers' night" in the Grand Ballroom of New York's Hotel Astor last night when the Motion Picture Pioneers gathered for their annual banquet and to pay homage to N. J. Blumberg, who was proclaimed the "Motion Picture Pioneer of 1952." Blumberg, chairman of the board of directors of Universal Pictures, is marking his 40th anniversary in the motion picture business.

Some 500 Pioneers and their guests attended the organization's "Jubilee Dinner," which was highlighted by the induction of 60 new members and addresses by Blumberg, dinner chairman Ned E. Depinet and Father Patrick Peyton, prominent Catholic clergyman. Judge Ferdinand Pecora conducted the induction ceremonies.

George Jessel, who has become almost a "regular" in toastmastering Pioneer dinners, officiated again last night and was presented with a platinum wrist watch by Depinet on behalf of the Pioneers.

Upon receiving a citation plaque from the Pioneers, Blumberg asserted that the motion picture industry "is in the beginnning of a new era and there is no limit to the scientific advances

(*Continued on page 4*)

### *E. L. Scanlon Named Cinerama Treasurer*

HOLLYWOOD, Nov. 25. — Ernest L. Scanlon has resigned as manager of RKO Radio Pictures studio here to become treasurer of Cinerama Productions. Scanlon will be a member of the executive board, joining Louis B. Mayer, chairman; Merian C. Cooper, chief of production; Dudley Roberts, president; and Frank Smith, vice-president.

Scanlon, who will make his headquarters in New York, was with RKO in the early 30's as auditor, and after a number of other industry posts took the studio manager position last year. In 1942-49 he was vice-president of Selznick Releasing Organization. Before that he was executive vice-president of Vanguard Films.

## Set Worldwide Celebration in Zukor's Honor

### *Variety Clubs to Sponsor Series of Events in '53*

A worldwide celebration in honor of Adolph Zukor, chairman of the board of Paramount Pictures, will be observed early next year in a series of events sponsored by Variety Clubs International which has designated Zukor as "the motion picture industry's outstanding pioneer filmmaker."



Adolph Zukor

The announcement was made officially here yesterday by Robert J. O'Donnell, vice-president of the Texas Interstate circuit, who will act as general chairman of the committee in charge of the af-

(*Continued on page 4*)

## NEWS FLASHES

COLUMBUS, O., Nov. 25. -- With Ohio education officials "fairly convinced" that censorship is on the way out, chief state film censor Dr. Clyde Hissong and others are exploring alternative sources of revenue for support of the audio-visual educational program should present censorship revenues be cut off.

•

LOS ANGELES, Nov. 25. -- Projectionists' Local No. 150 has received IATSE permission to strike drive-ins within its jurisdiction if necessary to enforce the terms of a contract stymied by the demand that drive-ins employ two men in the booth when showing a first-run picture.

# Personal Mention

JOHN SCHLESINGER, head of Schlesinger Theatres in South Africa, is in New York from Johannesburg.

•

WILLIAM PERLBERG, Paramount producer, has been inducted into Delta Kappa Alpha, the international honorary motion picture fraternity, in Hollywood.

•

L. W. BROCKINGTON, president of Odeon Theatres (Canada) Ltd., has been appointed to the newly-created Court-Martial Appeals Court in Toronto.

•

GEORGE L. CARRINGTON, president of Altec, has arrived in New York from Beverly Hills.

•

MYRON SATTLER, Paramount's New York branch manager, will begin a two-week vacation today.

•

TERRY MOORE and RICHARD JAECKEL have returned to Hollywood from New York.

•

LOUIS R. LURIE is here from San Francisco.

## Kreisler's First Will Open in January

"Ring Around the Clock," Italian-made film, based on a factual story from *Time* magazine, with an English adaptation by A. J. Liebling of the *New Yorker* magazine, will have its U. S. premiere in January, it was announced here by B. Bernard Kreisler, president of International Film Associates, which is releasing the picture. Arrangements are being made for the premiere at one of the art theatres in New York with a special charity presentation sponsored by civic leaders for the opening night, proceeds to be turned over to Boys Town in Italy.

The film is the first independent release of IFA. Kreisler also announced the appointment of Michael Hall as publicity director for the film.

## Danny Kaye Opens At Palace Jan. 18

The opening date for Danny Kaye and his "All-Star International Variety Show," at the RKO Palace here has been changed to Jan. 18. The opening date was originally Jan. 19.

During Kaye's limited Palace engagement, 10 shows weekly will be presented, three at matinees, on Wednesday, Saturday and Sunday, and every night, including Sunday. Mail orders are currently being filled on a reserve seat basis.

## No Paper Tomorrow

***Motion Picture Daily* will not be published tomorrow, Thanksgiving Day, a legal holiday.**

## Monogram Quarter Net Profit Drops

**Hollywood, Nov. 25.—Monogram Pictures Corp. and subsidiaries showed a net profit of $125,897 for the quarter ended Sept. 27, according to a report by Steve Broidy, president.**

**The figure compares with $150,465 for the net in the same period in the previous year. Broidy said the seeming decline in earnings actually is due to the fact that the previous year's figure included income from the licensing of certain pictures to television, which policy was discontinued.**

## Schwartz Names 3 To NCCJ Committee

Appointment of three members to the national committee for the film industry's participation in the National Conference of Christians and Jews' "Brotherhood Week," Feb. 15-22, was reported here yesterday by chairman Sol Schwartz, president of RKO Theatres.

Ben Kalmenson, Warner Brothers' general sales manager, will head the distribution committee, Walter Reade, Jr., president of Walter Reade Theatres, will be chairman of the exhibitor committee and named to head the advertising-publicity committee is Si Seadler, in charge of advertising for M-G-M.

Schwartz said that other committee members will be announced within a few days.

## 'Circus' Will Open Roxy 'Ice-Colorama'

"Crystal Circus" will be the first Roxy "Ice-Colorama" show when the theatre reopens Dec. 22 with "Stars and Stripes Forever" featured on the screen.

The Roxy will close Sunday for the first time in its 25-year history, for about three weeks in order to enlarge its stage and effect other changes. Total cost of alterations was estimated at $200,000.

## Gannaway to Filmcraft

HOLLYWOOD, Nov. 25.—Al Gannaway, TV producer-actor, has joined Filmcraft Productions as director of programming. A former special material writer for Bob Hope, he produced several TV shows for ABC-TV before being recalled to military duty to produce a film series for the Army. He was recently released.

## Bandit Gets $3,000

BUFFALO, Nov. 25. — A masked bandit held up Edward Miller, manager; William D. Edler, assistant, and Raymond F. Kuschel, usher, in the Paramount Theatre and escaped with $3,000, taken from a safe in the manager's office.

# IFE Sets Up TV Division

Italian Films Export has set up a Television division to be headed by Ralph Serpe which will represent Italian producers in developing co-production deals with American television producers, it was announced here by Dr. Renato Gualino. Negotiations are already under way with two package agencies, it was revealed, for co-production agreements involving major film series packages and featuring top American film stars.

The division is planning to create its own package shows, in addition, for American distribution that would draw on Italian short subjects and utilize IFE sound studio facilities to make them available in English. It is expected that films will be expressly designed for the world-wide television market.

Prior to this appointment, Serpe had represented the Marziale interests in the financing of Italo-American co-productions, and served as U. S. representative for the Ponti-Di Laurentis Studios in Rome.

## Special Feature for 'Mickey's' Birthday

The 25th anniversary of Walt Disney's "Mickey Mouse" will be celebrated in 1953 with the release by RKO Radio of a special feature picture entitled "Mickey Mouse's Birthday Party," it was announced here yesetrday following a meeting of Disney and RKO sales and promotion executives.

The film, which will go into national release on May 15, backed by a large advertising, publicity and exploitation campaign, will be made up of the six "Mickey Mouse" short subjects found to be most popular during the past 25 years. RKO will urge exhibitors to play it in its entirety as a second feature, although the picture will be arranged so that it can be broken down into individual sequences.

Global promotion plans for the anniversary were discussed at an initial meeting which was attended by Sidney Kramer, short subjects sales manager for RKO Radio; Leo F. Samuels, sales supervisor for Disney; Irving Ludwig, domestic sales supervisor; Charles Levy, publicity director; Card Walker, advertising and exploitation director; Pat Ryden, of the Disney character merchandise division, and Joe Erlich, supervisor of shorts subjects publicity and exploitation for RKO.

## 'Limelight', 'Stripes' Are Set in Boston

BOSTON, Nov. 25.—Christmas Day openings here have been set for Charles Chaplin's "Limelight," United Artists release, at the Esquire and Mayflower theatres, and for 20th Century-Fox's "Stars and Stripes Forever," at the Pilgrim. The Esquire has been closed for several years.

## Newsreel Parade

*PRESIDENT-ELECT DWIGHT EISENHOWER's visit to the United Nations is highlighted in current newsreels. Also featured are the Variety Club's Anniversary, Nehru honored by natives, and football highlights.*

**FOX MOVIETONE NEWS, No. 96**—Ike and Dulles visit UN. Sen. Nixon calls on Ike. Water famine in UN. Variety Club anniversary. Indo-China Reds menace French. Football highlights.

**NEWS OF THE DAY, 226**—Ike finds inspiration in UN visit. NATO in war games off Turkish coast. Life-termer freed; found innocent. Variety Clubs' anniversary. Football.

**PARAMOUNT NEWS, No. 29**—Ike in visit to UN. Message of faith from President Truman. Last rites for William Green. Holiday treat. Football games of the year.

**TELENEWS DIGEST, No. 48A**—Naval powers in landing test. Milford, Tex. gets new doctor. Nehru honored by natives. Career girl fashion show. Red prisoners reach safety. Football.

**UNIVERSAL NEWS, No. 416**—NATO naval maneuvers. Eisenhower at the UN. Variety Clubs' anniversary. Underwater camera. Football highlights.

**WARNER PATHE NEWS, No. 31**—Eisenhower visits UN. Turkey NATO maneuvers. Iraq king in Baghdad. Big oil fire extinguished in two minutes. Variety Club anniversary. British Parliament dedicates memorial.

## Washington Opening Of 'Sound Barrier'

WASHINGTON, Nov. 25.—A star-studded audience turned out here tonight for the opening of "Breaking the Sound Barrier" at the Playhouse Theatre. The chairman of the British Joint Services Mission, Air Chief Marshal Sir William Elliot, and Lady Elliot, sent out invitations in honor of the U. S. Air Force.

Prior to the premiere, Supreme Court Justice William Douglas was host at a cocktail party in honor of Ilya E. Lopert, president of Lopert Film Distributing Corp. and owner of the Playhouse and Dupont Theatres, both of which will play the film.

## ACLU Offers Aid On Censor Problems

Service to exhibitors and distributors in combatting "pressure-group" drives aimed at motion picture censorship was offered here by the American Civil Liberties Union.

In letters to more than 200 theatremen and distributors, the ACLU's National Council on Freedom from Censorship proposed a three-point assistance program. It asked recipients to report to the ACLU all instances in which films have either been, by public officials, censored or withdrawn from exhibition due to pressure group action.

## Firth Services Held

Services for Maurice Firth, a fund-raiser of the United Jewish Appeal of Greater New York in the motion picture and entertainment industries, were held here Monday at Riverside Chapel. Firth died on Saturday.

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Oui!
Oui!
and
Whee!
Whee!

WARNER BROS.' MUSICAL SPREE IN PAREE FOR NEW YEARS!

When they sing,
your heart dances!
When they dance,
your heart sings!



# DORIS DAY
# RAY BOLGER
in
# April in Paris

COLOR BY TECHNICOLOR





WITH
## CLAUDE DAUPHIN

AND EVE MILLER · GEORGE GIVOT · PAUL HARVEY · JACK ROSE AND MELVILLE SHAVELSON

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Musical Numbers Staged and Directed by LeRoy Prinz • Song "April in Paris", Lyrics by E. Y. Harburg,
Music by Vernon Duke • Original Songs, Lyrics by Sammy Cahn, Music by Vernon Duke • Musical Direction by Ray Heindorf PRODUCED BY WILLIAM JACOBS • DIRECTED BY DAVID BUTLER

## *Equip 3 WB Houses With TV on Coast*

**Hollywood, Nov. 25.—Three Warner Theatres, the Downtown Los Angeles, the Hollywood, and the Huntington Park, have been equipped for big-screen television. Until now, Sherrill Corwin's Orpheum, in the downtown area, had been the only house here with TV facilities.**

## To Honor Zukor

(*Continued from page* 1)

fair, on behalf of Variety International. The plan was discussed and approved at Variety's mid-winter meeting in Pittsburgh last weekend.

**Extend Over Several Months**

The testimonials, which are expected to extend over several months, will lead off with a celebration marking Zukor's 80th birthday, Jan. 7. This will be in the form of a dinner in Hollywood, probably at the Ambassador Hotel, with all branches of the industry represented, including many persons who were associated with Zukor in his enterprises in the past. Another dinner, scheduled for March 4 at the Hotel Waldorf Astoria in New York, will commemorate the 50th anniversary of Zukor's entrance into the motion picture business in March, 1903. The guest list will include financial, business and political leaders of the nation.

At a trade press conference here yesterday, O'Donnell said that all crafts, guilds, associations and organizations within the industry, as well as all other phases of the entertainment world, will be invited to participate with the Variety Clubs in honoring the veteran film showman. Plans for the events originated when O'Donnell learned that Paramount executives were contemplating a birthday dinner in his honor.

**In a telegram sent earlier to the Paramount home office from Dallas, O'Donnell declared that Zukor's 80th birthday and his 50th anniversary in the film business constituted occasions deserving a celebration by the entire industry. Upon receiving the consent of Paramount executives, O'Donnell went to Pittsburgh and placed the idea before the Variety meeting.**

"Adolph Zukor's life," O'Donnell said yesterday, "is an example of the American dream fulfilled. Coming to America from his native Hungary as a poor boy, he not only raised himself to a position of honor, but in doing so built an industry which has carried the ideals of his adopted country all over the world. His life is a saga of Americanism at its best and I can think of nothing more worthwhile for our industry than to hold up Mr. Zukor as a shining example of what this business stands for."

Other events in honor of Zukor will be held throughout the world during 1953.

## *Gottlieb Signs Baxter*

HOLLYWOOD, Nov. 25.—Anne Baxter signed with Alex Gottlieb to star in his "Blue Gardenia," which Fritz Lang will direct.

# Pioneers' Big Night

(*Continued from page* 1)

awaiting the development in this electronic age." He warned that "we of the older generation, we who have seen our business grow from an idea to a fabulous institution, must not assume the role of spectators," adding that "we must place accent on youth, but we also must respect maturity."

Blumberg said he believed the Pioneers should enlarge its scope and assume an obligation to help induct new blood in the business. "Our maturity plus youth should be a combination to insure good health in our industry," he said.

**The plaque presented to Blumberg as the year's pioneer of the industry read: "Motion Picture Pioneers bestows its highest honor upon Nate Blumberg, whose forty brilliant years in the motion picture business closely parallel the spectacular growth and tremendous achievements of the industry he has served so faithfully and well. For enriching our industry with his countless contributions as exhibitor, producer and distributor, for his sterling attributes exemplified by his devotion, his affection and his feeling for his fellow man, we acclaim him 'Pioneer of the Year'."**

In telling about the work of the Foundation of the Motion Picture Pioneers during the past year, Depinet asked those Pioneers fortunate enough to be able to leave an estate to consider leaving some of the estate to the Foundation. He said the Foundation should be uppermost in their minds because "the help we give these unfortunate people is only a small token of repayment for their great service in building what we know as a successful motion picture industry."

Depinet traced Blumberg's rise from poster clerk to his present important position, with proof of his humble beginning supplied by Harold Fitzgerald, president of Fox-Wisconsin Theatres, who gave Blumberg his start in the film business in 1912.

Father Peyton, who achieved international fame through his Family Rosary Crusade via radio, TV, films and rallies, paid tribute to film industry members who joined forces with radio in bringing the messages of the Crusade's Family Theatre to the people of America and the world.

Other speakers included Pioneers president Jack Cohn, Danny Kaye and Jesse Block. Plaques "for constructive contributions in both thoughts and deeds" were presented to Harry J. Takiff, secretary-treasurer of the organization, and vice-president Marvin Kirsch. Special thanks for helping to make the "Jubilee Dinner" a success were given to John J. O'Connor, Maurice Bergman, Charles Alicoate, Gilbert Josephson, David Bader, Ray Gallagher, Leon Leonidoff, Henry A. Linet and Milton Livingston as members of the working committee.

A telephone recording of greetings from three Hollywood friends of Blumberg was played over a loud speaker. The salutes came from Jack Benny, Jimmy Durante and James Stewart. Harry Wismer read the names of 36 industry representatives, 20 of them members of the Pioneers, who died during the past year. Rabbi Ralph Silverstein of Temple Sinai and former Chaplain of the Cinema Lodge of B'nai B'rith, delivered the invocation and participated in requiem ceremonies for the departed members.

**Jane Pickens Sings**

Jane Pickens sang the national anthem and entertainment was supplied by Radio City Music Hall's Glee Club, the latter through the courtesy of G. S. Eyssell and Leon Leonidoff. Music was provided by Al Rickey and his "Pioneer Orchestra." Acknowledgments were made to Jake Starr who, every year, has created and contributed display decorations for the dinners and to the trade press for its help in publicizing the affair.

A special feature was a "Salute by Look Magazine" to the Pioneers, featured in the Dec. 2 issue of the magazine, now on newsstands.

Dais guests at the dinner were Blumberg, Edward P. (Ted) Curtis, Depinet, Fitzgerald, Frank Folsom, William German, William Goetz, Leonard Goldenson, T. J. Hargrave, Jessel, Kaye, Louis Lurie, Judge Pecora, Father Peyton, Sam Pinanski, Milton R. Rackmil, J. Robert Rubin, Serge Semenenko, Rabbi Silverstein, George Skouras, Harry M. Warner, Robert R. Young, Adolph Zukor, Sam Dembow, Jr., Jack Alicoate, Barney Balaban, Harry Brandt, O'Connor, Robert J. O'Donnell, Martin Quigley, James R. Grainger, Abel Green, Herman Robbins and Major Albert Warner.

## *'Hall' Christmas Show Opens Dec. 4*

Radio City Music Hall's annual Christmas stage program will be presented in two parts this year, opening on Thursday, Dec. 4, co-featuring the world premiere of M-G-M's "Million Dollar Mermaid."

The stage program will comprise the pageant, "The Nativity," produced by Leon Leonidoff, and "Season's Greetings," produced by Russell Markert.

"The Nativity" pageant, which tells the story of the first Christmas, will feature the Music Hall Choral Ensemble, under the direction of Raymond Paige. Norman Wyatt will be narrator.

The new "holiday spectacle," "Season's Greetings," will feature the Rockettes, Corps de Ballet, Choral ensemble and soloists.

## *'Peter Pan' Float in Philadelphia Parade*

RKO Radio Pictures reported here yesterday that the "Peter Pan" float in tomorrow's Thanksgiving Day parade in Philadelphia will be the largest float ever used to promote a motion picture.

The float is 15 feet high and contains all of the cartoon characters in the picture. Parade officials have built a publicity campaign around it, said RKO.

## *Goldwyn Going to Boston*

BOSTON, Nov. 25.—Samuel Goldwyn, producer of "Hans Christian Andersen," and his wife will arrive in Boston on Monday for a two-day stay during which he will be host to members of the press, radio and television. He will return to the Coast on Wednesday.

## *'Free' Bingo Heads For Ohio Court Test*

**Columbus, O., Nov. 25.—A court test of the legality of "free" bingo is seen following the arrest of Paul (Slim) Janes, operator of a no-admission bingo game here. Jones was inspired to try the free policy because of the success of the donation policy at the Little Theatre here. Police confiscated $427 in "contributions" which were tossed into barrels placed around the bingo hall.**

## Programming Slant

(*Continued from page* 1)

to programming which hundreds of exhibitors have adopted relates to format and advertising.

"No longer is programming a mere matter of time-filling to these showmen," Morgan said. "They have taken cognizance of the great national magazines' profound influence on public entertainment values and tastes; that is to say, they have come to realize that just as such magazines maintain a proper balance of reading entertainment and enlightenment in the form of features, stories, serials, oddities, news commentaries and special departments and columns, so must the motion picture theatre balance its program instead of overweighing it with features at the expense of such entertainment as cartoons, newsreels and other short subjects.

"The exhibitors realize, too, that to deprive their patrons of the film counterparts of magazine oddities, sports items, news reports, etc., is to create in the customers' subconscious minds the feeling of having been cheated of part of that to which theatre patrons are entitled in return for the admission price paid. Thus, the content and format of the great national magazines now exercise an influence on motion picture theatre programming, according to numbers of independent exhibitors and circuit operators.

**New Attitude**

"This new exhibitor attitude is reflected in theatre newspaper advertisements as well as on the screen. In city after city which I visited I found advertisements for features also listing by title the short subjects on the programs. Less and less do we find merely the line: 'Also selected short subjects.' And because the intelligent exhibitor now knows his customers regard newsreels as a necessary part of the pattern of keeping well-informed in these times, he is demanding that his newsreels be new and not two or more weeks old—this despite the extent to which television can provide quick news service."

Morgan said, "I have discovered also two other important developments, (1) that motion picture advertising in general by exhibitors is showing a greater exercise of intelligence and reflecting strong insights into what sets the public's imagination afire, and, (2), that exhibitors in general are using press books more consistently than ever before."

## *Breen Succeeds McCall*

HOLLYWOOD, Nov. 25. — Screen Writers Guild elected Richard Breen, president, succeeding Mary C. McCall, Jr., whose term expired.

### *Robust $6,500 for 'Christian Andersen'*

**A robust $6,500 was estimated for yesterday's opening of "Hans Christian Andersen" at the Criterion here. Business at the off-Broadway Paris Theatre, where the Samuel Goldwyn production also had a premiere, was described as fine.**

**The Criterion management reported that it had been swamped with telephone calls throughout the day, seeking information on the time and price schedule for evening and Thanksgiving Day holiday performances.**

## John Jones Heads Chicago Variety

CHICAGO, Nov. 25.—New Variety Club of Illinois officers for the coming year were elected at a meeting of the new board here today at the Congress Hotel, site of the Club's new quarters which are now under construction.

Elected were: John Jones of Jones, Linick and Schaefer, chief barker; Nat Nathanson, district manager for Allied Artists, first assistant chief barker; James E. Coston, president of Indiana-Illinois Theatres and Coston enterprises, second assistant chief barker; Mannie Gottlieb, district manager of Universal, property-master, and Manny Smerling, head of Confection Cabinet Corp., dough guy.

**Others Named**

Also serving on the board are James Donahue, district manager of Paramount; Tom Flannery, president of the White Way Sign Co.; Max Rosenbaum, head of United Beverage Co.; Arthur Schoenstadt, head of Schoenstadt Theatres; Edwin Silverman, of Essaness Theatres; Dave Wallerstein, General Manager Balaban and Katz and of Great States Theatres, plus the ex-officio members, former chief barkers Joe Berenson, Jack Kirsch, Irving Mack, Irving Mandel and Jack Rose, who is also international representative. John Jones and Joe Berenson have been selected as official delegates from the Local Tent to the 1953 convention in Mexico City, with Jack Rose and Sam Levensohn as alternates.

## BOT Reports

(*Continued from page* 1)

sions decreased from 345,596,000 for the first quarter to 326,447,000 for the second quarter, representing a drop of 5.5 per cent. The average admission price for the second quarter was 20 pence compared, to the first quarter's of 20.1 pence.

During the quarter ending June 28, the entertainment tax amounted to £9,471,000. The percentage of net takings paid for film rentals fell from 35.4 to 35. The exhibitors' share of the gross totaled £11,062,000, compared to £11,662,000.

Production figures relating to the quarter ending Sept. 30, 1952, indicated that 25 films were in production, compared to 16 at the end of June, with 5,222 persons employed full-time, compared with 4,356 three months earlier. The number of days worked by extras during the quarter was 24,979, compared to 13,642 in the previous quarter.

# Reviews

## *"Against All Flags"*

*(Universal-International)*

MAUREEN O'HARA and ERROL FLYNN are as handsome a couple as ever got mixed up with pirates in bright color by Technicolor in this superior production that contains all the elements of a strong box-office success. Anthony Quinn is on hand as a swaggering pirate captain whose attentions are rejected by Miss O'Hara and who tries to do-in Flynn, a government spy trying to break up the captains of the Coast pirate syndicate.

There is a sure-fire mixture of attractive romance and vigorous swashbuckling in a taut screenplay by Aeneas MacKenzie and Joseph Hoffman, based on a MacKenzie story, that provides crisp and often humorous dialogue for the principals. The island backgrounds are impressive and George Sherman's direction has kept the proceedings moving at a neat pace.

Producer Howard Christie has made good use of shipboard settings where much of the action occurs. Flynn poses as an officer-deserter who escapes with seamen Phil Tully and John Alderson. They are accepted by the pirates after Flynn defeats a huge pirate in an exciting pike duel. Flynn becomes navigator on Quinn's ship. Quinn vanquishes a ship on the high seas that is the state ship of the Emperor of India and carries Alice Kelley, the emperor's daughter.

Flynn rescues Miss Kelley from the burning ship and later spikes the island's fortification guns. He then signals the waiting government ship to attack but is caught by Quinn and only saved from death by Miss O'Hara, who loves him. Flynn boards Quinn's ship as it is escaping by using Miss Kelley as a hostage. He kills Quinn in a duel, returns the ship to his superior officers, obtains a pardon for Miss O'Hara, and happily chooses her at the finale.

Flynn and Quinn are zestful derring-doers, Miss O'Hara registers strongly as the spitfire pirate, Miss Kelley is notable as the pretty princess, and Mildred Natwick supplies comedy as her governess. Others in the cast are Michael Ross, Harry Cording and Paul Newlan. This production has names, action, and spirit and should be a solid attraction.

Running time, 83½ minutes. General audience classification. For December release.

WALTER PASHKIN

## *"The Desperate Search"*

*(Metro-Goldwyn-Mayer)*

A SOLID cast featuring Howard Keel, Jane Greer, Patricia Medina, and Keenan Wynn is the main asset of this moderate entry that is dramatically concerned with several routine domestic problems but suffers from a rather incredible story. There is some attractive aerial footage since the protagonists are bush flyers, and some suspense is generated in the climactic search for survivors of a passenger plane crash.

The screenplay by Walter Doniger, based on a novel by Arthur Mayse, presents Keel as a pilot married to Miss Greer and the father of two children, Lee Aaker and Linda Lowell, by a previous marriage to domineering flyer, Miss Medina. Aaker and young Miss Lowell spend some time with their father and are on a plane slated to return them to their mother when it crashes in a mountainous area.

The children, sole survivors, try to await rescue and avoid being killed by a cougar while Keel is trying to convince the search party to follow his hunch and search the crash area. They do not do so and Miss Medina attempts to win back Keel but he remains true to Miss Greer and after a few days follows his hunch and flies to the area alone, locating the youngsters. After landing, he finds the children treed by the animal, which he clubs to death and all ends happily as Miss Medina decides to leave the children with him.

The children make a very appealing pair and perform capably, as do the stars. Others in the cast are Robert Burton, Michael Dugan, Elaine Stewart, Jonathan Cott, Jeff Richards ,and Dick Simmons. Production and direction are adequate. Matthew Rapf produced and Joseph Lewis directed. The production has several exploitation angles and some genuine appeal.

Running time, 73 minutes. General audience classification. Release date, Jan. 16.

W. P.

## *Mt. Hood Radio, TV Appeals FCC Ruling*

WASHINGTON, Nov. 25.—Mt. Hood Radio and Television Broadcasting Corp. attorneys have appealed to the full Federal Communications Commission from a hearing examiner's decision that a pending application for a Portland, Ore., television station could not be changed to include the liquidation of the holdings of Ralph E. Stolkin and affiliated investors.

Stolkin, Edward G. Burke, Jr., and Sherrill C. Corwin formerly held 43½ per cent of Mt. Hood stock, and Ted Gamble owns 43½ per cent of the stock. Several weeks ago Stolkin, Burke and Corwin sold their stock to more than 30 employes of radio station KOIN in Portland, which is controlled by Mt. Hood.

The FCC has been holding hearings on several competing applications for Portland TV channels and Mt. Hood is one of the applicants. Mt. Hood asked permission to change its applications to conform to the stock sale but examiner Elizabeth C. Smith refused the request, declaring it was too late in the hearing to permit the change.

Mt. Hood's appeal to the full Commission stated Miss Smith's ruling was inconsistent with the law and previous FCC regulations and decisions.

# National Pre-Selling

THE advertising profession lost a prospective account executive when Alec Guiness, British star, resigned from an ad agency to become an actor, according to a story in the current issue of *Life*. Twelve portraits of Alec are reproduced in a spread, each showing him in a different character part. The author of the article says it takes Alec up to three hours to make up for each character role and transform himself into his screen personality. It is rare when a British film shows a substantial profit in the U. S. market. However, Alec Guiness' last three pictures, "The Lavender Hill Mob," "The Man in the White Suit" and "The Promoter," all Universal-International releases, are expected to make a profit of over $2,000,000 in this country.

•

**Cameron Shipp has written his impressions of Leslie Caron for the issue of *Woman's Home Companion* now on the newsstands. When reading Shipp's article you get the feeling that Miss Caron both astounded and bewildered the author. Although she is now a star at the M-G-M studio and married to the heir of the Hormel ham and meat packing fortune, she still practices the thrift taught to her by her French parents. Quoting Leslie on economy, she said, "I cook all the time. I have to. We do not have mooch money and we hate restaurants." M-G-M has scheduled her for stardom. Her next pictures will be "Glory Alley," "Lili" and "The Story of Three Loves."**

•

John Wayne says "I don't act, I react," according to Don Allen in a story on this modest star which will appear in Sunday's *American Weekly*. This is John's quaint way of explaining his acting ability, although he has been voted the best box office star in the *Motion Picture Herald-Fame* poll for the past two years. He has been leading man for Colbert, Dietrich and Crawford. Their consensus of opinion of John was, "He's so dependable." Oddly enough, Wayne never worries about his love scenes. Nor does he try to be too adept. He thinks a little clumsiness is better suited to the characters he plays. On the "Jet Pilot" set his co-star, Janet Leigh, was ribbed about this. "The guy wasn't very expert in love interludes, was he?" "Maybe not," said Janet seriously, summing him up, "but he's very thorough." Wayne's current picture is "The Quiet Man," produced by John Ford for Republic Pictures.

•

**Louis Pollock's profile on Deborah Kerr in December's *Redbook* gives the reader the impression that her life's story would make a rather good movie script. Deborah was born in Helensburgh, Scotland, went to London in her early 'teens to study the ballet and drama. During the war, while part of a theatrical troupe entertaining servicemen, she met an RAF fighter pilot whom she married after the European war had ended. Her most recent picture is M-G-M's "Prisoner of Zenda," now playing at the Capitol Theatre here.**

WALTER HAAS




A Bert E. Friedlob Production-Released by 20*th* Century-Fox

FIRST IN FILM NEWS

# MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 102 NEW YORK, U. S. A., WEDNESDAY, NOVEMBER 26, 1952 TEN CENTS

## New Slant On Programming Aids Grosses

### *Morgan Says Format and Advertising Big Factors*

A sizeable segment of the so-called "lost audience" is being regained through a new approach to programming as reflected in theatre advertising, according to Oscar Morgan, Paramount short subjects and newsreel manager, who has completed a report on the initial phase of a personal investigation into marketing conditions. Morgan will make further field probes before February when the company's short subjects program for 1953-54 will be determined.



Oscar Morgan

Morgan said that the new approach

(*Continued on page 4*)

## BOT Reports Dip In UK Box-office

LONDON, Nov. 25.—A six per cent drop in Britain's box-office gross takings for the second quarter ended June 28, was reported by the Board of Trade.

Box-office grosses fell from £28,953,000 for the quarter ending March 29, 1952 to £27,208,000 for the second quarter. The number of admis-

(*Continued on page 5*)

### *8 Weeks for 'Hans' In Chicago's Loop*

**Chicago, Nov. 25. — Samuel Goldwyn's "Hans Christian Andersen" was awarded an extended run of eight weeks in the Chicago Loop, in a decision by Federal Judge Michael Igoe. James A. Mulvey, president of Samuel Goldwyn Productions, was present at the hearings.**

**The theatre and opening date for the Chicago run have not yet been set.**

## *'Picture Pioneer of 1952'*



*Photo by Cosmo-Sileo*

JACK COHN, president of the Motion Picture Pioneers (left), and Ned Depinet, chairman of the Pioneers' "Jubilee Dinner" (right), presenting a plaque to Nate Blumberg, Universal Pictures' board chairman, citing him as the "Pioneer of 1952" at New York's Astor Hotel last night.

## *It Was Pioneers' Big Night As Industry Hails Blumberg*

It was "old timers' night" in the Grand Ballroom of New York's Hotel Astor last night when the Motion Picture Pioneers gathered for their annual banquet and to pay homage to N. J. Blumberg, who was proclaimed the "Motion Picture Pioneer of 1952." Blumberg, chairman of the board of directors of Universal Pictures, is marking his 40th anniversary in the motion picture business.

Some 500 Pioneers and their guests attended the organization's "Jubilee Dinner," which was highlighted by the induction of 60 new members and addresses by Blumberg, dinner chairman Ned E. Depinet and Father Patrick Peyton, prominent Catholic clergyman. Judge Ferdinand Pecora conducted the induction ceremonies.

George Jessel, who has become almost a "regular" in toastmastering Pioneer dinners, officiated again last night and was presented with a platinum wrist watch by Depinet on behalf of the Pioneers.

Upon receiving a citation plaque from the Pioneers, Blumberg asserted that the motion picture industry "is in the beginnning of a new era and there is no limit to the scientific advances

(*Continued on page 4*)

### *E. L. Scanlon Named Cinerama Treasurer*

HOLLYWOOD, Nov. 25. — Ernest L. Scanlon has resigned as manager of RKO Radio Pictures studio here to become treasurer of Cinerama Productions. Scanlon will be a member of the executive board, joining Louis B. Mayer, chairman; Merian C. Cooper, chief of production; Dudley Roberts, president; and Frank Smith, vice-president.

Scanlon, who will make his headquarters in New York, was with RKO in the early 30's as auditor, and after a number of other industry posts took the studio manager position last year. In 1942-49 he was vice-president of Selznick Releasing Organization. Before that he was executive vice-president of Vanguard Films.

## Set Worldwide Celebration in Zukor's Honor

### *Variety Clubs to Sponsor Series of Events in '53*

A worldwide celebration in honor of Adolph Zukor, chairman of the board of Paramount Pictures, will be observed early next year in a series of events sponsored by Variety Clubs International which has designated Zukor as "the motion picture industry's outstanding pioneer filmmaker."



Adolph Zukor

The announcement was made officially here yesterday by Robert J. O'Donnell, vice-president of the Texas Interstate circuit, who will act as general chairman of the committee in charge of the af-

(*Continued on page 4*)

## Sees Ohio Censors 'On the Way Out'

COLUMBUS, O., Nov. 25.—Dr. Clyde Hissong, chief state film censor, and representative Ohio citizens are exploring alternative sources of revenue for the support of the state's audio-visual educational program should present revenues from film censorship fees be cut off. The Columbus *Dispatch* states that Ohio education officials are "fairly convinced" that censorship is on the way out. The state audio-visual program receives about $100,000 annually from censor fees.

### *Coast Drive-ins Face Operators' Strike*

**Los Angeles, Nov. 25.—The IATSE has given Projectionists' Local No. 150 permission to strike at drive-ins within its jurisdiction if necessary to enforce demands of a contract stymied in negotiation. The principal demand at issue is that drive-ins employ two men in a booth when presenting a first-run picture.**

# Personal Mention

JOHN SCHLESINGER, head of Schlesinger Theatres in South Africa, is in New York from Johannesburg.

•

WILLIAM PERLBERG, Paramount producer, has been inducted into Delta Kappa Alpha, the international honorary motion picture fraternity, in Hollywood.

•

L. W. BROCKINGTON, president of Odeon Theatres (Canada) Ltd., has been appointed to the newly-created Court-Martial Appeals Court in Toronto.

•

GEORGE L. CARRINGTON, president of Altec, has arrived in New York from Beverly Hills.

•

MYRON SATTLER, Paramount's New York branch manager, will begin a two-week vacation today.

•

TERRY MOORE and RICHARD JAECKEL have returned to Hollywood from New York.

•

LOUIS R. LURIE is here from San Francisco.

## *Kreisler's First Will Open in January*

"Ring Around the Clock," Italian-made film, based on a factual story from *Time* magazine, with an English adaptation by A. J. Liebling of the *New Yorker* magazine, will have its U. S. premiere in January, it was announced here by B. Bernard Kreisler, president of International Film Associates, which is releasing the picture. Arrangements are being made for the premiere at one of the art theatres in New York with a special charity presentation sponsored by civic leaders for the opening night, proceeds to be turned over to Boys Town in Italy.

The film is the first independent release of IFA. Kreisler also announced the appointment of Michael Hall as publicity director for the film.

## *Danny Kaye Opens At Palace Jan. 18*

The opening date for Danny Kaye and his "All-Star International Variety Show," at the RKO Palace here has been changed to Jan. 18. The opening date was originally Jan. 19.

During Kaye's limited Palace engagement, 10 shows weekly will be presented, three at matinees, on Wednesday, Saturday and Sunday, and every night, including Sunday. Mail orders are currently being filled on a reserve seat basis.

## *No Paper Tomorrow*

***Motion Picture Daily* will not be published tomorrow, Thanksgiving Day, a legal holiday.**

## *Monogram Quarter Net Profit Drops*

**Hollywood, Nov. 25.—Monogram Pictures Corp. and subsidiaries showed a net profit of $125,897 for the quarter ended Sept. 27, according to a report by Steve Broidy, president.**

**The figure compares with $150,465 for the net in the same period in the previous year. Broidy said the seeming decline in earnings actually is due to the fact that the previous year's figure included income from the licensing of certain pictures to television, which policy was discontinued.**

## Schwartz Names 3 To NCCJ Committee

Appointment of three members to the national committee for the film industry's participation in the National Conference of Christians and Jews' "Brotherhood Week," Feb. 15-22, was reported here yesterday by chairman Sol Schwartz, president of RKO Theatres.

Ben Kalmenson, Warner Brothers' general sales manager, will head the distribution committee, Walter Reade, Jr., president of Walter Reade Theatres, will be chairman of the exhibitor committee and named to head the advertising-publicity committee is Si Seadler, in charge of advertising for M-G-M.

Schwartz said that other committee members will be announced within a few days.

## *'Circus' Will Open Roxy 'Ice-Colorama'*

"Crystal Circus" will be the first Roxy "Ice-Colorama" show when the theatre reopens Dec. 22 with "Stars and Stripes Forever" featured on the screen.

The Roxy will close Sunday for the first time in its 25-year history, for about three weeks in order to enlarge its stage and effect other changes. Total cost of alterations was estimated at $200,000.

## *Gannaway to Filmcraft*

HOLLYWOOD, Nov. 25.—Al Gannaway, TV producer-actor, has joined Filmcraft Productions as director of programming. A former special material writer for Bob Hope, he produced several TV shows for ABC-TV before being recalled to military duty to produce a film series for the Army. He was recently released.

## *Bandit Gets $3,000*

BUFFALO, Nov. 25. — A masked bandit held up Edward Miller, manager; William D. Edler, assistant, and Raymond F. Kuschel, usher, in the Paramount Theatre and escaped with $3,000, taken from a safe in the manager's office.

# IFE Sets Up TV Division

Italian Films Export has set up a Television division to be headed by Ralph Serpe which will represent Italian producers in developing co-production deals with American television producers, it was announced here by Dr. Renato Gualino. Negotiations are already under way with two package agencies, it was revealed, for co-production agreements involving major film series packages and featuring top American film stars.

The division is planning to create its own package shows, in addition, for American distribution that would draw on Italian short subjects and utilize IFE sound studio facilities to make them available in English. It is expected that films will be expressly designed for the world-wide television market.

Prior to this appointment, Serpe had represented the Marziale interests in the financing of Italo-American co-productions, and served as U. S. representative for the Ponti-Di Laurentis Studios in Rome.

## Special Feature for 'Mickey's' Birthday

The 25th anniversary of Walt Disney's "Mickey Mouse" will be celebrated in 1953 with the release by RKO Radio of a special feature picture entitled "Mickey Mouse's Birthday Party," it was announced here yesetrday following a meeting of Disney and RKO sales and promotion executives.

The film, which will go into national release on May 15, backed by a large advertising, publicity and exploitation campaign, will be made up of the six "Mickey Mouse" short subjects found to be most popular during the past 25 years. RKO will urge exhibitors to play it in its entirety as a second feature, although the picture will be arranged so that it can be broken down into individual sequences.

Global promotion plans for the anniversary were discussed at an initial meeting which was attended by Sidney Kramer, short subjects sales manager for RKO Radio; Leo F. Samuels, sales supervisor for Disney; Irving Ludwig, domestic sales supervisor; Charles Levy, publicity director; Card Walker, advertising and exploitation director; Pat Ryden, of the Disney character merchandise division, and Joe Erlich, supervisor of shorts subjects publicity and exploitation for RKO.

## *'Limelight', 'Stripes' Are Set in Boston*

BOSTON, Nov. 25.—Christmas Day openings here have been set for Charles Chaplin's "Limelight," United Artists release, at the Esquire and Mayflower theatres, and for 20th Century-Fox's "Stars and Stripes Forever," at the Pilgrim. The Esquire has been closed for several years.

# *Newsreel Parade*

*PRESIDENT-ELECT DWIGHT EISENHOWER's visit to the United Nations is highlighted in current newsreels. Also featured are the Variety Club's Anniversary, Nehru honored by natives, and football highlights.*

**FOX MOVIETONE NEWS, No. 96**—Ike and Dulles visit UN. Sen. Nixon calls on Ike. Water famine in UN. Variety Club anniversary. Indo-China Reds menace French. Football highlights.

**NEWS OF THE DAY, 226**—Ike finds inspiration in UN visit. NATO in war games off Turkish coast. Life-termer freed; found innocent. Variety Clubs' anniversary. Football.

**PARAMOUNT NEWS, No. 29**—Ike in visit to UN. Message of faith from President Truman. Last rites for William Green. Holiday treat. Football games of the year.

**TELENEWS DIGEST, No. 48A**—Naval powers in landing test. Milford, Tex. gets new doctor. Nehru honored by natives. Career girl fashion show. Red prisoners reach safety. Football.

**UNIVERSAL NEWS, No. 416**—NATO naval maneuvers. Eisenhower at the UN. Variety Clubs' anniversary. Underwater camera. Football highlights.

**WARNER PATHE NEWS, No. 31**—Eisenhower visits UN. Turkey NATO maneuvers. Iraq king in Baghdad. Big oil fire extinguished in two minutes. Variety Club anniversary. British Parliament dedicates memorial.

## *Washington Opening Of 'Sound Barrier'*

WASHINGTON, Nov. 25.—A star-studded audience turned out here tonight for the opening of "Breaking the Sound Barrier" at the Playhouse Theatre. The chairman of the British Joint Services Mission, Air Chief Marshal Sir William Elliot, and Lady Elliot, sent out invitations in honor of the U. S. Air Force.

Prior to the premiere, Supreme Court Justice William Douglas was host at a cocktail party in honor of Ilya E. Lopert, president of Lopert Film Distributing Corp. and owner of the Playhouse and Dupont Theatres, both of which will play the film.

## *ACLU Offers Aid On Censor Problems*

Service to exhibitors and distributors in combatting "pressure-group" drives aimed at motion picture censorship was offered here by the American Civil Liberties Union.

In letters to more than 200 theatremen and distributors, the ACLU's National Council on Freedom from Censorship proposed a three-point assistance program. It asked recipients to report to the ACLU all instances in which films have either been, by public officials, censored or withdrawn from exhibition due to pressure group action.

## *Firth Services Held*

Services for Maurice Firth, a fund-raiser of the United Jewish Appeal of Greater New York in the motion picture and entertainment industries, were held here Monday at Riverside Chapel. Firth died on Saturday.

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Oui! Oui!
and
Whee! Whee!

WARNER BROS.' MUSICAL SPREE IN PAREE FOR NEW YEARS!

When they sing,
your heart dances!
When they dance,
your heart sings!



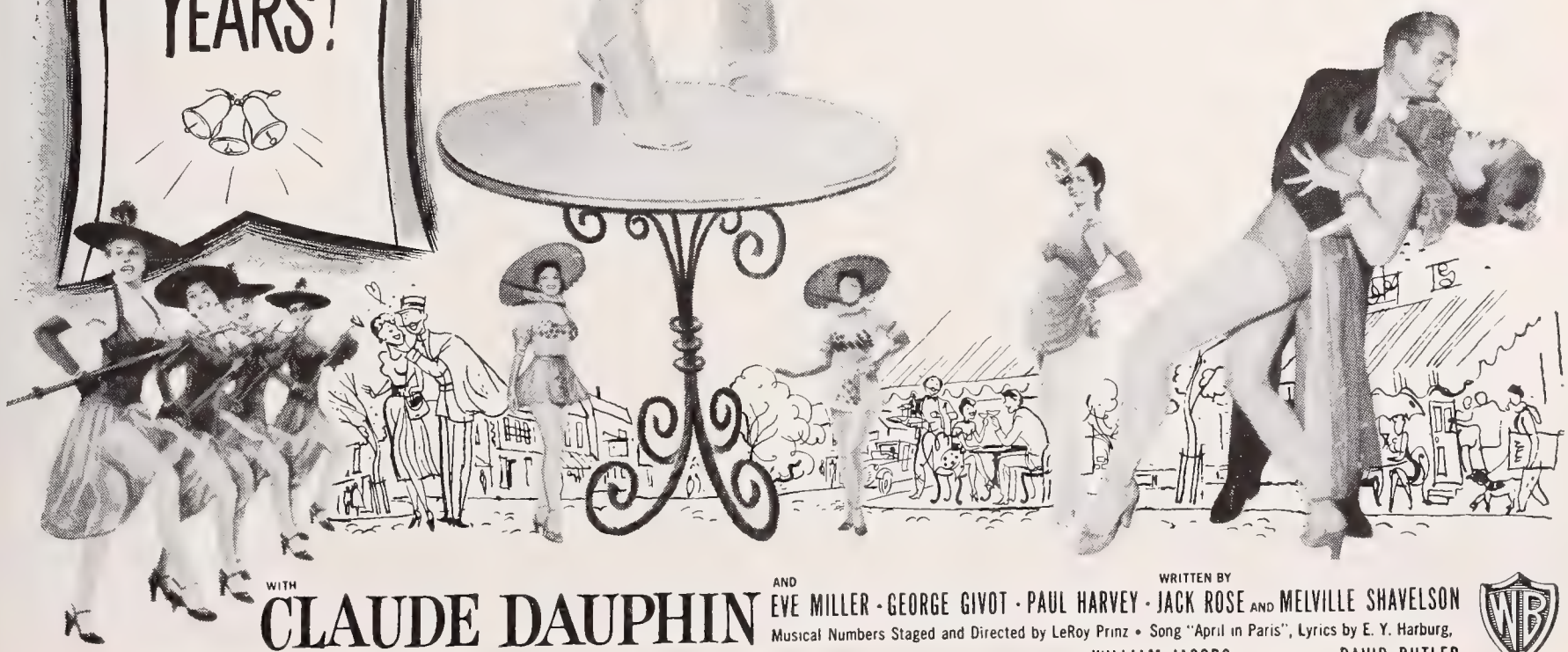
# DORIS DAY
# RAY BOLGER

in

# April in Paris

COLOR BY TECHNICOLOR





WITH CLAUDE DAUPHIN

WRITTEN BY EVE MILLER · GEORGE GIVOT · PAUL HARVEY · JACK ROSE AND MELVILLE SHAVELSON

Musical Numbers Staged and Directed by LeRoy Prinz • Song "April in Paris", Lyrics by E. Y. Harburg, Music by Vernon Duke • Original Songs, Lyrics by Sammy Cahn, Music by Vernon Duke • Musical Direction by Ray Heindorf

PRODUCED BY WILLIAM JACOBS • DIRECTED BY DAVID BUTLER

## *Equip 3 WB Houses With TV on Coast*

**Hollywood, Nov. 25.—Three Warner Theatres, the Downtown Los Angeles, the Hollywood, and the Huntington Park, have been equipped for big-screen television. Until now, Sherrill Corwin's Orpheum, in the downtown area, had been the only house here with TV facilities.**

## To Honor Zukor

(*Continued from page* 1)

fair, on behalf of Variety International. The plan was discussed and approved at Variety's mid-winter meeting in Pittsburgh last weekend.

**Extend Over Several Months**

The testimonials, which are expected to extend over several months, will lead off with a celebration marking Zukor's 80th birthday, Jan. 7. This will be in the form of a dinner in Hollywood, probably at the Ambassador Hotel, with all branches of the industry represented, including many persons who were associated with Zukor in his enterprises in the past. Another dinner, scheduled for March 4 at the Hotel Waldorf Astoria in New York, will commemorate the 50th anniversary of Zukor's entrance into the motion picture business in March, 1903. The guest list will include financial, business and political leaders of the nation.

At a trade press conference here yesterday, O'Donnell said that all crafts, guilds, associations and organizations within the industry, as well as all other phases of the entertainment world, will be invited to participate with the Variety Clubs in honoring the veteran film showman. Plans for the events originated when O'Donnell learned that Paramount executives were contemplating a birthday dinner in his honor.

**In a telegram sent earlier to the Paramount home office from Dallas, O'Donnell declared that Zukor's 80th birthday and his 50th anniversary in the film business constituted occasions deserving a celebration by the entire industry. Upon receiving the consent of Paramount executives, O'Donnell went to Pittsburgh and placed the idea before the Variety meeting.**

"Adolph Zukor's life," O'Donnell said yesterday, "is an example of the American dream fulfilled. Coming to America from his native Hungary as a poor boy, he not only raised himself to a position of honor, but in doing so built an industry which has carried the ideals of his adopted country all over the world. His life is a saga of Americanism at its best and I can think of nothing more worthwhile for our industry than to hold up Mr. Zukor as a shining example of what this business stands for."

Other events in honor of Zukor will be held throughout the world during 1953.

## *Gottlieb Signs Baxter*

HOLLYWOOD, Nov. 25.—Anne Baxter signed with Alex Gottlieb to star in his "Blue Gardenia," which Fritz Lang will direct.

# Pioneers' Big Night

(*Continued from page* 1)

awaiting the development in this electronic age." He warned that "we of the older generation, we who have seen our business grow from an idea to a fabulous institution, must not assume the role of spectators," adding that "we must place accent on youth, but we also must respect maturity."

Blumberg said he believed the Pioneers should enlarge its scope and assume an obligation to help induct new blood in the business. "Our maturity plus youth should be a combination to insure good health in our industry," he said.

**The plaque presented to Blumberg as the year's pioneer of the industry read: "Motion Picture Pioneers bestows its highest honor upon Nate Blumberg, whose forty brilliant years in the motion picture business closely parallel the spectacular growth and tremendous achievements of the industry he has served so faithfully and well. For enriching our industry with his countless contributions as exhibitor, producer and distributor, for his sterling attributes exemplified by his devotion, his affection and his feeling for his fellow man, we acclaim him 'Pioneer of the Year'."**

In telling about the work of the Foundation of the Motion Picture Pioneers during the past year, Depinet asked those Pioneers fortunate enough to be able to leave an estate to consider leaving some of the estate to the Foundation. He said the Foundation should be uppermost in their minds because "the help we give these unfortunate people is only a small token of repayment for their great service in building what we know as a successful motion picture industry."

Depinet traced Blumberg's rise from poster clerk to his present important position, with proof of his humble beginning supplied by Harold Fitzgerald, president of Fox-Wisconsin Theatres, who gave Blumberg his start in the film business in 1912.

Father Peyton, who achieved international fame through his Family Rosary Crusade via radio, TV, films and rallies, paid tribute to film industry members who joined forces with radio in bringing the messages of the Crusade's Family Theatre to the people of America and the world.

Other speakers included Pioneers president Jack Cohn, Danny Kaye and Jesse Block. Plaques "for constructive contributions in both thoughts and deeds" were presented to Harry J. Takiff, secretary-treasurer of the organization, and vice-president Marvin Kirsch. Special thanks for helping to make the "Jubilee Dinner" a success were given to John J. O'Connor, Maurice Bergman, Charles Alicoate, Gilbert Josephson, David Bader, Ray Gallagher, Leon Leonidoff, Henry A. Linet and Milton Livingston as members of the working committee.

A telephone recording of greetings from three Hollywood friends of Blumberg was played over a loud speaker. The salutes came from Jack Benny, Jimmy Durante and James Stewart. Harry Wismer read the names of 36 industry representatives, 20 of them members of the Pioneers, who died during the past year. Rabbi Ralph Silverstein of Temple Sinai and former Chaplain of the Cinema Lodge of B'nai B'rith, delivered the invocation and participated in requiem ceremonies for the departed members.

**Jane Pickens Sings**

Jane Pickens sang the national anthem and entertainment was supplied by Radio City Music Hall's Glee Club, the latter through the courtesy of G. S. Eyssell and Leon Leonidoff. Music was provided by Al Rickey and his "Pioneer Orchestra." Acknowledgments were made to Jake Starr who, every year, has created and contributed display decorations for the dinners and to the trade press for its help in publicizing the affair.

A special feature was a "Salute by Look Magazine" to the Pioneers, featured in the Dec. 2 issue of the magazine, now on newsstands.

Dais guests at the dinner were Blumberg, Edward P. (Ted) Curtis, Depinet, Fitzgerald, Frank Folsom, William German, William Goetz, Leonard Goldenson, T. J. Hargrave, Jessel, Kaye, Louis Lurie, Judge Pecora, Father Peyton, Sam Pinanski, Milton R. Rackmil, J. Robert Rubin, Serge Semenenko, Rabbi Silverstein, George Skouras, Harry M. Warner, Robert R. Young, Adolph Zukor, Sam Dembow, Jr., Jack Alicoate, Barney Balaban, Harry Brandt, O'Connor, Robert J. O'Donnell, Martin Quigley, James R. Grainger, Abel Green, Herman Robbins and Major Albert Warner.

## *'Hall' Christmas Show Opens Dec. 4*

Radio City Music Hall's annual Christmas stage program will be presented in two parts this year, opening on Thursday, Dec. 4, co-featuring the world premiere of M-G-M's "Million Dollar Mermaid."

The stage program will comprise the pageant, "The Nativity," produced by Leon Leonidoff, and "Season's Greetings," produced by Russell Markert.

"The Nativity" pageant, which tells the story of the first Christmas, will feature the Music Hall Choral Ensemble, under the direction of Raymond Paige. Norman Wyatt will be narrator.

The new "holiday spectacle," "Season's Greetings," will feature the Rockettes, Corps de Ballet, Choral ensemble and soloists.

## *'Peter Pan' Float in Philadelphia Parade*

RKO Radio Pictures reported here yesterday that the "Peter Pan" float in tomorrow's Thanksgiving Day parade in Philadelphia will be the largest float ever used to promote a motion picture.

The float is 15 feet high and contains all of the cartoon characters in the picture. Parade officials have built a publicity campaign around it, said RKO.

## *Goldwyn Going to Boston*

BOSTON, Nov. 25.—Samuel Goldwyn, producer of "Hans Christian Andersen," and his wife will arrive in Boston on Monday for a two-day stay during which he will be host to members of the press, radio and television. He will return to the Coast on Wednesday.

## *'Free' Bingo Heads For Ohio Court Test*

**Columbus, O., Nov. 25.—A court test of the legality of "free" bingo is seen following the arrest of Paul (Slim) Janes, operator of a no-admission bingo game here. Jones was inspired to try the free policy because of the success of the donation policy at the Little Theatre here. Police confiscated $427 in "contributions" which were tossed into barrels placed around the bingo hall.**

## Programming Slant

(*Continued from page* 1)

to programming which hundreds of exhibitors have adopted relates to format and advertising.

"No longer is programming a mere matter of time-filling to these showmen," Morgan said. "They have taken cognizance of the great national magazines' profound influence on public entertainment values and tastes; that is to say, they have come to realize that just as such magazines maintain a proper balance of reading entertainment and enlightenment in the form of features, stories, serials, oddities, news commentaries and special departments and columns, so must the motion picture theatre balance its program instead of overweighing it with features at the expense of such entertainment as cartoons, newsreels and other short subjects.

"The exhibitors realize, too, that to deprive their patrons of the film counterparts of magazine oddities, sports items, news reports, etc., is to create in the customers' subconscious minds the feeling of having been cheated of part of that to which theatre patrons are entitled in return for the admission price paid. Thus, the content and format of the great national magazines now exercise an influence on motion picture theatre programming, according to numbers of independent exhibitors and circuit operators.

**New Attitude**

"This new exhibitor attitude is reflected in theatre newspaper advertisements as well as on the screen. In city after city which I visited I found advertisements for features also listing by title the short subjects on the programs. Less and less do we find merely the line: 'Also selected short subjects.' And because the intelligent exhibitor now knows his customers regard newsreels as a necessary part of the pattern of keeping well-informed in these times, he is demanding that his newsreels be new and not two or more weeks old—this despite the extent to which television can provide quick news service."

Morgan said, "I have discovered also two other important developments, (1) that motion picture advertising in general by exhibitors is showing a greater exercise of intelligence and reflecting strong insights into what sets the public's imagination afire, and, (2), that exhibitors in general are using press books more consistently than ever before."

## *Breen Succeeds McCall*

HOLLYWOOD, Nov. 25. — Screen Writers Guild elected Richard Breen, president, succeeding Mary C. McCall, Jr., whose term expired.

### *Robust $6,500 for 'Christian Andersen'*

**A robust $6,500 was estimated for yesterday's opening of "Hans Christian Andersen" at the Criterion here. Business at the off-Broadway Paris Theatre, where the Samuel Goldwyn production also had a premiere, was described as fine.**

**The Criterion management reported that it had been swamped with telephone calls throughout the day, seeking information on the time and price schedule for evening and Thanksgiving Day holiday performances.**

## John Jones Heads Chicago Variety

CHICAGO, Nov. 25.—New Variety Club of Illinois officers for the coming year were elected at a meeting of the new board here today at the Congress Hotel, site of the Club's new quarters which are now under construction.

Elected were: John Jones of Jones, Linick and Schaefer, chief barker; Nat Nathanson, district manager for Allied Artists, first assistant chief barker; James E. Coston, president of Indiana-Illinois Theatres and Coston enterprises, second assistant chief barker; Mannie Gottlieb, district manager of Universal, property-master, and Manny Smerling, head of Confection Cabinet Corp., dough guy.

**Others Named**

Also serving on the board are James Donahue, district manager of Paramount; Tom Flannery, president of the White Way Sign Co.; Max Rosenbaum, head of United Beverage Co.; Arthur Schoenstadt, head of Schoenstadt Theatres; Edwin Silverman, of Essaness Theatres; Dave Wallerstein, General Manager Balaban and Katz and of Great States Theatres, plus the ex-officio members, former chief barkers Joe Berenson, Jack Kirsch, Irving Mack, Irving Mandel and Jack Rose, who is also international representative. John Jones and Joe Berenson have been selected as official delegates from the Local Tent to the 1953 convention in Mexico City, with Jack Rose and Sam Levensohn as alternates.

## BOT Reports

(*Continued from page* 1)

sions decreased from 345,596,000 for the first quarter to 326,447,000 for the second quarter, representing a drop of 5.5 per cent. The average admission price for the second quarter was 20 pence compared, to the first quarter's of 20.1 pence.

During the quarter ending June 28, the entertainment tax amounted to £9,471,000. The percentage of net takings paid for film rentals fell from 35.4 to 35. The exhibitors' share of the gross totaled £11,062,000, compared to £11,662,000.

Production figures relating to the quarter ending Sept. 30, 1952, indicated that 25 films were in production, compared to 16 at the end of June, with 5,222 persons employed full-time, compared with 4,356 three months earlier. The number of days worked by extras during the quarter was 24,979, compared to 13,642 in the previous quarter.

# Reviews

## *"Against All Flags"*

*(Universal-International)*

MAUREEN O'HARA and ERROL FLYNN are as handsome a couple as ever got mixed up with pirates in bright color by Technicolor in this superior production that contains all the elements of a strong box-office success. Anthony Quinn is on hand as a swaggering pirate captain whose attentions are rejected by Miss O'Hara and who tries to do-in Flynn, a government spy trying to break up the captains of the Coast pirate syndicate.

There is a sure-fire mixture of attractive romance and vigorous swashbuckling in a taut screenplay by Aeneas MacKenzie and Joseph Hoffman, based on a MacKenzie story, that provides crisp and often humorous dialogue for the principals. The island backgrounds are impressive and George Sherman's direction has kept the proceedings moving at a neat pace.

Producer Howard Christie has made good use of shipboard settings where much of the action occurs. Flynn poses as an officer-deserter who escapes with seamen Phil Tully and John Alderson. They are accepted by the pirates after Flynn defeats a huge pirate in an exciting pike duel. Flynn becomes navigator on Quinn's ship. Quinn vanquishes a ship on the high seas that is the state ship of the Emperor of India and carries Alice Kelley, the emperor's daughter.

Flynn rescues Miss Kelley from the burning ship and later spikes the island's fortification guns. He then signals the waiting government ship to attack but is caught by Quinn and only saved from death by Miss O'Hara, who loves him. Flynn boards Quinn's ship as it is escaping by using Miss Kelley as a hostage. He kills Quinn in a duel, returns the ship to his superior officers, obtains a pardon for Miss O'Hara, and happily chooses her at the finale.

Flynn and Quinn are zestful derring-doers, Miss O'Hara registers strongly as the spitfire pirate, Miss Kelley is notable as the pretty princess, and Mildred Natwick supplies comedy as her governess. Others in the cast are Michael Ross, Harry Cording and Paul Newlan. This production has names, action, and spirit and should be a solid attraction.

Running time, 83½ minutes. General audience classification. For December release.

WALTER PASHKIN

## *"The Desperate Search"*

*(Metro-Goldwyn-Mayer)*

A SOLID cast featuring Howard Keel, Jane Greer, Patricia Medina, and Keenan Wynn is the main asset of this moderate entry that is dramatically concerned with several routine domestic problems but suffers from a rather incredible story. There is some attractive aerial footage since the protagonists are bush flyers, and some suspense is generated in the climactic search for survivors of a passenger plane crash.

The screenplay by Walter Doniger, based on a novel by Arthur Mayse, presents Keel as a pilot married to Miss Greer and the father of two children, Lee Aaker and Linda Lowell, by a previous marriage to domineering flyer, Miss Medina. Aaker and young Miss Lowell spend some time with their father and are on a plane slated to return them to their mother when it crashes in a mountainous area.

The children, sole survivors, try to await rescue and avoid being killed by a cougar while Keel is trying to convince the search party to follow his hunch and search the crash area. They do not do so and Miss Medina attempts to win back Keel but he remains true to Miss Greer and after a few days follows his hunch and flies to the area alone, locating the youngsters. After landing, he finds the children treed by the animal, which he clubs to death and all ends happily as Miss Medina decides to leave the children with him.

The children make a very appealing pair and perform capably, as do the stars. Others in the cast are Robert Burton, Michael Dugan, Elaine Stewart, Jonathan Cott, Jeff Richards ,and Dick Simmons. Production and direction are adequate. Matthew Rapf produced and Joseph Lewis directed. The production has several exploitation angles and some genuine appeal.

Running time, 73 minutes. General audience classification. Release date, Jan. 16.

W. P.

## *Mt. Hood Radio, TV Appeals FCC Ruling*

WASHINGTON, Nov. 25.—Mt. Hood Radio and Television Broadcasting Corp. attorneys have appealed to the full Federal Communications Commission from a hearing examiner's decision that a pending application for a Portland, Ore., television station could not be changed to include the liquidation of the holdings of Ralph E. Stolkin and affiliated investors.

Stolkin, Edward G. Burke, Jr., and Sherrill C. Corwin formerly held 43½ per cent of Mt. Hood stock, and Ted Gamble owns 43½ per cent of the stock. Several weeks ago Stolkin, Burke and Corwin sold their stock to more than 30 employes of radio station KOIN in Portland, which is controlled by Mt. Hood.

The FCC has been holding hearings on several competing applications for Portland TV channels and Mt. Hood is one of the applicants. Mt. Hood asked permission to change its applications to conform to the stock sale but examiner Elizabeth C. Smith refused the request, declaring it was too late in the hearing to permit the change.

Mt. Hood's appeal to the full Commission stated Miss Smith's ruling was inconsistent with the law and previous FCC regulations and decisions.

# National Pre-Selling

THE advertising profession lost a prospective account executive when Alec Guiness, British star, resigned from an ad agency to become an actor, according to a story in the current issue of *Life*. Twelve portraits of Alec are reproduced in a spread, each showing him in a different character part. The author of the article says it takes Alec up to three hours to make up for each character role and transform himself into his screen personality. It is rare when a British film shows a substantial profit in the U. S. market. However, Alec Guiness' last three pictures, "The Lavender Hill Mob," "The Man in the White Suit" and "The Promoter," all Universal-International releases, are expected to make a profit of over $2,000,000 in this country.

•

**Cameron Shipp has written his impressions of Leslie Caron for the issue of *Woman's Home Companion* now on the newsstands. When reading Shipp's article you get the feeling that Miss Caron both astounded and bewildered the author. Although she is now a star at the M-G-M studio and married to the heir of the Hormel ham and meat packing fortune, she still practices the thrift taught to her by her French parents. Quoting Leslie on economy, she said, "I cook all the time. I have to. We do not have mooch money and we hate restaurants." M-G-M has scheduled her for stardom. Her next pictures will be "Glory Alley," "Lili" and "The Story of Three Loves."**

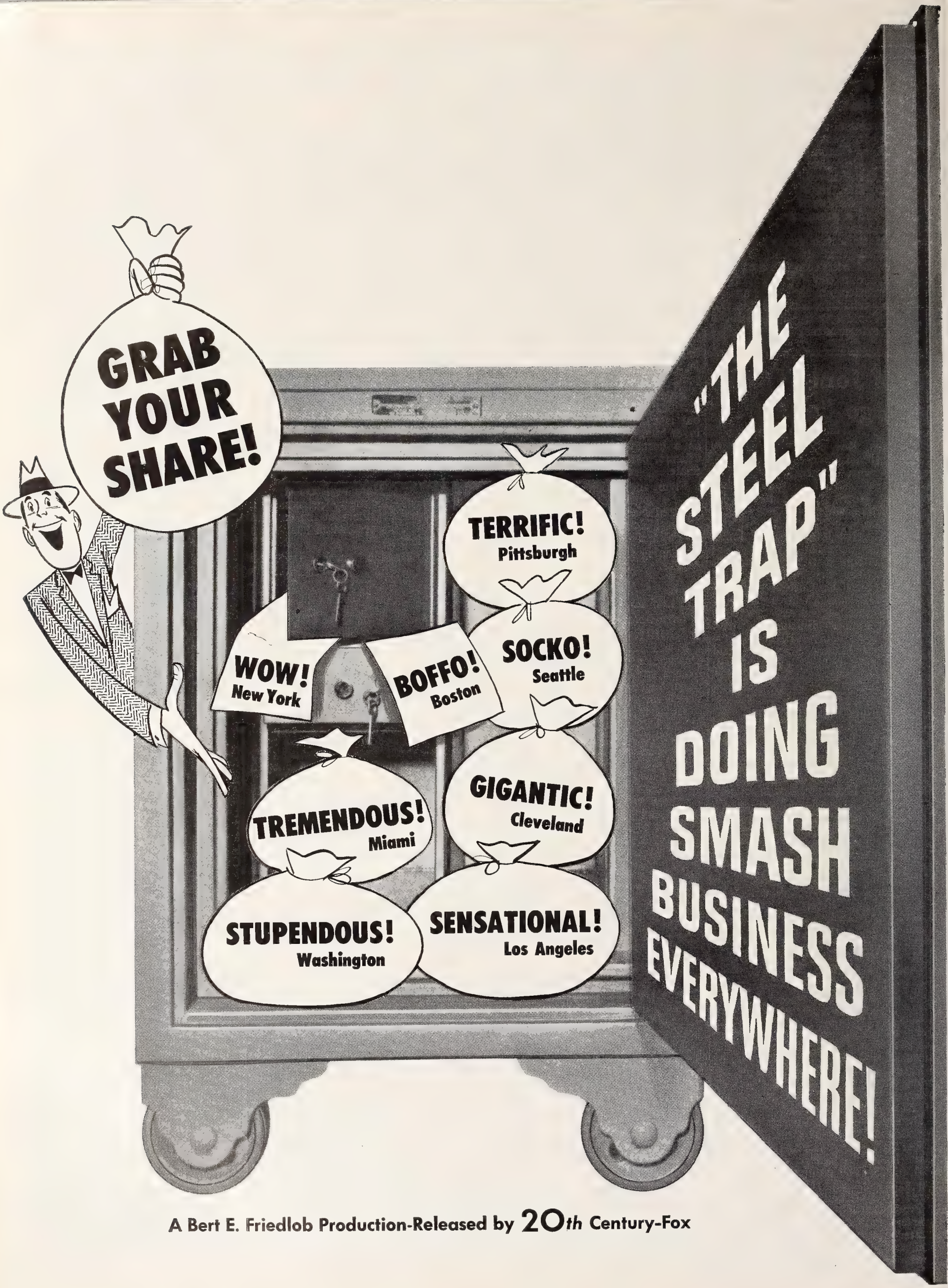
•

John Wayne says "I don't act, I react," according to Don Allen in a story on this modest star which will appear in Sunday's *American Weekly*. This is John's quaint way of explaining his acting ability, although he has been voted the best box office star in the *Motion Picture Herald-Fame* poll for the past two years. He has been leading man for Colbert, Dietrich and Crawford. Their consensus of opinion of John was, "He's so dependable." Oddly enough, Wayne never worries about his love scenes. Nor does he try to be too adept. He thinks a little clumsiness is better suited to the characters he plays. On the "Jet Pilot" set his co-star, Janet Leigh, was ribbed about this. "The guy wasn't very expert in love interludes, was he?" "Maybe not," said Janet seriously, summing him up, "but he's very thorough." Wayne's current picture is "The Quiet Man," produced by John Ford for Republic Pictures.

•

**Louis Pollock's profile on Deborah Kerr in December's *Redbook* gives the reader the impression that her life's story would make a rather good movie script. Deborah was born in Helensburgh, Scotland, went to London in her early 'teens to study the ballet and drama. During the war, while part of a theatrical troupe entertaining servicemen, she met an RAF fighter pilot whom she married after the European war had ended. Her most recent picture is M-G-M's "Prisoner of Zenda," now playing at the Capitol Theatre here.**

WALTER HAAS




A Bert E. Friedlob Production-Released by 20*th* Century-Fox

FIRST IN FILM NEWS

# MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 103 NEW YORK, U. S. A., FRIDAY, NOVEMBER 28, 1952 TEN CENTS

## 20th Earned $2,768,191 In 39 Weeks

### *Also Reports Special Credit of $1,077,755*

Consolidated net earnings of $2,768,191 and a special credit of $1,077,755 for the 39 weeks ended Sept. 27, 1952, was reported here by 20th Century-Fox Film Corp. and all subsidiaries, including Wesco Theatres Corp. and Roxy Theatres, Inc. This compares with net earnings of $2,147,628 for the 39-week period ended Sept. 29, 1951.

The $1,077,755 special credit, according to the company report, arose from a change of accounting procedure with respect to foreign operations. The earnings, together with the special credit, for the period ended Sept. 27 of this year amounted to $3,845,946. This was equal to $1.39 per share, 38 cents of which were derived from the special credit, on the 2,769,484 shares of common stock outstanding.

The end of the current 39-week

(*Continued on page 8*)

## *Cole Touring For Repeal*

Col. H. A. Cole, national co-chairman of the Admission Tax Repeal Committee of the Council of Motion Picture Organizations, is travelling the country in behalf of the industry's effort to have the 20 per cent Federal ticket levy repealed. He has attended 12 tax meetings during the past week

(*Continued on page 8*)

### *Seek Extension of Toledo Censor Law*

**Columbus, Nov. 27.—While it is legal to show newsreels in Toledo without censorship, the Independent Theatre Owners of Ohio is taking steps to apply the verdict of the Toledo court to the entire state through court action. The state has decided that it will not appeal the decision which ruled that newsreels were not subject to censorship, the verdict applying only to Toledo.**

## RECORD FOREIGN FILM EARNINGS

### *Receipts Abroad Last Year Were $160,000,000, U.S. Reports; An Increase of $40,000,000*

By J. A. OTTEN

WASHINGTON, Nov. 27.—The U. S. film industry's earnings overseas hit a record $160,000,000 last year, the Commerce Department reports. The previous high was in 1946 when the earnings were put at $142,000,000. They dropped to $124,000,000 in 1947, rose to $130,000,000 in 1948 and fell again to $120,000,000 each in 1949 and 1950.

Commerce officials emphasized that these figures do not represent amounts actually remitted but rather total earnings each year, whether remitted or blocked abroad. However, they are net earnings figures, after allowance for foreign advertising and other distribution costs. Commerce officials

(*Continued on page 3*)

### *Foreign Films Hit U.S. Rental Record*

**Washington, Nov. 27. — Rentals for foreign films in the U.S. hit a record last year, the Commerce Department reports.**

**It estimated film rentals paid in this country at $11,000,000, compared with $3,000,000 in 1947, $5,000,000 in 1948 and $4,000,000 each in 1949 and 1950.**

## Zukor Jubilee Gets COMPO's Support

The Council of Motion Picture Organizations has pledged its support and cooperation in the Adolph Zukor "Golden Jubilee" celebration, becoming the first group to line up behind the event.

In a telegram to Robert J. O'Donnell, international chairman of the celebration, the three executive heads of COMPO—Al Lichtman, Sam Pinanski and Trueman Rembusch—stated that the organization would give full support to the salute to Zukor.

"We can think of nobody in our business more deserving of such trib-

(*Continued on page 3*)

## 20th to Open 4 In NY Over Holidays

Twentieth Century-Fox will open four pictures almost simultaneously on Broadway during the holiday season. Three of the films, including the company's contender for the Academy Award, "My Cousin Rachel," will open on Christmas Day, while "Stars and Stripes Forever" will premiere on Dec. 22 at the Roxy.

"Rachel" will open at the Rivoli Theatre, "Pony Soldier," will be at the Globe and "Ruby Gentry" will open at the Mayfair.

## Texas Compo Calls 'Incentive Selling' Mutually Beneficial

DALLAS, Nov. 27.—Texas Council of Motion Picture Organizations officials are said to be highly gratified with the reactions to their "Incentive Selling" program which was expressly designed to benefit the exhibitor and the distributor, and they are strongly recommending its initiation, states Kyle Rorex, executive director for Texas COMPO, who has announced the plan's results.

The program was conducted by Paul Short and involved a non-competitive Texas town with a population of 10,000 in which an independent exhibitor operated an A and two B houses (one part time), and a drive-in.

(*Continued on page 3*)

## Col. Seeks Bond in Minority Trust Suit

A hearing on a show cause order calling upon Columbia minority stockholder William B. Weinberger of New York to post a bond in connection with his anti-trust suit against the company, has been set for Thursday in New York Supreme Court.

Weinberger's attorney, Samuel H. Levinkind, also of this city, on Wednesday said he had been served with papers, citing Section 61B of the general corporation law. It was explained that this section requests the plaintiff in a minority suit to post a bond of

(*Continued on page 3*)

## TOA Will Push For New Talks On Arbitration

### *Starr Warns of Dangers If System Is Delayed*

By AL STEEN

The distributors' draft of an industry arbitration plan is not entirely satisfactory to the Theatre Owners of America, especially the non-inclusion of film rentals as a subject for arbitration, but the TOA will not reject arbitration, per se, merely because it cannot obtain that concession. This TOA position was stated Wednesday in New York by Alfred Starr, TOA president, and affirmed by Mitchell Wolfson,



Alfred Starr

(*Continued on page 3*)

## *Starr Names Committees*

Chairmen of standing committees of the Theatre Owners of America for the next year were announced here by Alfred Starr, TOA president, as follows:

Concessions, Leon Levenson, Bos-

(*Continued on page 3*)

### *Says Rentals and Tax Are Hardships*

**San Francisco, Nov. 27. — "It's not TV that's killing us," charges Rotus Harvey in the current issue of Western Theatre Owners' *Exhibitors' Digest*, "It is the 20 per cent tax and distributors' exorbitant film rentals coupled with their short-sighted, asinine releasing system. Were I in charge of a production studio responsible for the making of pictures, I would be worried to death over the actions and poor business judgment of my distributors," Harvey wrote.**

# Personal Mention

NICHOLAS M. SCHENCK, president of Loew's; HOWARD DIETZ, vice-president in charge of advertising-publicity, and JOSEPH R. VOGEL, vice-president, were scheduled to arrive here yesterday from the Coast. CHARLES C. MOSKOWITZ, vice-president and treasurer, arrived here from the Coast earlier in the week.

•

HERMAN RIFKIN, Allied Artists franchise holder in Boston and a member of the company's board of directors, has returned to that city from Hollywood.

•

C. J. LATTA, managing director of Associated British Pictures Corp., will sail from here today for England aboard the *S. S. Queen Elizabeth.*

•

DAVID LIPTON, Universal vice-president in charge of advertising-publicity, returned to the Coast from New York.

•

W. A. SCULLY spent Thanksgiving with his family in Florida and will leave there on Monday for Los Angeles.

•

GEORGE GIROUX, Technicolor field representative, is in New York and on Sunday will leave for Boston.

•

NOEL MEADOW, foreign film importer, is in Washington from New York.

•

HAROLD MIRISCH, Allied Artists vice-president, has returned to Hollywood from New York.

•

ALBERT VERMES, Cleveland exhibitor, announces the birth of a third daughter to MRS. VERMES.

## *Picker Leaves on Pacific Area Tour*

Arnold M. Picker, vice-president of United Artists in charge of foreign distribution, left New York by plane last night on a month's tour of New Zealand, Australia, Indonesia, Singapore and the Philippines. The trip is his first to the Southeast Asia and Pacific areas.

Picker expects to return to New York about Dec. 22. He plans to meet personnel of United Artists and survey the company's Far Eastern operations. He will also bring the field forces up to date on United Artists' present situation and future plans.

## *Para. Offers Extra Shows for Holiday*

Extra stage and screen shows for the Thanksgiving Day holiday will continue today at the New York Paramount, with the last in-person show presented at 11:00 P.M. At the Trans-Lux 60th Street, a special holiday matinee performance of "Limelight" was given at 5:30 yesterday.

Most other Broadway first-run theatres held no extra performances on the holiday.

## *California - Nevada Unit Changes Name*

**San Francisco, Nov. 27.—The Independent Theatre Owners of Northern California and Nevada has had its name changed to Northern California Theatres Association. Nevada is still a member of the unit, however, the name having been changed because Nevada is part of the Northern California exchange territory.**

## Meet SAG Strike With Unity: Gold

A plea for unity among all television producers of filmed commercials was sounded here by Mel Gold, president of the National Television Film Council, in the face of the threatened Screen Actors Guild strike, set for Monday.

Addressing Wednesday's NTFC luncheon meeting here at the Hotel Warwick, Gold warned against any "private deals" when the strike goes into effect. The following TV production centers will be affected by the strike, the first such action taken since the inception of the SAG: New York, Los Angeles, Chicago and Detroit.

Gold called SAG wage proposals "unfair" in his review of the protracted negotiations held in the East. He said agreement could not be reached on the principles of hiring actors on a per spot basis rather than per day, the present practice; on the SAG's demand for the limitation of the use of the TV commercial, and the payment to actors for additional use. He said the SAG is seeking $70 per spot for the actor, in comparison to the current scale of $70 per day in which the actor can make a number of spots.

The following slates were nominated to head the NTFC next year: For president, Andrew Jaeger, Arch Mayers, Sydney Mayers; vice-president, David Savage, Sally Perle; secretary, David Bader, Bill Van Praag, Sally Perle; treasurer, William Reddick, Waldo Mayo; directors, Mel Gold, Bill Holland, Henry Brown, Gene Sharin, Sydney Mayers, Lou Feldman, Arch Mayers, Bader, Dr. Alfred Goldsmith, Jaeger, White, Reddick, Connie Lazar and Savage.

## *New Roxy Lighting To Cost $45,000*

Work is now under way at the Roxy Theatre here on the new "Ice-Colorama" stage with some 5,000 feet of neon tubing to be installed under the ice surface, in addition to 3,000 feet of ultraviolet tubing to heighten fluorescent costumes. Cost of the lighting innovations will be about $45,000.

The first "Ice-Colorama" show will be introduced on Dec. 22, along with the world premiere of "Stars and Stripes Forever."

## Paramount-Italian Co-production Deal Is Near Completion

Paramount's plan for co-production of features in Italy with Italian producers is reported to have materialized to the point where an announcement may be forthcoming shortly. While there has been no confirmation of the deal's completion, reports from Rome indicate that George Weltner, president of Paramount International, who has been in the Italian capital this week, has reached an agreement with the principals on the project.

Under the plan, Paramount will participate in the production of moderately budgeted pictures for European distribution by Paramount. However, the company will have an option on American distribution of those films which are believed suitable for the U. S. market.

Weltner was reported to have flown to London from Rome and will return to New York Monday, cutting short a European tour that was to have extended well into December. The Italian deal is said to have been the reason for his quick return to the home office.

## RKO Fordham Will Carry 'Carmen' TV

The RKO Fordham will carry the Dec. 11 telecast of "Carmen," making it the third theatre in New York to take the Theatre Network Television event.

Another RKO house which has booked the Metropolitan Opera production is the Albee, Cincinnati. Both the Fordham and Albee will charge from $1.20 to $3.60, with all seats reserved.

The two additional TV-equipped houses in New York joining the cross-country network of theatres are the 50th Street Guild and the Marine, Brooklyn. Already lined up for the first theatre TV entertainment show are 30 theatres, with an estimated seating capacity of 70,000.

In Cleveland, the Hippodrome has established a $2.40 to $3.60 scale for the "Carmen" telecast, with no reserved seats. In Toledo, the Rivoli has also set a $2.40 to $3.60 scale with a reserved seat policy.

## *Cowan Arrives to Finish 'Main Street'*

Lester Cowan, producer; Tay Garnett, director, and James Wong Howe, cameraman of the Council of the Living Theatre's film production, "Main Street to Broadway," have arrived in New York in preparation for shooting final scenes of the film next week in the theatrical district and in interiors of several legitimate theatres.

"Main Street" is being produced for release by M-G-M as the first film to be made in collaboration between the legitimate stage and the film industry. Profits will be turned over to the Council of the Living Theatre.

## *Ohio ITO Conclave Set for April 7-8*

**Columbus, O., Nov. 27.—The Independent Theatre Owners of Ohio has set April 7-8 as the dates for its annual convention here. Sessions will be held at the Deshler-Wallick Hotel.**

## *Daff Starts 4-Week Global Tour Dec. 19*

Alfred E. Daff, Universal executive vice-president, is finalizing plans for a world tour to begin Dec. 19 and last about a month that would include a series of sales meetings with Universal personnel in Europe, the Far East and Australia.

Daff is slated to leave for the Coast Sunday where it is expected he will remain for two weeks holding executive discussions about production, sales and other matters.

## *Harry Gross Recovers*

Harry Gross, former film theatre financier in New York's Bronx, was rushed to St. Clare's Hospital here Tuesday evening from the Motion Picture Pioneers annual dinner after having been stricken with an attack of indigestion. He was discharged from the hospital that evening following treatment.


NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"PLYMOUTH ADVENTURE"
Spencer TRACY • Gene TIERNEY
Van JOHNSON • Leo GENN
Color by TECHNICOLOR • An M-G-M Picture
plus GREAT HOLIDAY STAGE SPECTACLE

ALAN LADD VIRGINIA MAYO in The Iron Mistress
Color by TECHNICOLOR
PARAMOUNT TIMES SQUARE
in person TONI ARDEN JACK E. LEONARD STEVE CONDOS & JERRY BRANDOW ART MOONEY And His ORCH.
Midnight Feature

SAMUEL GOLDWYN presents
Hans Christian Andersen
starring DANNY KAYE
CRITERION • PARIS
B'way & 45th St. 58th St. W. of 5th Ave.

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# Arbitration

(*Continued from page* 1)

past president, and Herman Levy, general counsel.

Starr said that TOA was pleased with the report that the Motion Picture Association of America may initiate meetings among Allied, TOA and distributors in order to determine Allied objections to the draft, which was turned down at its recent annual convention in Chicago. However, it was stressed that if the MPAA does not sponsor such a meeting, the TOA will do so on its own.

Starr said he did not believe that the difference between Allied and the distributors were irreconcilable. He asserted that Allied objected only to portions of the draft and that he was confident of a renewal of negotiations. TOA, too, has objections to the last draft, Starr said, but the association will not abandon hope for a formula because of the objections, which can be overcome. He warned that the industry must have some sort of an unmpire to settle disputes and unless the industry sets up a system, the government could step in and dictate one of its own. He described a government-sponsored system as having "disastrous" possibilities.

**Exhibitors, Starr said, have not surrendered anything in drafting an arbitration plan, but the distributors surrendered "plenty" in their proposals. The agreement to arbitrate runs and damages was a definite concession, he said, in view of the fact that it was a "one way street," meaning that the exhibitor could bring an arbitration complaint but the distributor could not. Starr said he agreed with Abram F. Myers, Allied general counsel, in the latter's pursuit of a provision for arbitrating film rentals, also as a "one way street." But whether a workable plan could be conceived is questionable, he added.**

Wolfson pointed out that if something desirable is left out of a final draft, an exhibitor can still go to court if he wishes. Arbitration is not compulsory for the exhibitor, but it is mandatory for the distributor if a theatre operator registers a complaint. Wolfson said that litigation was costly, but, on the other hand, whatever is subject to litigation also can be arbitrated. He said TOA wanted a vehicle that was reasonable without the necessity of "calling the cops." Wolfson said a great deal of the differences between exhibitor and distributor stemmed from a "lack of communication" between the two. He said distributors were not always unwilling to settle a dispute, but often were not aware of the situation.

Wolfson declared there was some danger in an attempt to fix film rentals. He said if the public should become aware of film rental control, it might seek to fix admission prices through government agencies.

Starr emphasized the point that TOA had not approved the distributors' arbitration plan. TOA, he said, would like some changes, but the association is willing and ready to sit down and discuss the changes at any time.

"If we don't have arbitration," Starr said, "the plight of the exhibitor will worsen."

# *Review*

## *"The Lawless Breed"*

(*Universal-International*)

ROCK HUDSON achieves stardom by combining a solid, convincing portrayal with his rugged good looks in this uncommonly good Western that bears the brand of a smooth Raoul Walsh production.

There is plenty of quick-on-the-draw gunplay, exciting chases, and two thrilling horse races. Two competent and extremely attractive young actresses, Julia Adams and Mary Castle, turn in neat performances. Wrapped up in flawless color by Technicolor, for which color-consultant William Frietzsche rates special mention, this is a fine entertainment package that should result in strong box-office returns.

Director Walsh obtained credible performances from the entire cast and moved the story forward with a maximum of interest and suspense. The screenplay by Bernard Gordon, from a story by William Alland, details the constant moving which Hudson must do after killing a man in a poker fight in a setting after the Civil War in a state occupied by the Northern army. Hudson leaves his home because of a fanatically religious severe disciplinarian father and lives with his kindly uncle. Both roles are well played by John McIntire.

In self defense, Hudson eventually kills two of the brothers of the man he shot and he is wounded. Miss Castle, his sweetheart, is killed in one of his narrow escapes but he is aided by Miss Adams, a gambling saloon girl. The two live on his gambling earnings. Hudson marries Miss Adams but Texas Rangers capture him and he spends 16 years in jail. Pardoned, he returns to his family only to find his son a gun-slinging replica of his adolescence. Hudson is shot in the back in a bar argument involving his son but recovers and convinces his son living by the gun is not good, at the happy ending.

William Alland produced and used serviceable Western backgrounds effectively. This is a compact and skillfully-made entry that should account for itself well at the box-office.

Others in the cast are Hugh O'Brien, William Pullen, Glenn Strange, Lee Van Cleef, Michael Ansara, Race Gentry, Forrest Lewis, Bob Anderson and Stephen Chase.

Running time, 83 minutes. General audience classification. For January release.

WALTER PASHKIN

## Starr Names

(*Continued from page* 1)

ton; Council of Motion Picture Organizations, Sam Pinanski, Boston; theatre television, S. H. Fabian, New York; drive-ins, Jack Braunagel, Kansas City; public relations, Elmer Rhoden, Kansas City; national legislation, A. Julian Brylawski, Washington; state and local legislation, Robert Bryant, Rock Hill, S. C., and LaMar Sarra, Jacksonville; legal advisory, Herman M. Levy, New Haven; organization and membership, George Kerasotes, Springfield, Ill., and E. D. Martin, Columbus, Ga.; theatre equipment and accessories, Joseph J. Zaro, Nashville; arbitration, R. B. Wilby, Atlanta; building and safety codes, Henry Anderson, New York; research, Myron Blank, Des Moines.

## Foreign Earnings

(*Continued from page* 1)

also emphasized that 1947 was the last year for which absolutely complete data was available and that the later figures were all built up from a large industry sampling.

Of the total $160,000,000 earned overseas last year, $88,000,000 was earned in Britain, France and other North Atlantic Pact countries. Another $15,000,000 came from Canada and about $26,000,000 from Latin America. The remaining $31,000,000 came from the rest of the world.

## *FP-C Declares Dividend*

OTTAWA, Nov. 27.—Famous Players Canadian Corp., Ltd., has declared a dividend of 35 cents on common stock plus an extra 15 cents for the quarter ending Dec. 31, payable on Dec. 27 to shareholders of record Dec. 12.

## Col. Seeks Bond

(*Continued from page* 1)

$75,000 in cash or $50,000 worth of the company's securities to cover legal fees in case the suit is lost by the plaintiff. Levinkind said other Columbia minority stockholders would be approached for support in the posting of the bond. Weinberger, he added, owns more than 100 shares.

The suit seeks to enjoin the company and its officers from engaging in alleged anti-trust practices in connection with the production, distribution and exhibition of motion pictures. It also seeks an accounting of losses allegedly sustained by the company due to anti-trust suits.

## Zukor Jubilee

(*Continued from page* 1)

ute and of no activity that will reflect more honor and credit on our industry than the birthday and jubilee celebration you contemplate," the wire read. "Please count on COMPO and on each of us individually for fullest cooperation and support in your endeavor."

The lead-off event in the observance of Zukor's 80th birthday and 50th anniversary in the motion picture business will be a dinner in Hollywood on Jan. 7.

## *McVeigh to Assist in 'Hiawatha' Promotion*

Blake McVeigh, film publicist and exploiteer who recently handled special exploitation here for 20th Century-Fox, has been retained to assist Allied Artists' Eastern publicity representative Harry Goldstein in a promotion campaign for "Hiawatha," the Walter Mirisch production which had its premiere at the Bijou Theatre here last Monday.

# Texas Compo

(*Continued from page* 1)

The A theatre was used for the test. It had 750 seats, made three changes weekly (Sunday-Monday-Tuesday, Wednesday-Thursday, and Friday-Saturday); the admission price was 40 cents and the theatre played only single features. There were no road-show engagements and the theatre played product from all major companies, except one.

During the preferred time for 1951 the exhibitor did an average gross business of $989 weekly, paid an average film rental of 35 per cent and spent $45 for advertising.

The agreement between the exhibitor and the distributor was that the exhibitor increase his film rental to 40 per cent on his last year's average of $989 gross for his preferred time change. The distributor would receive 25 per cent of any additional gross over $989.

The picture which the exhibitor selected grossed $1,960 which was $971 over the previous year's average of $989. But the theatre paid a film rental of 32 per cent instead of an average 35 per cent the year before. The distributor last year received $346 on the average of $989 gross, while on the $1,960 gross he received $638. The exhibitor spent $75 for advertising against the $45 average for last year. (On this particular picture the distributor was asking for a sliding scale of 40 per cent through 50 per cent).

The picture chosen by the distributor grossed $1,680, which was $691 over the previous year's average of $989, but the exhibitor paid a film rental of 33 per cent instead of the average 35 per cent paid the previous year. The distributor last year received $346 average on the $989 average gross, while on the $1,680 he received $568. The exhibitor spent $70.50 for advertising against last year's average of $45. (On this particular picture the distributor was asking for a sliding scale of 37½ per cent through 50 per cent).

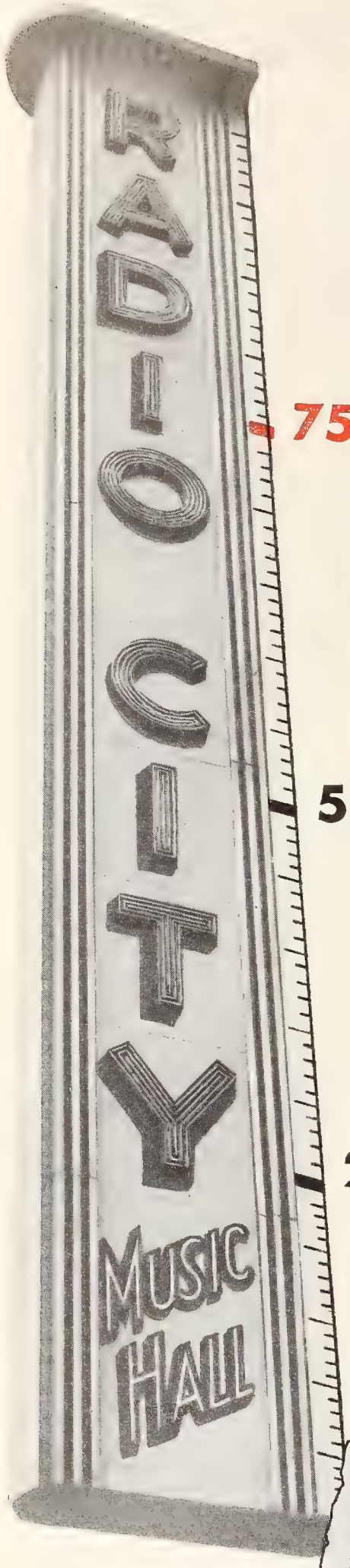
Observations disclosed that as a result of the increased attendance during the preferred time change, an increase of 11.8 per cent was noted for the two following changes of the same week.

Colonel H. A. Cole, co-chairman of Texas COMPO and chairman of the board of Allied Theatre Owners of Texas, commented on the plan as follows: "For practical purposes the program needs clarification and qualification. It can be enormously successful if the exhibitor selects only one picture from each film company and the distributor selects only one picture during a 12-month period. In my opinion the average exhibitor dissipates his efforts if he endeavors to sell more than 16 pictures a year. The superior and comprehensive selling of 16 pictures per year will carry the routine merchandising of the other pictues on the program to a substantial profit."

Rorex stated that, "for obvious reasons, due to the singular circumstances it would not be possible to disclose the distributor, the exhibitor and the two pictures involved."

## *Republic Dividend*

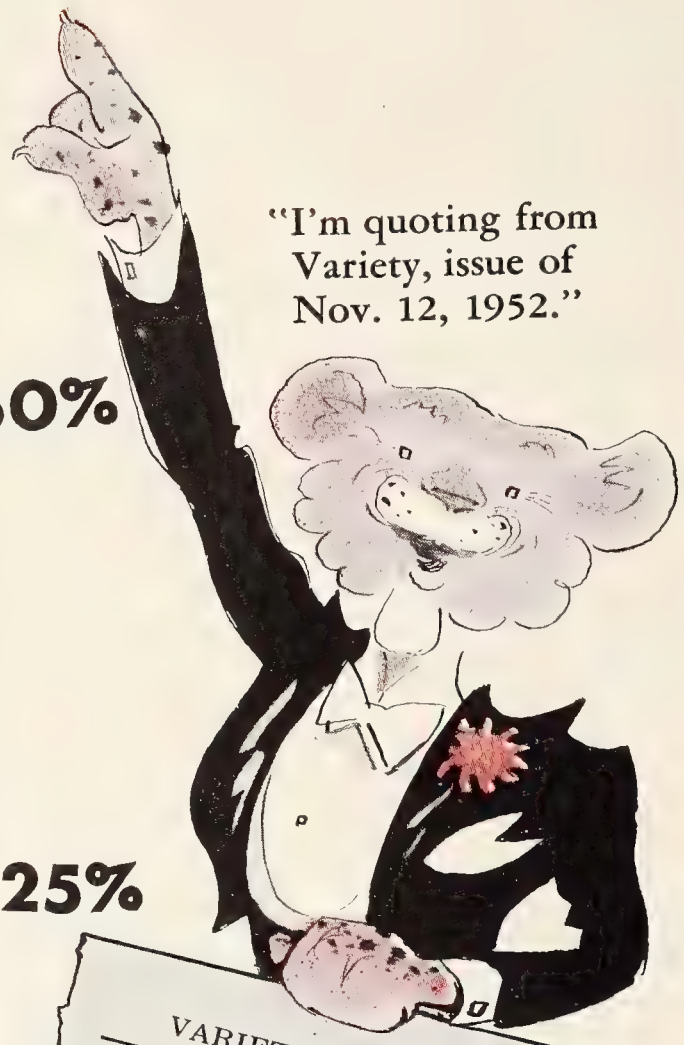
A dividend of 25 cents a share on preferred stock, payable Jan. 2, to stockholders of record on Dec. 10, has been declared by the board of directors of Republic Pictures.




75%

50%

25%



"I'm quoting from Variety, issue of Nov. 12, 1952."

VARIETY, ISSUE NOV. 12, 1952

## Metro Will Have Gotten 38 Weeks at Music Hall In '52; 'Ivanhoe' 8 Tops

With "Plymouth Adventure" at the Radio City Music Hall and "Million Dollar Mermaid" to follow as the Xmas-New Year's picture, Metro will have snared about 75% of the Hall's playing time for 1952, duplicating its 1951 record at the house. All in all, M-G-M pix will have graced the Hall's screen for a total of 38 weeks during '52.

"Ivanhoe" chalking up eight weeks, had the longest run for the year.

# AT THE MUSIC HALL WHICH PLAYS THE BIGGEST PICTURES

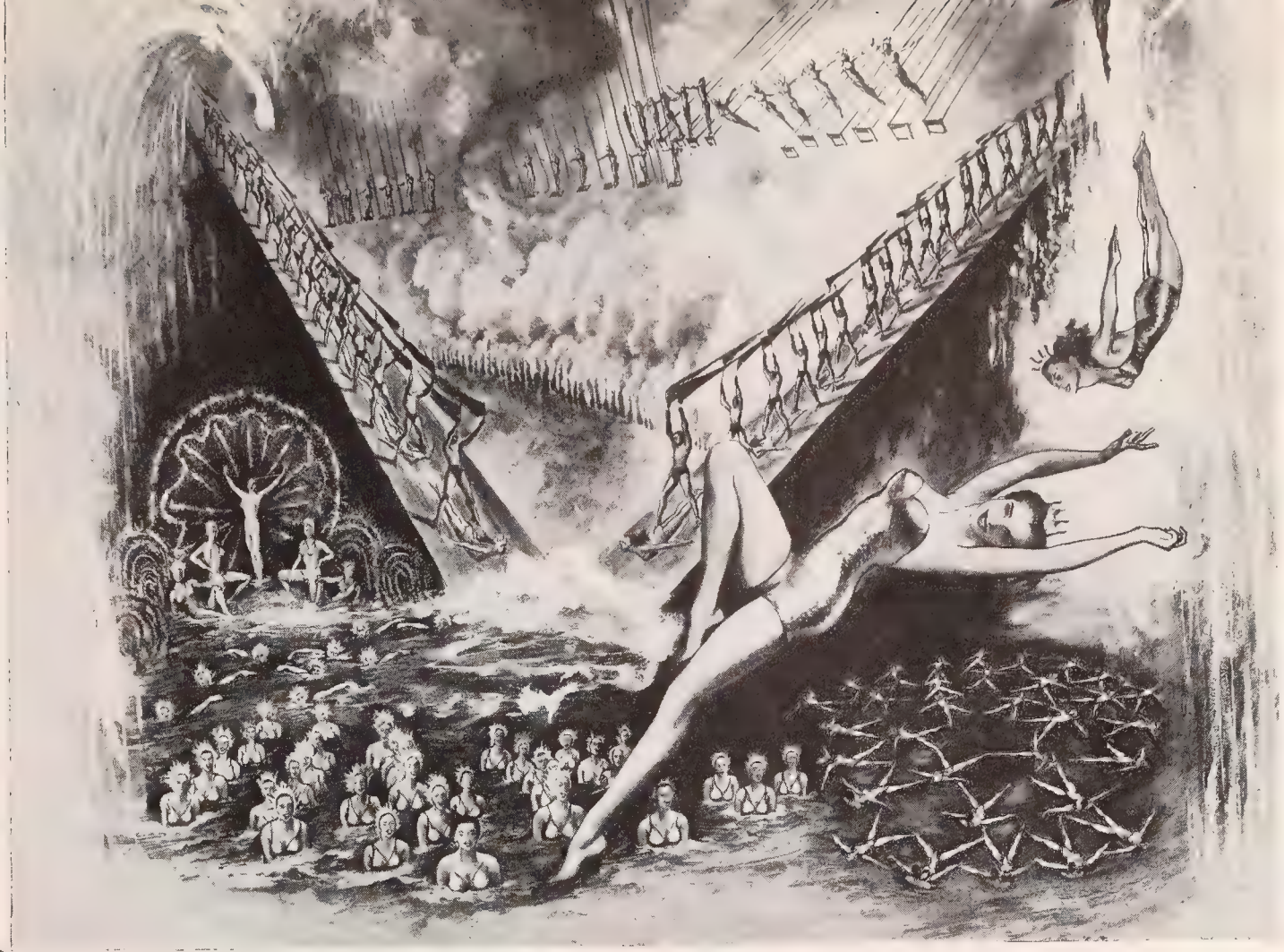
# 75% OF THE PLAYING TIME THIS YEAR (The same as last year!)

# IS M-G-M!

*M-G-M presents "MILLION DOLLAR MERMAID" starring Esther Williams Victor Mature • Walter Pidgeon David Brian • with Donna Corcoran • Color by Technicolor Screen Play by Everett Freeman Directed by Mervyn LeRoy • Produced by Arthur Hornblow, Jr.*

*M-G-M presents Lana Turner Kirk Douglas • Walter Pidgeon Dick Powell in "THE BAD AND THE BEAUTIFUL" co-starring Barry Sullivan Gloria Grahame • Gilbert Roland with Leo G. Carroll • Vanessa Brown • Screen Play by Charles Schnee • Based on a story by George Bradshaw • Directed by Vincente Minnelli • Produced by John Houseman*





## Next at the Music Hall

# "MILLION DOLLAR MERMAID"

"A solid hit! A big M-G-M Technicolor class show! It will clean up!" —*Hollywood Reporter*

## And next thereafter at the Music Hall

# "THE BAD AND THE BEAUTIFUL"

M-G-M's great drama, a sensation at this week's Trade Shows! Watch for the trade press raves!

**Start the New Year in Big-Time Style with M-G-M Attractions of Music Hall Bigness!**

# VAUGHN

## IDOL O

*Singing*

**in anoth**



A REPUBLIC PICTURE

Republic Pictures Corporation

with EDGAR BUCH

# MONROE

## MILLIONS

*Fighting ... Romancing*

**great action adventure!**

HERBERT J. YATES
Presents

# TOUGHEST MAN IN ARIZONA



TRUCOLOR BY CONSOLIDATED

Starring

VAUGHN MONROE · JOAN LESLIE

N · VICTOR JORY · JEAN PARKER · HENRY MORGAN · IAN MacDONALD

ry and Screenplay By JOHN K. BUTLER · Associate Producer SIDNEY PICKER · Directed By R. G. SPRINGSTEEN

## *Jarrico Decision Is Called Precedental*

**Hollywood, Nov. 27.—Superior Judge Orlando H. Rhodes' decision yesterday finding RKO Pictures justified in refusing screen credit to Paul Jarrico on "The Las Vegas Story," following the writer's discharge for refusing to answer official Un-American Activities Committee questions, is regarded here as importantly precedental with respect to the studio's right to allot or withhold screen credits.**

**As all talent guilds and some unions have provisions in their basic contracts with studios governing the manner in which screen credits may be apportioned, the Jarrico precedent apparently opens the way for the reconsideration of these agreements. It is believed, however, that studios would seek no more than a provision for the elimination of discredited names or similar limited modifications in existing pacts.**

# Review

## *"Blackbeard, the Pirate"*

*(RKO Pictures)*

ROBERT NEWTON chews up the scenery in this pirate film that contains more gore and violence than most vicious melodramas and which, because of its comic-book story and performances, will appeal mainly to the younger element.

It can be exploited for the leads, Linda Darnell and William Bendix, a plethora of fighting and swordplay, and much intrigue. Miss Darnell's beauty is breathtakingly displayed in lush color by Technicolor. The screenplay by Alan LeMay, from a story by DeVallon Scott, presents Newton as the famed pirate escaping destruction by the government, which is represented by former pirate Sir Henry Morgan, as played by Torin Thatcher. Newton has Miss Darnell, Morgan's intended bride, kidnapped as protection. Young surgeon Keith Andes is a government spy who is supposed to prove that Thatcher is still in league with buccaneers.

Miss Darnell has a fortune in jewels which is taken by Newton and buried by him on an island. Thatcher arrives for combat and Newton is defeated but escapes. Newton later captures a ship with Andes and Miss Darnell aboard. His crew mutinies, demanding treasure shares. Andes and Miss Darnell vow their mutual love and escape, while Newton is buried alive on shore at the gruesome fadeout.

Edmund Grainger produced economically. Raoul Walsh's direction emphasized the action and allowed for broad performances. Andes turns in the most solid acting job; others in the cast are Irene Ryan, Alan Mowbray, Richard Egan, Skelton Knaggs, Dick Wessel, Anthony Caruso, Jack Lambert, Noel Drayton and Pat Flaherty.

Running time, 99 minutes. General audience classification. Release date, Dec. 25.

WALTER PASHKIN

## Cole Touring

*(Continued from page 1)*

and he leaves Dallas tomorrow by plane for San Francisco where he will talk with H. V. (Rotus) Harvey, Ben Levin, Homer I. Tegtmeier, and Roy Cooper, state tax committee chairman, to discuss the campaign. He will leave San Francisco on Monday for Seattle to confer with William J. Connor, Hamrick Theatres; George DeWaide, B. F. Shearer Co., and Fred Danz, Jr., state tax committee chairman, of Sterling Theatres, Inc.

### Will Leave Wednesday

He will leave Wednesday for Portland, Oregon, to talk with William Graeper, state committee chairman, and Art Adamson. He will arrive in Los Angeles on Thursday where he has arranged discussions with Charlie Skouras and Bud Lowlier, of National Theatres; Burton Jones of La Mesa Theatres; Hugh Bruen, Al O'Keefe and Harry Vinnicof of Vinnicof Theatres. He will depart for Chicago on Dec. 9 to meet R. J. O'Donnell and attend the national COMPO meetings.

## *Columbia Signs Sitwell*

Columbia Pictures has signed Edith Sitwell, British poetess, novelist, historian and critic, to prepare for the screen her own novel, "Fanfare for Elizabeth," story of the life of Anne Boleyn. Walter Reisch will collaborate on the screenplay.

## 20th Earned

*(Continued from page 1)*

period marked the division of the company into separate production-distribution and exhibition units, with National Theatres, the new exhibition company, taking over the operation of the Roxy.

The $2,147,628 earnings of the corporation for the same period in 1951 amounted to 69 cents per share, after deduction of preferred dividends, on the then outstanding 2,769,396 shares. This compares with this year's $1.39 per share of common stock earned in the 39-week period, when there was no deduction for preferred dividends.

Total income for the 39 weeks in 1952 was $119,120,437, compared to $119,120,446 for the same period of 1951. The company reported that gross income from film rentals in the 1952 period totaled $67,149,364, against $66,050,817 in 1951, and that theatre receipts totaled $41,508,215 in the 1952 period, against $43,618,276 in 1951.

The change in accounting procedure was made, it was explained, in order to consolidate foreign operations for the same periods as domestic operations. Foreign operations had previously been consolidated five weeks in arrears of domestic, but improved airmail service now makes it feasible to state them for the same dates, it was stated.

It was also announced that a quarterly cash dividend of 25 cents per share on the outstanding common stock had been declared payable Dec. 24 to stockholders of record on Dec. 9.

## *Ampa Guests Talk On Ad Mechanics*

The Associated Motion Pictures Advertisers showmanship course which was cancelled last night because of the holiday will be resumed next Thursday evening at the Hotel Woodstock. The topic will be "Mechanics." William Boley, of the Buchanan Advertising Co. will be chairman for the session which will feature speakers and a film on gravure printing.

Speakers slated are Benjamin Keen, of Ad-Set Service, on typography; Tom Walsh, of Wilbar Photo Engraving, on engraving; Frank Neubert, of Riley Electrotype Co., on mats and types, and Richard T. Habel, of Intaglio Printing, who will deliver a lecture accompanying the film.

## Release Granted in Jackson Pk. Decree

CHICAGO, Nov. 27.—Some modifications of the Jackson Park decree have been granted by Federal Judge Michael Igoe, who handed down an order which read in part: "No doubt the separation of interests required by the Paramount decree will eventually be effective to eradicate all illegal concert between producer-distributors and the exhibitor branch of the industry."

The court granted some modification in regard to: Licensing of double features in first-run houses, granting the request in the Balaban and Katz petition to eliminate the necessity for getting specific permission from the Jackson Park for each first-run double feature booking (which permission had been granted tacitly on a blanket basis by the Jackson Park); clearance on pictures that are booked for two weeks and pulled prior to the end of the scheduled run because of poor business shall be 10 days, to give the film companies adequate time to get the picture into release for subsequent runs; and the burden of enforcement of the provision of the decree that forbids booking of double features "in such a manner as to deny product at a reasonable price to the Jackson Park" shall be shifted from Balaban and Katz to the distributors.

Requests were denied in the B. and K. petition to eliminate the two-week restriction on first-runs without specific exemption by the court on individual pictures, and to change the present distribution set-up to provide for "reasonable" clearance between first Chicago runs and first subsequent run. The present distribution set-up, which was continued, calls for immediate release of pictures to first outlying runs when they wind up their first Chicago runs.

The order also stated that "we think that completion of divestiture did not result in such immediate change in relationships between distributors and exhibitors as to require immediate relaxation of restraints in an industry whose members have been described (by the Supreme Court) as having 'shown a marked proclivity for unlawful conduct'."

Meanwhile, Judge Igoe granted a first-run of up to eight weeks for the RKO-Goldwyn release of "Hans Christian Andersen," with an admonition to RKO Radio Pictures, whose "Peter Pan" was granted an extended run but will not be played here until mid-February, that pictures must be played off within a reasonable time after they are granted extended running time.

## *Lists Tastes of Hometowners*

Trueman T. Rembusch, Indiana exhibitor and one of the triumvirate which heads the Council of Motion Picture Organizations, has probed the motion picture tastes of hometown Americans in 32 states and his findings appear in the December issue of *The American Magazine,* on newsstands today, in an article written by Martin Bunn. Summarized, the masses expressed their cinematic likes and dislikes as follows:

We don't care much for present-day Academy Award pictures. The last five Oscar winners were superb productions, technically, but most of the folks who saw them found them comparatively dull.

We aren't even slightly impressed any more by super-productions costing $10,000,000.

We are losing our appetite for love. At one time when the word "love" was in the title, fans stormed the doors. Now that word is poison.

We want no messages in our entertainment.

Rembusch found that John Q. Public, in his search for relaxation and entertainment, is not serious-minded. Sometimes we pass up first-class entertainment because we suspect a preachy picture. "My Son John," an exposure of Communism, and "I Was a Communist for the FBI" were great shows, but they drew relatively slim audiences.

Most of us don't go for "arty" or "longhair" pictures. As a rule we don't like foreign productions.

We usually don't give a hoot, either, for professional critics' opinions of a picture.

We've had enough run-of-the-mine Westerns.

We are sharply divided on double bills.

We average people pick our favorite actors usually because they have warm, lovable personalities.

We don't object to "cheesecake" but we wonder why producers don't spend more time developing another Shirley Temple.

Most of us like drive-in theatres.

Here is the Rembusch list of stars for whom most family people, old and young, have "a real affection":

Percy Kilbride and Marjorie Main, Martin and Lewis, John Wayne, Abbott and Costello, Francis the Talking Mule, Alan Ladd, Esther Williams, June Allyson, James Stewart, Doris Day, the Bowery Boys, Susan Hayward.

## *Idzal Sets New Scale*

DETROIT, Nov. 27.—Starting yesterday, Dave Idzal, managing director of the Fox Theatre here, introduced a special family and shoppers bargain price. The admission price for children will be 21 cents, plus tax, and for adults, 62 cents, plus tax, until 2:00 P.M. The regular admission price is 35 cents for children and 95 cents for adults.

NEWS WHILE IT IS NEWS

# MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 72. NO. 104 NEW YORK, U. S. A., MONDAY, DECEMBER 1, 1952 TEN CENTS

## *Tradewise . . .*

By SHERWIN KANE

CURRENT consideration being given to the convening of a conference on arbitration to discuss Allied States' objections to the distributors' proposed draft in order to determine what, if anything, might be done to meet those objections appears to be a start in the right direction.

The holding of such a meeting is a logical first step, if industry arbitration efforts are not to be summarily abandoned. And without Allied participation, the idea might just as well be abandoned. Even conceding the wholly questionable possibility that the Department of Justice and the Federal court would sanction an arbitration plan which did not have Allied approval, there remains the plain fact that without that large segment of independent exhibition participating, any industry arbitration system would be incomplete and very likely ineffectual.

The main inducement to distributors of an arbitration system is the promise it holds of reducing the number of anti-trust actions instigated by exhibitors. Without Allied participation that aim never could

(*Continued on page 2*)

## NEWS FLASHES

WASHINGTON, Nov. 30.--On Friday the FCC's broadcast bureau asked that the Commission throw out hearing examiner Leo Resnick's approval of all applications involved in the catch-all UPT-ABC proposed merger hearings and further requested oral arguments.

•

COLUMBUS, Nov. 30--According to T. W. Kienlan of the Treasury Department in Washington, should the free admission policy as practiced by the 321-seat Little Theatre here become widespread, the Internal Revenue Bureau would have to "work out a regulation to cover the situation." The plan has been in effect for the past two weeks.

## *Allied Willing To Renew Arbitration Plan Discussions*

Allied leaders are willing to sit down and discuss possible changes in the distributors' arbitration formula whenever such a meeting is called, Wilbur Snaper, Allied president, said here at the weekend. He pointed out, however, that no official action could be taken until after the Allied board meets in New Orleans in January.

"We did not reject arbitration at our convention in Chicago," Snaper said. "We merely turned down the industry draft in its present form. It is possible that we can straighten out all the so-called minus points at the proposed meeting so that a revised plan can be submitted to the directors."

Meanwhile, no parlays have been

(*Continued on page 5*)

## Lou Smith Named Zukor Jubilee Aide

Lou Smith, currently handling "Movietime, U.S.A." for the Council of Motion Picture Organizations in Hollywood, has been named by R. J. O'Donnell as his executive aide on the Adolph Zukor "Golden Jubilee" celebration which will be launched early in 1953 under the auspices of Variety Clubs International.

Smith will operate from Hollywood and New York during the coming

(*Continued on page 4*)

## *61 New Canadian Houses; 69 in Work*

**Toronto, Nov. 30.—A total of 61 new theatres have opened in Canada since the beginning of the year. Twenty-three were drive-ins. Under construction now are 32 standard-type houses and 12 drive-ins. Work will continue as long as weather permits on the drive-ins and will be completed early next year in time for spring opening.**

**On the planning boards are 14 indoor projects and 11 drive-ins.**

## *Rogers, New Deputy Attorney General, Close to Industry*

WASHINGTON, Nov. 30.—The appointment of William P. Rogers as U. S. Deputy Attorney General in the administration of President-elect Eisenhower places a man close to the motion picture industry in a key spot in the Department of Justice. Rogers, whose home is in Baltimore, is the Washington representative of the law firm of Dwight, Royall, Harris, Koegel and Caskey, legal counsel of 20th Century-Fox.

In his position as Deputy Attorney General, Rogers is certain to be an important factor in determining the

(*Continued on page 5*)

## *'Bwana' in Natural Vision Breaks Records on Coast*

By WILLIAM WEAVER

HOLLYWOOD, Nov. 30.—While the self-conscious local press and profession waged a heated debate over the present and future prospects of Natural Vision 3-dimension process and Arch Oboler's "Bwana Devil," both of which world-premiered at Hollywood and Los Angeles Paramount theatres last Wednesday night, plain citizens with ticket money in hand queued up at both houses throughout the biggest weekend business in years, and practical exhibitors began pressing for bookings and playdates. As has happened repeatedly in the industry's history, the paying public immediately placed its stamp of approval on an innovation the trade itself had regarded with diffidence.

The attraction shattered the opening-day records of both houses in spite of the fact that local newspaper reviewers, who saw the picture for the first time at the premiere, dis-

(*Continued on page 5*)

## Col. Writes Off Color Films At Slower Rate

Because foreign revenues and the longevity of returns from a feature production are materially different for pictures in color as opposed to black-and-white films, Columbia Pictures has revised its world amortization tables for feature productions.

The new tables are segregated into black-and-white and color features,

(*Continued on page 5*)

## Slate Bendix Theatre TV Meet Dec. 30

### *Teleconference Arranges Cross-country Deal*

A national dealers meeting, utilizing the medium of theatre television, will be held on Dec. 30 by the Bendix Home Appliances Division of the Avco Manufacturing Co. The telecast, arranged by the newly-organized firm of Teleconference, Inc., of New York, will be carried to every key market area in the country, in at least 42 theatres in 42 cities, it was indicated.

**The joint statement of Bendix and Teleconference stated that the one-hour program will originate in the Garrick Theatre, Chicago, at about noon. An audience potential of more than 100,000 of the company's distributors, dealers, salesmen and invited guests was envisioned.**

The extensiveness of the second deal for the commercial "off-hour" utilization of theatre TV tops the first

(*Continued on page 4*)

## Atlas Corp. Reported Top Bidder for RKO

Atlas Corp. was reported at the weekend to be the most important bidder for the Ralph Stolkin group's controlling interest in RKO Pictures. Although other syndicates are still angling for the deal, Atlas was said to have the inside track.

If such a deal should be consummated, control would pass back to the organization that once held the stock. Floyd Odlum's Atlas Corp. sold its major interest in RKO to Howard

(*Continued on page 4*)

## MGM to Start 15 In Next 3 Months

HOLLYWOOD, Nov. 30.—Fifteen pictures have been scheduled to start during the coming three months, which will maintain M-G-M's 1952-53 program at an increasingly high level of production well into the new year, it has been announced by Dore Schary, vice-president in charge of production.

Decisions on continued acceleration of production and future planning

(*Continued on page 4*)

# Personal Mention

CHARLES EINFELD, 20th Century-Fox vice-president, left here over the weekend by plane for the Coast. He plans to remain there a week.

•

ROBERT H. O'BRIEN, secretary-treasurer of United Paramount Theatres, was due to arrive in Chicago from New York at the weekend and is expected to return here Wednesday.

•

LEON BAMBERGER, RKO Radio sales promotion manager, will address the Allied Theatres of Indiana convention being held in Indianapolis today and tomorrow.

•

GRACE GUILLEN, secretary in the Universal foreign department, will be married Dec. 13 to ARTHUR ANGAROLE.

•

URSULA RANK, daughter of J. ARTHUR RANK, was married to ROBERT LANCELOT NEWTON on Thursday in London.

•

LEE R. BOBKER, formerly with Campus Film Productions, has joined Dynamic Films here as executive producer.

•

R. J. INGRAM, Columbia Southern district manager, and GEORGE ROSCOE, Atlanta branch manager, have returned to that city from Chicago.

•

MALCOM JOHNSON, formerly with 20th Century-Fox in Atlanta, has joined Kay Exchanges there as a sales representataive.

•

HARRY GOLDSTEIN, Allied Artists publicity representataive, left here at the weekend for Chicago.

•

LYNN FARNOL has left here on a five-city tour; he is due to return here on Dec. 8.

•

MATTHEW RAPF, M-G-M producer, has gone to Melbourne, Fla., from Hollywood.

•

ALBERT LEWIN, M-G-M producer, will leave Hollywood by plane Dec. 9 for England and France.

## Boston Notables At Goldwyn Tribute

BOSTON, Nov. 30.—Prominent Bostonians have been invited to a luncheon in honor of Samuel Goldwyn to be given Tuesday at the Ritz Carlton, in honor of his "consistent record of holding to the best traditions in bringing the best films before the public."

Before the luncheon the guests will attend a private showing of "Hans Christian Andersen." In addition to Goldwyn and Mrs. Goldwyn, among those who are slated to be present are Governor Paul A. Dever, Governor-elect Christian A. Herter, Mayor John B. Hynes, Danish consul Earle W. Eames, Serge Semenenko, vice-president of the First National Bank of Boston, and others.

# Cites Industry for Aid On Election Day Turnout

C. M. Vandeburg, executive director of the American Heritage Foundation, has cited the motion picture industry for the "monumental role" it played in aiding the recent record-breaking 60,000,000 election-day turnout.

He stated, "In an outstanding and generous way, the Motion Picture Association of America, its member companies and the exhibitors of the country turned their energies to the cause of good citizenship in this election. Without this signal devotion to better citizenship, the unprecedented vote could not have been achieved."

"Of the 51 national organizations and industry groups which worked with the American Heritage Foundation to get out the vote," he said, "none did more to convey the appeal to the public than the country's mass communications media. The unique power and impact of the theatre screen and its vast weekly attendance made the contribution of the motion picture industry all the more significant and valuable."

"The Motion Picture Association of America and its member companies, in cooperation with the exhibitors of the nation actually did more than urge movie-goers to register and vote," it was stated. "Through newsreels, trailers and specially produced short subjects, they acquainted the public with the dominant issues of the campaign and devoted two entire newsreel editions to each of the Presidential candidates."

From Aug. 4 to election day, the film industry's five newsreels ran more than 200 sequences highlighting the candidates and their views as they toured the nation. Trailers on every newsreel issued for three months prior to the election exhorted movie-goes to register and vote. Motion picture companies and hundreds of theatres supplemented their efforts by inserting register-and-vote appeals in their newspaper ads. A few enthusiastic exhibitors even went so far as to provide free admissions to people in their community who voted, it was explained.

During the pre-election months, film companies also made available to civic and community organizations taking part in the register-and-vote campaign specially prepared film shorts and trailers that emphasized the importance of voting.

## Big RCA Screen to Bow at RKO Here

The world premiere of Syncro-Screen, described as the largest screen ever made by RCA, will be held here at the RKO 58th Street Theatre on Friday.

Projected on the big screen, which is three times the size of regular one at the theatre, will be the dual attraction "Way of a Gaucho" and "Lure of the Wilderness." Before its premiere, RKO has scheduled a series of newspaper advertisements in local papers heralding the event.

There will be a demonstration on Wednesday for the trade press and New York newspaper film editors.

# Tradewise . . .

(*Continued from page* 1)

be importantly realized. Moreover, without Allied, the workings of the system could be hamstrung by refusals of many independent exhibitors to intervene in or respond to arbitration complaints involving competitive situations of which they are a part. Clearance and run, bidding and other complaints would be particularly difficult to resolve if they involved Allied members who ignored them. Arbitration awards made without the intervention of Allied members who were affected by them well might lead to more, not less, litigation.

Therefore, if it is possible to bring Allied back into the fold, and the door does not appear to be forever closed, a conference to determine when and how that might be accomplished, would be eminently worth the time and effort it requires.

The Allied board at its Chicago meeting emphasized that neither it nor the organization as a whole is "opposed to arbitration and yields to no one in their devotion to that concept."

In other words, the present opposition within Allied is directed only at the distributors' draft as it now stands, and not to arbitration *per se*.

What, then, must be done to remove that opposition?

First, of all, Allied has said, an arbitration plan which it can approve must promise "direct, immediate and substantial benefit to exhibitors." If Allied can be convinced that an industry arbitration plan meets that basic requirement and does not contain provisions "which are not deemed to be in the exhibitors' interest," it might then be determined whether Allied would not be willing to waive its only other requisite—the arbitration of film rentals.

These are matters requiring a conference of the arbitration principals. If they can be resolved, and that does not seem beyond the realm of possibility, it could well be that a better arbitration plan than that now proposed, could result. If so, Allied's stand might become overnight a valuable contribution to the industry at large, rather than the negative obstruction which some now hold it to be.

# Newsreel Parade

*PARACHUTE air drop of supplies in Korea is highlighted in current newsreels. Featured also are George Meany's appointment as new American Federation of Labor president, Eric Johnston's trip to Latin America, President-Elect Eisenhower's appointment to Government posts of two women, and the Vishinsky rejection of the Indian proposal on Korea at the United Nations.*

**MOVIETONE NEWS, No. 97**—French battle Red offensive in Indo-China. Eisenhower names two women to jobs in Government. Assam tribes honor Nehru. Paratroops on alert in Korea. O'Dwyer quits Mexico post. Marshall Tito is reelected. Eric Johnston in Latin America. Florida picks Miss Tangerine.

**NEWS OF THE DAY, No. 227**—Air drops filmed in Korea. Vishinsky vs. Acheson at U.N. MPPA president Eric Johnston in Rio meet with Brazilian president Vargas. AFL elects George Meany. Bill Stern's All-American stars and plays of 1952.

**PARAMOUNT NEWS, No. 30**—George Meany named AFL president. Vishinsky says "No" to Indian proposed on Korea. Eric Johnston in Brazil with Brazilian president Vargas. Mrs. Eisenhower honored by the USO. Women appointees in new administration. Paramount 1952 All-American team.

**TELENEWS DIGEST, No. 48B** — Air Force "Flying Boxcars" supply troops in Korea by air. Last rites paid to former AFL president Green. One man crusade against Communism waged by Ambrose P. Salmini. Fiberfrax, new fiber that withstands extreme heat. British prepare for coronation. Italian sportsmen go boar hunting in Tuscany. Tennis champion retains title in ancient game.

**UNIVERSAL NEWS No. 417** — Korea paratroops. Motion Picture Pioneers choose Nate J. Blumberg leader of the year. Britain's new amphibious jeep. Seattle's fourth annual Santa Claus parade. French observatory examines cosmic rays.

**WARNER PATHE NEWS, No. 32**—Visitors pour into President-Elect Eisenhower's busy headquarters. Paradrop in Korea. George Meany named new AFL chief. Medal of Honor awarded to Korea hero. Eric Johnston calls on president Vargas of Brazil. Motion Picture Pioneers honor Nate Blumberg. New designs in fashions for resorts. Philadelphia Eagles-Cleveland Browns football game.

## SAG TV Commercial Strike on Today

The Screen Actors Guild's strike against producers of filmed television commercials is scheduled to begin nationally today.

On the eve of the strike, an SAG representative in the East reported that the Guild has been pledged full cooperation from the "Four A's," Members of Actors Equity and the American Federation of Television and Radio Artists have been alerted by mail about the strike. The SAG spokesman added that TV commercial producers have been warned that the hiring of non-union talent would lead to the advertised product being put on the "unfair list" of the American Federation of Labor.

The strike will not affect commercial telecasts which already have been produced. Such telecasts will continue to be seen on home television sets.

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## *Cites 'Daily's' Aid To 'Jimmy' Fund*

**Arthur H. Lockwood, general chairman of the 1952 "Jimmy" Fund, the children's cancer research foundation sponsored by the Variety Club of New England and the Boston Braves baseball team, has expressed the appreciation of the trustees of the Fund for cooperation accorded by *Motion Picture Daily*.**

**In a letter to the editor, Lockwood says: "We are fully aware that the successful results of the 1952 'Jimmy' Fund Drive would never have been possible without the excellent cooperation we have received from *Motion Picture Daily*.**

**"During the course of our campaign your fine publication has given most generously of space, and has been the medium that brought the 'Jimmy' Fund to the attention of the people in the motion picture industry."**

# Heads of Universal To Meet on Coast

Universal Pictures' distribution and promotion executives will join the company's production heads at the Universal-International Coast studios for a week-long series of top level policy and planning sessions starting Monday, Dec. 8, covering production, distribution and promotion for the coming year, Alfred E. Daff, executive vice-president, announced at the weekend.

The company's division and district sales managers will participate in the meetings as well as Eastern and Western promotion executives. Among studio executives at the meetings will be William Goetz, in charge of production; David A. Lipton, vice-president in charge of advertising-publicity; Edward E. Muhl, vice-president and general manager of the studios; Al Horwits, and others.

Milton R. Rackmil, president; Daff and Charles J. Feldman, general sales manager, left New York over the weekend for Hollywood in advance of the meetings. N. J. Blumberg, chairman of the board, and Adolph Schimel, vice-president and general counsel, will leave later this week.

Charles Simonelli, Eastern advertising-publicity department manager, Philip Gerard, Eastern publicity manager and Jeff Livingston, Eastern advertising manager, will leave New York tomorrow. Ben Katz, Midwest promotion representaative, will join them.

Also scheduled to leave later this week are Ray Moon, assistant general sales manager; F. J. A. McCarthy, Southern and Canadian sales manager; P. T. Dana, Eastern sales manager; Foster M. Blake, Western sales manager; James J. Jordan, circuit sales manager; Harry Fellerman, sales head of U-I's Special Films Division, and A. W. Perry, head of Empire-Universal in Canada which distributes Universal films there.

District managers will include David A. Levy, from New York; James Frew, Atlanta; Manie M. Gottlieb, Chicago; Henry J. Martin, Dallas; P. F. Rosian, Cleveland; Lester Zucker, Kansas City; John J. Scully, Boston, and Barney Rose from San Francisco.

# *Review*

## *"Come Back, Little Sheba"*

(*Hal B. Wallis-Paramount*) *Hollywood, Nov. 30*

THIS distinguished production by Hal B. Wallis of a stage play by William Inge which ran up a big Broadway success, both commercial and artistic, is exceptional in so many ways, as a motion picture theatre attraction, as to present problems as well as promise of profit to the practical showman.

Foremost on the plus side of the picture's prospects is the brilliant performance of Shirley Booth in the principal role, a performance already widely described, quite properly, as an achievement of Academy Award calibre.

At the other pole of the property, concerning the considerations of a practical showman, is the drunk scene in which the alcoholic of the story shouts accusations at his wife in which the word "slut," unfamiliar on the screen and in most homes, is reiterated as a keynote.

High in the scale of assets is the presence of Burt Lancaster, the strongest name in the cast and proving here that he's as fine an actor as he is an athlete.

Less likely to startle cinema customers than the loose use of the word "slut" are candid references by husband and wife to the unrestrained nature of their courtship, the resultant necessity of their wedding, and the casual candor of dialogue from beginning to the end of the picture—but likely enough.

Strictly plus values are Richard Jaeckel and Terry Moore, strikingly proficient young performers who make their portrayals of sex-happy college students realistic beyond usual screen requirements.

Excellent direction by Daniel Mann, and fine supporting performances by Philip Ober, Lisa Golm and Walter Kelley have much to do with making the film a rounded, convincing drama.

In common with most other pictures made from stage plays, this one is more mental than physical, more concerned with emotions than with motion, and with character study, delineation, and dramatic observation. Miss Booth plays the listless but loving wife of Lancaster, a chiropractor whom Alcoholics Anonymous has kept sober for a year before the picture opens, and the issues between them are too much for their mentalities to cope with. By the end of the picture they appear to have got hold of their hopes again, as has happened often during their 20 years together. The how, the why and so forth are what the picture's about.

The picture is, quite completely, a filming of a stage play, rather than a motion picture. There is no apparent intent to make it seem other than that. In view of the success of the play, that doubtless is what it should be.

The production may be offered to the public, if an exhibitor choose to do so, as evidence that the screen is becoming adult, as the saying goes. If it becomes any more adult than "Come Back, Little Sheba" we're going to have a new kind of motion picture business to deal with, and it won't be for the kiddies, nor for the family audience, but rather for the patronage that supports the Broadway stage.

"Come Back, Little Sheba" was produced originally by the Theatre Guild, probably not this well.

Running time, 90 minutes. Adult audience classification. For February release.

WILLIAM R. WEAVER

## *'Little Sheba' Opens Dec. 23 at Victoria*

"Come Back, Little Sheba," Paramount's Hal Wallis production of the Theatre Guild stage play, starring Burt Lancaster and Shirley Booth, will have a premiere at the Victoria Theatre here on Dec. 23. The film of the William Inge play marks the screen debut of Miss Booth, who recreates the role for which she won five theatrical and newspaper awards.

Stars from Broadway and Hollywood and celebrities from other fields are to attend the premiere of the prerelease world engagement.

## *Brandt Co-chairman Of JDA Dinner*

Harry Brandt, an honorary chairman of the current Joint Defense Appeal campaign, and JDA national treasurer Edmund Waterman will serve jointly as chairmen of a dinner honoring Richard Rodgers and Oscar Hammerstein 2nd, to be held Wednesday evening at the Hotel Pierre in behalf of the JDA's current drive.

## *Alex Gottlieb to Make 5 for Warner*

HOLLYWOOD, Nov. 30. — Warner Brothers has completed negotiations for the distribution of five feature pictures to be delivered to the company by producer Alex Gottlieb.

The first will be "The Blue Gardenia," starring Anne Baxter, Richard Conte, Ann Sothern and Nat King Cole. Filming of "Blue Gardenia" will start this week with Fritz Lang directing. Charles Hoffman wrote the screenplay from Vera Caspary's original story.

## *4 UA Releases Now At Broadway Houses*

There are currently four United Artists releases playing on Broadway. Charles Chaplin's "Limelight" is at the Astor, "Breaking the Sound Barrier" is showing at the Victoria; "Kansas City Confidential" is on the Globe screen, and "Outpost in Malaya" is playing Loew's State.

## *Loew's, Ltd., Profit*

TORONTO, Nov. 30.—Marcus Loew's Theatres, Ltd. of Canada reports a net profit of $84,944, or $11.32 a share for the year ended Aug. 28, compared with a profit of $84,140, or $11.22 a share in 1951.


**RKO RADIO PICTURES, Inc.**

**TRADE SHOWINGS of**

**FREDERICK BRISSON'S**

**presentation of**

**"NEVER WAVE AT A WAC"**

| | | | |
|---|---|---|---|
| ALBANY<br>Fox Scr. Rm.<br>1052 B'way | Mon. 12/8 | 2:30 | P.M. |
| ATLANTA<br>RKO Scr. Rm.<br>195 Luckie St., N.W. | Mon. 12/8 | 2:30 | P.M. |
| BOSTON<br>RKO Scr. Rm.<br>122-28 Arlington St. | Mon. 12/8 | 10:30 | A.M. |
| BUFFALO<br>Mo. Pic. Oper.<br>Scr. Rm.<br>498 Pearl St. | Mon. 12/8 | 2:00 | P.M. |
| CHARLOTTE<br>Fox Scr. Rm.<br>308 S. Church St. | Mon. 12/8 | 2:00 | P.M. |
| CHICAGO<br>RKO Scr. Rm.<br>1300 S. Wabash Ave. | Mon. 12/8 | 2:00 | P.M. |
| CINCINNATI<br>Palace Scr. Rm.<br>12 East 6th St. | Mon. 12/8 | 8:00 | P.M. |
| CLEVELAND<br>Fox Scr. Rm.<br>2219 Payne Ave. | Mon. 12/8 | 2:30 | P.M. |
| DALLAS<br>Rep. Scr. Rm.<br>412 S. Harwood St. | Mon. 12/8 | 2:30 | P.M. |
| DENVER<br>Para. Scr. Rm.<br>2100 Stout St. | Mon. 12/8 | 2:00 | P.M. |
| DES MOINES<br>Fox. Scr. Rm.<br>1300 High St. | Mon. 12/8 | 1:00 | P.M. |
| DETROIT<br>Blumenthals<br>Scr. Rm.<br>2310 Cass Ave. | Mon. 12/8 | 2:30 | P.M. |
| INDIANAPOLIS<br>Univ. Scr. Rm.<br>517 N. Illinois St. | Mon. 12/8 | 1:00 | P.M. |
| KANSAS CITY<br>Para. Scr. Rm.<br>1800 Wyandotte St. | Wed. 12/10 | 2:30 | P.M. |
| LOS ANGELES<br>RKO Scr. Rm.<br>1980 S. Vermont Ave. | Mon. 12/8 | 2:00 | P.M. |
| MEMPHIS<br>Fox Scr. Rm.<br>151 Vance Ave. | Mon. 12/8 | 12:15 | P.M. |
| MILWAUKEE<br>Warner Scr.<br>Room<br>212 W. Wisconsin Ave. | Mon. 12/8 | 2:00 | P.M. |
| MINNEAPOLIS<br>Fox Scr. Rm.<br>1015 Currie Ave. | Mon. 12/8 | 1:30 | P.M. |
| NEW HAVEN<br>Fox Scr. Rm.<br>40 Whiting St. | Mon. 12/8 | 2:00 | P.M. |
| NEW ORLEANS<br>Fox Scr. Rm.<br>200 S. Liberty St. | Mon. 12/8 | 2:30 | P.M. |
| NEW YORK<br>RKO Scr. Rm.<br>630 Ninth Ave. | Mon. 12/8 | 2:30 | P.M. |
| OKLAHOMA<br>Fox Scr. Rm.<br>10 North Lee St. | Mon. 12/8 | 10:30 | A.M. |
| OMAHA<br>Fox Scr. Rm.<br>1502 Davenport St. | Mon. 12/8 | 1:30 | P.M. |
| PHILADELPHIA<br>RKO Scr. Rm.<br>250 N. 13th St. | Mon. 12/8 | 2:30 | P.M. |
| PITTSBURGH<br>RKO Scr. Rm.<br>1809-13 Blvd. of Allies | Mon. 12/8 | 1:30 | P.M. |
| PORTLAND<br>Star Scr. Rm.<br>925 N.W. 19th Ave. | Mon. 12/8 | 2:00 | P.M. |
| ST. LOUIS<br>RKO Scr. Rm.<br>3143 Olive St. | Tues. 12/9 | 1:00 | P.M. |
| SALT LAKE CITY<br>Fox Scr. Rm.<br>216 E. 1st St. South | Mon. 12/8 | 1:30 | P.M. |
| SAN FRANCISCO<br>Fox Scr. Rm.<br>245 Hyde St. | Mon. 12/8 | 2:00 | P.M. |
| SEATTLE<br>Jewel Box<br>Scr. Rm.<br>2318 2nd Ave. | Mon. 12/8 | 1:00 | P.M. |
| SIOUX FALLS<br>Hollyw'd Thea.<br>212 N. Philips Ave. | Mon. 12/8 | 9:30 | A.M. |
| WASHINGTON<br>Film Center<br>Scr. Rm.<br>932 New Jersey Ave. | Mon. 12/8 | 10:00 | A.M. |

**Also Showing RKO Pathe's "OPERATION A-BOMB"—*Eastman Color***

## Business Telecasts, Aim of New Firm

Teleconference, Inc., the newly-organized firm which has arranged for a Dec. 30 Bendix telecast, will specialize in closed-circuit theatre telecasts for business and educational groups, Aaron Feinsot, vice-president, said here at the weekend.

He added, however, that the firm would not limit itself. The future will tell how the organization expands its services, he indicated. Asked if Teleconference was in competition with Theatre Network Television, Feinsot said "we are already competing with them."

Teleconference, he added, was organized about six months ago by a group of men with long service in the public relations field. The officers were listed as follows: Stanley Baar, president; Thomas Casey, vice-president; Feinsot, vice-president; Gerald Dickler, secretary and general counsel.

## *Lambs Club Salutes Sousa on Dec. 14*

The Lambs Club here will hold a special salute to the memory of John Philip Sousa on the night of Dec. 14, it was announced by William Gaxton, Shepherd of the Lambs. Sousa was a former member of the Lambs and a founder of the American Society of Composers, Authors and Publishers. Guest of the evening will be stage and screen star Clifton Webb, who portrays Sousa in 20th Century-Fox's "Stars and Stripes Forever."

Joining Webb, who will come from Hollywood for the tribute, will be prominent representatives of the Marine Corps, the Lambs, and ASCAP.

## MGM to Start 15

(*Continued from page* 1)

were outlined in meetings of East-West executives during the past 10 days.

Attending the conferences were Nicholas M. Schenck, president of Loew's, vice-presidents Charles Moskowitz, Joseph R. Vogel, Howard Dietz and members of the studio executive board, E. J. Mannix, Ben Thau, Louis K. Sidney, J. J. Cohn, Lawrence Weingarten, Kenneth MacKenna, Marvin Schenck and Charles Schnee.

In line with the company's policy of long-range preparation, Schary stated, 52 story properties are currently in active work. From these a tentative 1953-54 schedule of films has been outlined.

Thirteen pictures have been completed since the beginning of the fiscal year, Sept. 1, with five now before the cameras.

The 15 pictures being readied for production are:

"Latin Lovers," Technicolor musical, starring Lana Turner, Ricardo Montalban and John Lund, to be directed by Mervyn LeRoy with Joe Pasternak producing.

"Years Ago," co-starring Spencer Tracy, Jean Simmons and Teresa Wright, to be directed by George Cukor with Lawrence Weingarten producing.

"All the Brothers Were Valiant," in Technicolor, starring Robert Taylor, Stewart Granger and Elizabeth Taylor, to be directed by Richard Thorpe and produced by Pandro S. Berman.

"Blue Goddess," starring Red Skelton, to be directed by Robert Z. Leonard and produced by Edwin H. Knopf.

"Easy to Love," Technicolor musical starring Esther Williams with Busby Berkeley directing the dance numbers and Joe Pasternak producing.

"Interrupted Melody," story of Marjorie Lawrence, to be filmed in Technicolor starring Greer Garson, with Jack Cummings producing.

"Take the High Ground," to be produced by Dore Schary, in the new Ansco Color with a cast including James Whitmore, Dean Miller, Richard Anderson and William Campbell; directed by Richard Brooks.

"Jefferson Selleck," to star Spencer Tracy, with Joseph L. Mankiewicz as producer, director and writer.

"Kiss Me Kate," Cole Porter's musical, in Technicolor, starring Kathryn Grayson, to be directed by George Sidney and produced by Jack Cummings.

"Affairs of Dobie Gillis," starring Debbie Reynolds, to be directed by Don Weis and produced by Arthur Loew, Jr.

"One More Time," starring Lana Turner, to be directed by George Cukor and produced by Armand Deutsch.

"I Married West Point," to be produced by William Grady, Jr.

Also in the group of 15 are "Flight to the Islands," "Big Leaguer," and "Scarlet Coat," to be filmed in Ansco Color.

## *Bendix TV*

(*Continued from page* 1)

one set by Theatre Network Television, which has booked the national sales convention of Lees Carpets on Dec. 8 in 15 cities from coast-to-coast.

Among the circuits taking the Bendix telecast are United Paramount Theatres affiliates, Warner Brothers, Loew's, RKO Theatres and Fabian Theatres.

Commenting on the deal, Robert H. O'Brien, secretary-treasurer of UPT, said that the acceptance of closed circuit television by an industry leader such as Bendix was an indication that its commercial use would be accelerated. "We have always felt that the real field for closed circuit television is in its use by industry, and we welcome this opportunity to test in every key market area in the United States the public's reaction to such a presentation."

Judson S. Sayre, Avco vice-president and general manager of Bendix, said, "We feel that closed circuit telecasting possesses unlimited opportunities for presenting to the best possible advantage this great new appliance our dealers will have on their floors in a very few weeks." He added that while the cost of the telecast would be comparable to regional dealer meetings, a great saving would be effected in the hours and energy spent by executives to travel to individual regional meetings.

Bendix and Teleconference officials have been working for weeks to clear theatres and lines. Teleconference said the cities which will be used include: Albany, Atlanta, Buffalo, Charlotte, Cincinnati, Cleveland, Columbus, Dayton, Detroit, New York, Pittsburgh, Providence, Richmond, Toledo, Jacksonville, Baltimore, Boston, Philadelphia, Washington, Chicago, Des Moines, St. Louis, Dallas, Birmingham, Houston, Milwaukee, St. Paul, Kansas City, Memphis, New Orleans, Omaha, Gary, Indianapolis, Louisville, Denver, Phoenix, Salt Lake City, Los Angeles, San Francisco, Seattle and Portland.

## *To Reopen Cairo House*

With Egypt's Premier, General Naguib, and other notables as sponsors, Loew's International will reopen the Metro Theatre in Cairo on Wednesday with a premiere of "Quo Vadis," it is reported here by Morton A. Spring, vice-president of the company. The house has been closed since the political disturbances earlier this year.

## Eisenhower On Palsy Telethon Saturday

President-Elect Dwight D. Eisenhower will appear on the "Celebrity Parade for Cerebral Palsy" telethon, according to an announcement by Robert M. Weitman, vice-president of United Paramount Theatres, who is executive producer of the telethon.

The 18½-hour televised charity show to be seen on Channel No. 7 beginning at 8:00 P.M. Saturday, Dec. 6, and continuing until 2:30 P.M. the following afternoon, has been given the support of all the crafts, guilds and unions of show business and will present talent estimated to be valued in excess of $1,250,000.

Yul Brynner, who with Weitman heads the talent committee, is said to have commitments of appearance from Jackie Gleason, Constance Carpenter, Robert Merrill, Jan Peerce, Dorothy Sarnoff, Johnny Johnston, Maria Riva, Dennis James, Arlene Francis, Jack Carter, Tony Bennett, Faye Emerson, Skitch Henderson, Toni Arden, Irving Fields Trio, George Shearing, Donald Richards, Billy Gilbert, Jackie Miles and Edward Arnold.

Also Eileen Barton, Sunny Gale, Joey Adams, Chester Morris, Theresa Breuer, Hazel Scott, Paul Winchell, Frank Sinatra, Hy Gardner, Mel Torme, Juanita Hall, Elliot Lawrence, Tex and Jinx McCrary, Martha Wright, George Britton, Mindy Carson, Ray Malone, Lanny Ross, Paul Whiteman, Don Ameche, Fran Warren, Vivian Blaine, Nick Kenny, Ed Sullivan, Leonard Lyons, Fred Waring, Molly Picon, Earl Wilson, Danton Walker, Janis Paige, the Blackburn Twins, Frank Fontaine, and others.

## Atlas RKO Bidder

(*Continued from page* 1)

Hughes in 1948. Some observers believe that Atlas would be the logical contender for the controlling interest inasmuch as the financial company is more familiar with RKO's operations. Atlas, it is reported, has been buying RKO stock in recent weeks.

Although Matthew Fox's negotiations for the Stolkin syndicate stock are said to have been terminated, one source indicated at the weekend that Fox still could swing the deal if he raised the offered price.

Meanwhile, reports from the Coast indicate that an announcement on new RKO management will be forthcoming this week.

## Zukor Jubilee

(*Continued from page* 1)

weeks in conjunction with the Variety committees in charge of setting up the arrangements for the celebrations. The first celebration will be an industry dinner in Hollywood honoring Zukor on his 80th birthday, on Jan. 7.

Smith returned to Hollywood at the weekend after conferring with O'Donnell on plans for the past week.

O'Donnell, international chairman of the event, stated that Smith would be on loan from COMPO for the time required to complete and carry through all Zukor Jubilee arrangements.

## *Renoir Due Here Soon*

Director Jean Renoir is due here from Paris within three weeks with the first color in Technicolor print of his latest film, "The Golden Coach."

## *In the THEATRE* Equipment World . . . *. . with RAY GALLO*

FOR THE FIRST TIME since the creation of the Tesma and Teda organizations, a joint trade show convention was held in conjunction with theatre owners, and the value of that policy was proved at Chicago. Among the more than 2,100 delegates from these organizations, including Allied States, many hundreds were theatre owners. And a number of products were exhibited at a Tesma show for the first time, among them White Comb vending equipment, the Miracle Whirl Whip ride for drive-in playgrounds, Oxford electric in-car speakers, Bally's space ship, Prince Castle's new multimixer, ABC's French Boy's popcorn warmer and Tripe-S changeable letters, and Master-Kraft refreshment stands.

•

**Through the courtesy of Bill De Vry, Jack Dempsey "headlined" the Teda banquet at Chicago's famous Ivanhoe night club. Festivities paused briefly while the committee for the 25th Anniversary Salute to George Schutz presented a scroll to the editor of *Better Theatres*. Jack O'Brien of RCA was "M. C."**

•

*The all-industry banquet at the Morrison Hotel on the last night of the convention was completely sold out the very first day of the conclave. A top executive of each major film company was on the dais, along with Greer Garson, Ronald Reagan and Morton Downey, representing the entertainment division.*

•

Roy Martin of Martin Theatres of Columbus, Ga., won a combination radio clock given by Theatre Seat Service of Nashville. This was a prize for guessing the age of a chair on display at the Theatre Seat Service booth. John Curry of National Theatre Supply was runner-up.

•

**Arsene Pernetti of Majestic Enterprises, Los Angeles, announced the opening of a new factory in Rome, Italy.**

•

*Harry H. Strong of the Strong Electric Corp., Toledo, was presented with a plaque by Tesma in recognition of his many years of service to the organization of both Teda and Tesma activities.*

•

The Ballantyne Company's buffet-theatre party was a complete "sell-out." Guests attended "Stalag 17" at the Erlanger Theatre, then repaired to the Ballantyne Hotel suite for refreshments.

•

**The Philadelphia sales office of A. & M. Karagheusian, Inc., New York City, manufacturer of Gulistan carpets, formerly located in the Public Ledger Building, has moved to larger quarters. The new address, at 2006 Chestnut Street, provides greater display space and is a more convenient location, the company announced. Rudy Grofsick is branch manager of the Philadelphia office.**

# 'Bwana'

(*Continued from page* 1)

played cautious coolness as well as confusion in trying to evaluate the process and the picture in a single review.

**Marco Wolff, co-owner of the Hollywood Paramount, said, "Arch Oboler's 'Bwana Devil' in Natural Vision 3-dimension is a big step forward in motion picture production, and the public knows it, as is evidenced by the all-time record for an opening day having been broken by more than $2,000."**

Jerry Zigmond, West Coast division manager of UPT, operating the downtown Paramount, said, "proof that the public is movie theatre conscious cannot be better shown than by the sensational business done. Opening business at the downtown Paramount broke every record of any kind, including stage shows with top personalities. Beyond the great business the picture is doing, the industry as a whole will benefit from this 3-dimension film, with the public again looking at theatres as their number one entertainment source."

Raymond Willey, assistant general manager of Interstate Theatres, said, "I flew in from Dallas to see Natural Vision in action in 'Bwanna Devil.' As a result I am determined to make this picture our big Christmas attraction in Dallas and Fort Worth and, if they'll give me enough prints, in San Antonio and Houston. People are going to want to see 3-dimension, and theatres will have a long, big-money run after the smash openings."

Holland Smith, managing director of Saenger Theatres, New Orleans, said, "the smart exhibitor is looking for box office. Natural Vision's 3-dimension process, as shown by Oboler's 'Bwana Devil,' is going to be the biggest thing since sound and color. I'm glad I came to California to see exactly how big this was going to be. I'll book every picture made in Natural Vision."

Myer J. Schine, president of the Schine Chain Theatres, Inc., said, "I enjoyed the picture. I know glasses cannot be avoided, and so we exhibitors and public will live with them. There is no question but that Natural Vision will mean a great deal to the box office. I like the whole idea very much and know it will mean much to the industry."

**Both Natural Vision equipment and "Bwana Devil," the first feature produced for exhibition in New York, are being booked nationally by George J. Schaefer, New York.**

Robert Stack, Barbara Britton and Nigel Bruce are principals in the Oboler production, which will be reviewed in an early issue.

## Rogers, New Deputy

(*Continued from page* 1)

government's policy in its 16mm. anti-trust suit against the film companies. As the Number Two man in the Attorney General's office, it probably will be up to him to decide whether the case will be prosecuted or abandoned.

Rogers represented 20th-Fox on several anti-trust matters in the past. Observers here believe that the 16mm. case will be given a more thorough study before any attempt at litigation is started.

# Reviews

## *"Angel Face"*

*(RKO Pictures)*

THE hatred for and subsequent murder of a stepmother by a pretty young girl who adores her father serves as the mainspring of this interesting drama that unfolds too slowly but builds towards a suspensful climax. A competent cast includes such name performers as Robert Mitchum, Jean Simmons, Mona Freeman and Herbert Marshall, but the idea of an innocent bystander becoming romantically involved and hence blamed with the murderess is not tautly enough developed.

Otto Breminger produced with a maximum of economy and directed it with emphasis on the evolving dramatic suspense. The screenplay by Frank Nugent and Oscar Millard, from a Chester Erskine story, presents Mitchum as an ambulance driver who meets Miss Simmons on an emergency call to her mountain-top mansion when her stepmother, Barbara O'Neil, is overcome by a mysteriously opened gas jet. Mitchum is a former racing car driver and desires to open a garage for such cars. He quits his job to become Miss Simmons' chauffeur and breaks off with his girl friend, Miss Freeman.

Mitchum refuses to run away with Miss Simmons and the next day Miss O'Neil and Herbert Marshall, her husband who had requested a ride to town, go over a cliff when the car acts in reverse. Evidence implicates Mitchum so legal-eagle Leon Ames convinces him to marry Miss Simmons, and beat the murder charge. The latter half of the film concerning the trial is quite effective; Ames is especially convincing as the shrewd lawyer. They are acquitted but Mitchum, although rejected by Miss Freeman, refuses to remain with Miss Simmons. He plans a Mexican divorce but Miss Simmons, who had confessed her guilt to Ames to no avail, drives Mitchum and herself over the cliff.

This has names and a theme to exploit and should gather fair returns at the boxoffice.

Others in the cast are Kenneth Tobey, Raymond Greenleaf, Griff Barnett, Robert Gist, Morgan Farley and Jim Backus.

Running time, 90 minutes. General audience classification. Release date, Jan. 23.

WALTER PASHKIN

## *"Cattle Town"*

*(Warner Brothers)*

A HUSKY Western that develops along formula lines but contains an ample amount of fighting and some vocalizing by Dennis Morgan, this picture stacks up fairly well for its type. An occasional note of fictionalized history is mixed in, concerning the bickerings and battles between ranch owners and squatters in Texas shortly after the Civil War.

The screenplay by Tom Blackburn has Morgan sent into the troubled territory by a Texas governor to bring about peace. His efforts are opposed by rancher Ray Teal who plans to fleece the squatters of their cattle in addition to treating them inhumanly.

There is excitement and intrigue and the usual rounds of gunplay and hard riding building up to a climactic cattle stampede which causes the death of Teal and gives Morgan a chance to rescue Amanda Blake. Miss Blake and Rita Moreno vie for Morgan's affection in the romantic angle but at the fadeout it is Miss Blake who Morgan chooses, and they ride off together happily.

Others in the cast are Philip Carey, Paul Picerni, Jay Novello, George O'Hanlon, Bob Wilke, Sheb Wooley, Charles Meredith, Merv Griffin, A. Guy Teague, Boyd Morgan and Jack Kenney. Bryan Foy produced and Noel Smith directed.

Running time, 71 minutes. General audience classification. Release date, Dec. 6.

## *Chesapeake Files for 'Alice' Assignment*

Chesapeake Industries has filed a suit in Federal Court here against Lou Bunin Productions and Souvaine Selective Pictures, seeking an assignment on "Alice in Wonderland," which Bunin produced in France in 1949. Chesapeake claims there is a balance due of $24,626 on a promissory note for $28,000.

The plaintiff asked the court to allow full rights to the picture to anybody who buys the foreclosed mortgage. "Alice" originally was released by Film Classics and was then taken over by Souvaine. Chesapeake also has pending a $27,000 suit against Bunin for prints and laboratory work on the picture.

## *Free Passes for Plasma*

COLUMBUS, O., Nov. 30.—In a tieup with the Red Cross, neighborhood theatres here have arranged to give a free pass to every person who donates blood to the plasma campaign.

## *'Andersen' Heading For Records Here*

The opening week's business of Samuel Goldwyn's "Hans Christian Andersen" at the Criterion and Paris theatres here will shatter the box-office records at both houses, according to the managements.

A first week gross of $60,000 is predicted for the Criterion, while $24,000 is expected at the 572-seat Paris, which has added some extra shows.

## *Florida Firm Files Trust Suit vs. 'U'*

MIAMI, Nov. 30.—A $255,000 triple-damage anti-trust suit has been filed in Federal court here by a Miami Beach firm against Universal and its subsidiary, United World Films. The suit, brought by Allied Motion Pictures and its officers individually, charges the defendants with monopolistic practices in failing to supply the plaintiffs with products.

## Drive-in Membership Plan Set in Mich.

DETROIT, Nov. 30.—The executive committee of Allied Theatres of Michigan has approved a new plan of membership for drive-ins.

The recent Allied state convention showed that drive-ins have much in common with other theatres in regard to film buying, arbitration, film delivery costs, free shows, the Federal admissions tax and the constant threat of a state amusement tax.

The major obstacle which prevented drive-in owners from joining Allied was the high rate of dues.

A plan worked out by the executive committee consists of a seasonal membership for all drive-ins, regardless of capacity, with free membership each year for the months of January, February, March, April, October, November and December. The exhibitors would pay only for five months membership. Drive-ins would pay two cents a month per speaker for the five months, or a total of 10 cents per speaker for the period.

Pierce Parkurst, of Lansing, drive-in chairman, and Joe D. Kitchen, drive-in secretary, outlined the membership plan in a bulletin to exhibitors in Michigan.

Under the new program, all due to Allied would "pay once and for all" all assessments which would otherwise be solicited from exhibitors by salesmen or directly from the Council of Motion Picture Organizations.

The plan, it was said, will provide sufficient income to permit a budget to handle all legislative problems and tax issues, both state and national. Allied would represent exhibitors in all financial payments in the industry.

## Allied Willing

(*Continued from page* 1)

scheduled as yet. If the Motion Picture Association of America decides to initiate the sessions, a date and place probably will not be set until after the return of MPAA president Eric Johnston from his current South American tour. Johnston is due back early this month, but the MPAA office here did not know the exact date at the weekend. On the other hand, the distributors' arbitration committee may set a schedule this week for future roundtable discussions among the film companies, Allied and the Theatre Owners of America.

## Col. Writes Off

(*Continued from page* 1)

with the write-off on color films running as high as six per cent behind the amortization of black-and-white pictures. Both categories, according to a report to the Securities and Exchange Commission, have a complete write-off period of 104 weeks. However, the black-and-white features, under the system instituted and reflected in the company's last annual report, are amortized at a greater percentage rate than tinted films. The percentage varies from six per cent for the first 13 weeks in release to one per cent at the 91st week.

## *Burton, 20th Negotiating*

HOLLYWOOD, Nov. 30.—Richard Burton, new 20th Century-Fox star from the British stage, is here negotiating a "million dollar" contract calling for a picture annually for 10 years, said the studio.

# Love's new sweet song

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The main inducement to distributors of an arbitration system is the promise it holds of reducing the number of anti-trust actions instigated by exhibitors. Without Allied participation that aim never could

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COLUMBUS, Ohio, Nov. 30.—Should the free admission policy as practiced by the 321-seat Little Theatre here become widespread, the Internal Revenue Bureau would have "to work out a regulation to cover the situation," according to T. W. Kienlan, of Washington, special assistant to the Under Secretary of the Treasury.

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Allied leaders are willing to sit down and discuss possible changes in the distributors' arbitration formula whenever such a meeting is called, Wilbur Snaper, Allied president, said here at the weekend. He pointed out, however, that no official action could be taken until after the Allied board meets in New Orleans in January.

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Decisions on continued acceleration of production and future planning

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(*Continued on page 4*)

# Personal Mention

CHARLES EINFELD, 20th Century-Fox vice-president, left here over the weekend by plane for the Coast. He plans to remain there a week.

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ROBERT H. O'BRIEN, secretary-treasurer of United Paramount Theatres, was due to arrive in Chicago from New York at the weekend and is expected to return here Wednesday.

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LEON BAMBERGER, RKO Radio sales promotion manager, will address the Allied Theatres of Indiana convention being held in Indianapolis today and tomorrow.

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GRACE GUILLEN, secretary in the Universal foreign department, will be married Dec. 13 to ARTHUR ANGAROLE.

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URSULA RANK, daughter of J. ARTHUR RANK, was married to ROBERT LANCELOT NEWTON on Thursday in London.

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LEE R. BOBKER, formerly with Campus Film Productions, has joined Dynamic Films here as executive producer.

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R. J. INGRAM, Columbia Southern district manager, and GEORGE ROSCOE, Atlanta branch manager, have returned to that city from Chicago.

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MALCOM JOHNSON, formerly with 20th Century-Fox in Atlanta, has joined Kay Exchanges there as a sales representataive.

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HARRY GOLDSTEIN, Allied Artists publicity representataive, left here at the weekend for Chicago.

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LYNN FARNOL has left here on a five-city tour; he is due to return here on Dec. 8.

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MATTHEW RAPF, M-G-M producer, has gone to Melbourne, Fla., from Hollywood.

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ALBERT LEWIN, M-G-M producer, will leave Hollywood by plane Dec. 9 for England and France.

## Boston Notables At Goldwyn Tribute

BOSTON, Nov. 30.—Prominent Bostonians have been invited to a luncheon in honor of Samuel Goldwyn to be given Tuesday at the Ritz Carlton, in honor of his "consistent record of holding to the best traditions in bringing the best films before the public."

Before the luncheon the guests will attend a private showing of "Hans Christian Andersen." In addition to Goldwyn and Mrs. Goldwyn, among those who are slated to be present are Governor Paul A. Dever, Governor-elect Christian A. Herter, Mayor John B. Hynes, Danish consul Earle W. Eames, Serge Semenenko, vice-president of the First National Bank of Boston, and others.

# Cites Industry for Aid On Election Day Turnout

C. M. Vandeburg, executive director of the American Heritage Foundation, has cited the motion picture industry for the "monumental role" it played in aiding the recent record-breaking 60,000,000 election-day turnout.

He stated, "In an outstanding and generous way, the Motion Picture Association of America, its member companies and the exhibitors of the country turned their energies to the cause of good citizenship in this election. Without this signal devotion to better citizenship, the unprecedented vote could not have been achieved."

"Of the 51 national organizations and industry groups which worked with the American Heritage Foundation to get out the vote," he said, "none did more to convey the appeal to the public than the country's mass communications media. The unique power and impact of the theatre screen and its vast weekly attendance made the contribution of the motion picture industry all the more significant and valuable."

"The Motion Picture Association of America and its member companies, in cooperation with the exhibitors of the nation actually did more than urge movie-goers to register and vote," it was stated. "Through newsreels, trailers and specially produced short subjects, they acquainted the public with the dominant issues of the campaign and devoted two entire newsreel editions to each of the Presidential candidates."

From Aug. 4 to election day, the film industry's five newsreels ran more than 200 sequences highlighting the candidates and their views as they toured the nation. Trailers on every newsreel issued for three months prior to the election exhorted movie-goes to register and vote. Motion picture companies and hundreds of theatres supplemented their efforts by inserting register-and-vote appeals in their newspaper ads. A few enthusiastic exhibitors even went so far as to provide free admissions to people in their community who voted, it was explained.

During the pre-election months, film companies also made available to civic and community organizations taking part in the register-and-vote campaign specially prepared film shorts and trailers that emphasized the importance of voting.

## Big RCA Screen to Bow at RKO Here

The world premiere of Syncro-Screen, described as the largest screen ever made by RCA, will be held here at the RKO 58th Street Theatre on Friday.

Projected on the big screen, which is three times the size of regular one at the theatre, will be the dual attraction "Way of a Gaucho" and "Lure of the Wilderness." Before its premiere, RKO has scheduled a series of newspaper advertisements in local papers heralding the event.

There will be a demonstration on Wednesday for the trade press and New York newspaper film editors.

# Tradewise . . .

(*Continued from page* 1)

be importantly realized. Moreover, without Allied, the workings of the system could be hamstrung by refusals of many independent exhibitors to intervene in or respond to arbitration complaints involving competitive situations of which they are a part. Clearance and run, bidding and other complaints would be particularly difficult to resolve if they involved Allied members who ignored them. Arbitration awards made without the intervention of Allied members who were affected by them well might lead to more, not less, litigation.

Therefore, if it is possible to bring Allied back into the fold, and the door does not appear to be forever closed, a conference to determine when and how that might be accomplished, would be eminently worth the time and effort it requires.

The Allied board at its Chicago meeting emphasized that neither it nor the organization as a whole is "opposed to arbitration and yields to no one in their devotion to that concept."

In other words, the present opposition within Allied is directed only at the distributors' draft as it now stands, and not to arbitration *per se*.

What, then, must be done to remove that opposition?

First, of all, Allied has said, an arbitration plan which it can approve must promise "direct, immediate and substantial benefit to exhibitors." If Allied can be convinced that an industry arbitration plan meets that basic requirement and does not contain provisions "which are not deemed to be in the exhibitors' interest," it might then be determined whether Allied would not be willing to waive its only other requisite—the arbitration of film rentals.

These are matters requiring a conference of the arbitration principals. If they can be resolved, and that does not seem beyond the realm of possibility, it could well be that a better arbitration plan than that now proposed, could result. If so, Allied's stand might become overnight a valuable contribution to the industry at large, rather than the negative obstruction which some now hold it to be.

# Newsreel Parade

*PARACHUTE air drop of supplies in Korea is highlighted in current newsreels. Featured also are George Meany's appointment as new American Federation of Labor president, Eric Johnston's trip to Latin America, President-Elect Eisenhower's appointment to Government posts of two women, and the Vishinsky rejection of the Indian proposal on Korea at the United Nations.*

**MOVIETONE NEWS, No. 97**—French battle Red offensive in Indo-China. Eisenhower names two women to jobs in Government. Assam tribes honor Nehru. Paratroops on alert in Korea. O'Dwyer quits Mexico post. Marshall Tito is reelected. Eric Johnston in Latin America. Florida picks Miss Tangerine.

**NEWS OF THE DAY, No. 227**—Air drops filmed in Korea. Vishinsky vs. Acheson at U.N. MPPA president Eric Johnston in Rio meet with Brazilian president Vargas. AFL elects George Meany. Bill Stern's All-American stars and plays of 1952.

**PARAMOUNT NEWS, No. 30**—George Meany named AFL president. Vishinsky says "No" to Indian proposed on Korea. Eric Johnston in Brazil with Brazilian president Vargas. Mrs. Eisenhower honored by the USO. Women appointees in new administration. Paramount 1952 All-American team.

**TELENEWS DIGEST, No. 48B** — Air Force "Flying Boxcars" supply troops in Korea by air. Last rites paid to former AFL president Green. One man crusade against Communism waged by Ambrose P. Salmini. Fiberfrax, new fiber that withstands extreme heat. British prepare for coronation. Italian sportsmen go boar hunting in Tuscany. Tennis champion retains title in ancient game.

**UNIVERSAL NEWS No. 417** — Korea paratroops. Motion Picture Pioneers choose Nate J. Blumberg leader of the year. Britain's new amphibious jeep. Seattle's fourth annual Santa Claus parade. French observatory examines cosmic rays.

**WARNER PATHE NEWS, No. 32**—Visitors pour into President-Elect Eisenhower's busy headquarters. Paradrop in Korea. George Meany named new AFL chief. Medal of Honor awarded to Korea hero. Eric Johnston calls on president Vargas of Brazil. Motion Picture Pioneers honor Nate Blumberg. New designs in fashions for resorts. Philadelphia Eagles-Cleveland Browns football game.

## SAG TV Commercial Strike on Today

The Screen Actors Guild's strike against producers of filmed television commercials is scheduled to begin nationally today.

On the eve of the strike, an SAG representative in the East reported that the Guild has been pledged full cooperation from the "Four A's," Members of Actors Equity and the American Federation of Television and Radio Artists have been alerted by mail about the strike. The SAG spokesman added that TV commercial producers have been warned that the hiring of non-union talent would lead to the advertised product being put on the "unfair list" of the American Federation of Labor.

The strike will not affect commercial telecasts which already have been produced. Such telecasts will continue to be seen on home television sets.

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## *Cites 'Daily's' Aid To 'Jimmy' Fund*

**Arthur H. Lockwood, general chairman of the 1952 "Jimmy" Fund, the children's cancer research foundation sponsored by the Variety Club of New England and the Boston Braves baseball team, has expressed the appreciation of the trustees of the Fund for cooperation accorded by *Motion Picture Daily*.**

**In a letter to the editor, Lockwood says: "We are fully aware that the successful results of the 1952 'Jimmy' Fund Drive would never have been possible without the excellent cooperation we have received from *Motion Picture Daily*.**

**"During the course of our campaign your fine publication has given most generously of space, and has been the medium that brought the 'Jimmy' Fund to the attention of the people in the motion picture industry."**

# Heads of Universal To Meet on Coast

Universal Pictures' distribution and promotion executives will join the company's production heads at the Universal-International Coast studios for a week-long series of top level policy and planning sessions starting Monday, Dec. 8, covering production, distribution and promotion for the coming year, Alfred E. Daff, executive vice-president, announced at the weekend.

The company's division and district sales managers will participate in the meetings as well as Eastern and Western promotion executives. Among studio executives at the meetings will be William Goetz, in charge of production; David A. Lipton, vice-president in charge of advertising-publicity; Edward E. Muhl, vice-president and general manager of the studios; Al Horwits, and others.

Milton R. Rackmil, president; Daff and Charles J. Feldman, general sales manager, left New York over the weekend for Hollywood in advance of the meetings. N. J. Blumberg, chairman of the board, and Adolph Schimel, vice-president and general counsel, will leave later this week.

Charles Simonelli, Eastern advertising-publicity department manager, Philip Gerard, Eastern publicity manager and Jeff Livingston, Eastern advertising manager, will leave New York tomorrow. Ben Katz, Midwest promotion representaative, will join them.

Also scheduled to leave later this week are Ray Moon, assistant general sales manager; F. J. A. McCarthy, Southern and Canadian sales manager; P. T. Dana, Eastern sales manager; Foster M. Blake, Western sales manager; James J. Jordan, circuit sales manager; Harry Fellerman, sales head of U-I's Special Films Division, and A. W. Perry, head of Empire-Universal in Canada which distributes Universal films there.

District managers will include David A. Levy, from New York; James Frew, Atlanta; Manie M. Gottlieb, Chicago; Henry J. Martin, Dallas; P. F. Rosian, Cleveland; Lester Zucker, Kansas City; John J. Scully, Boston, and Barney Rose from San Francisco.

# *Review*

## *"Come Back, Little Sheba"*

(*Hal B. Wallis-Paramount*) *Hollywood, Nov.* 30

THIS distinguished production by Hal B. Wallis of a stage play by William Inge which ran up a big Broadway success, both commercial and artistic, is exceptional in so many ways, as a motion picture theatre attraction, as to present problems as well as promise of profit to the practical showman.

Foremost on the plus side of the picture's prospects is the brilliant performance of Shirley Booth in the principal role, a performance already widely described, quite properly, as an achievement of Academy Award calibre.

At the other pole of the property, concerning the considerations of a practical showman, is the drunk scene in which the alcoholic of the story shouts accusations at his wife in which the word "slut," unfamiliar on the screen and in most homes, is reiterated as a keynote.

High in the scale of assets is the presence of Burt Lancaster, the strongest name in the cast and proving here that he's as fine an actor as he is an athlete.

Less likely to startle cinema customers than the loose use of the word "slut" are candid references by husband and wife to the unrestrained nature of their courtship, the resultant necessity of their wedding, and the casual candor of dialogue from beginning to the end of the picture—but likely enough.

Strictly plus values are Richard Jaeckel and Terry Moore, strikingly proficient young performers who make their portrayals of sex-happy college students realistic beyond usual screen requirements.

Excellent direction by Daniel Mann, and fine supporting performances by Philip Ober, Lisa Golm and Walter Kelley have much to do with making the film a rounded, convincing drama.

In common with most other pictures made from stage plays, this one is more mental than physical, more concerned with emotions than with motion, and with character study, delineation, and dramatic observation. Miss Booth plays the listless but loving wife of Lancaster, a chiropractor whom Alcoholics Anonymous has kept sober for a year before the picture opens, and the issues between them are too much for their mentalities to cope with. By the end of the picture they appear to have got hold of their hopes again, as has happened often during their 20 years together. The how, the why and so forth are what the picture's about.

The picture is, quite completely, a filming of a stage play, rather than a motion picture. There is no apparent intent to make it seem other than that. In view of the success of the play, that doubtless is what it should be.

The production may be offered to the public, if an exhibitor choose to do so, as evidence that the screen is becoming adult, as the saying goes. If it becomes any more adult than "Come Back, Little Sheba" we're going to have a new kind of motion picture business to deal with, and it won't be for the kiddies, nor for the family audience, but rather for the patronage that supports the Broadway stage.

"Come Back, Little Sheba" was produced originally by the Theatre Guild, probably not this well.

Running time, 90 minutes. Adult audience classification. For February release.

WILLIAM R. WEAVER

## *'Little Sheba' Opens Dec. 23 at Victoria*

"Come Back, Little Sheba," Paramount's Hal Wallis production of the Theatre Guild stage play, starring Burt Lancaster and Shirley Booth, will have a premiere at the Victoria Theatre here on Dec. 23. The film of the William Inge play marks the screen debut of Miss Booth, who recreates the role for which she won five theatrical and newspaper awards.

Stars from Broadway and Hollywood and celebrities from other fields are to attend the premiere of the prerelease world engagement.

## *Brandt Co-chairman Of JDA Dinner*

Harry Brandt, an honorary chairman of the current Joint Defense Appeal campaign, and JDA national treasurer Edmund Waterman will serve jointly as chairmen of a dinner honoring Richard Rodgers and Oscar Hammerstein 2nd, to be held Wednesday evening at the Hotel Pierre in behalf of the JDA's current drive.

## *Alex Gottlieb to Make 5 for Warner*

HOLLYWOOD, Nov. 30. — Warner Brothers has completed negotiations for the distribution of five feature pictures to be delivered to the company by producer Alex Gottlieb.

The first will be "The Blue Gardenia," starring Anne Baxter, Richard Conte, Ann Sothern and Nat King Cole. Filming of "Blue Gardenia" will start this week with Fritz Lang directing. Charles Hoffman wrote the screenplay from Vera Caspary's original story.

## *4 UA Releases Now At Broadway Houses*

There are currently four United Artists releases playing on Broadway. Charles Chaplin's "Limelight" is at the Astor, "Breaking the Sound Barrier" is showing at the Victoria; "Kansas City Confidential" is on the Globe screen, and "Outpost in Malaya" is playing Loew's State.

## *Loew's, Ltd., Profit*

TORONTO, Nov. 30.—Marcus Loew's Theatres, Ltd. of Canada reports a net profit of $84,944, or $11.32 a share for the year ended Aug. 28, compared with a profit of $84,140, or $11.22 a share in 1951.


**RKO RADIO PICTURES, Inc.**

**TRADE SHOWINGS of**

**FREDERICK BRISSON'S**

**presentation of**

**"NEVER WAVE AT A WAC"**

| | | | |
|---|---|---|---|
| ALBANY | Fox Scr. Rm. 1052 B'way | Mon. 12/8 | 2:30 P.M. |
| ATLANTA | RKO Scr. Rm. 195 Luckie St., N.W. | Mon. 12/8 | 2:30 P.M. |
| BOSTON | RKO Scr. Rm. 122-28 Arlington St. | Mon. 12/8 | 10:30 A.M. |
| BUFFALO | Mo. Pic. Oper. Scr. Rm. 498 Pearl St. | Mon. 12/8 | 2:00 P.M. |
| CHARLOTTE | Fox Scr. Rm. 308 S. Church St. | Mon. 12/8 | 2:00 P.M. |
| CHICAGO | RKO Scr. Rm. 1300 S. Wabash Ave. | Mon. 12/8 | 2:00 P.M. |
| CINCINNATI | Palace Scr. Rm. 12 East 6th St. | Mon. 12/8 | 8:00 P.M. |
| CLEVELAND | Fox Scr. Rm. 2219 Payne Ave. | Mon. 12/8 | 2:30 P.M. |
| DALLAS | Rep. Scr. Rm. 412 S. Harwood St. | Mon. 12/8 | 2:30 P.M. |
| DENVER | Para. Scr. Rm. 2100 Stout St. | Mon. 12/8 | 2:00 P.M. |
| DES MOINES | Fox. Scr. Rm. 1300 High St. | Mon. 12/8 | 1:00 P.M. |
| DETROIT | Blumenthals Scr. Rm. 2310 Cass Ave. | Mon. 12/8 | 2:30 P.M. |
| INDIANAPOLIS | Univ. Scr. Rm. 517 N. Illinois St. | Mon. 12/8 | 1:00 P.M. |
| KANSAS CITY | Para. Scr. Rm. 1800 Wyandotte St. | Wed. 12/10 | 2:30 P.M. |
| LOS ANGELES | RKO Scr. Rm. 1980 S. Vermont Ave. | Mon. 12/8 | 2:00 P.M. |
| MEMPHIS | Fox Scr. Rm. 151 Vance Ave. | Mon. 12/8 | 12:15 P.M. |
| MILWAUKEE | Warner Scr. Room 212 W. Wisconsin Ave. | Mon. 12/8 | 2:00 P.M. |
| MINNEAPOLIS | Fox Scr. Rm. 1015 Currie Ave. | Mon. 12/8 | 1:30 P.M. |
| NEW HAVEN | Fox Scr. Rm. 40 Whiting St. | Mon. 12/8 | 2:00 P.M. |
| NEW ORLEANS | Fox Scr. Rm. 200 S. Liberty St. | Mon. 12/8 | 2:30 P.M. |
| NEW YORK | RKO Scr. Rm. 630 Ninth Ave. | Mon. 12/8 | 2:30 P.M. |
| OKLAHOMA | Fox Scr. Rm. 10 North Lee St. | Mon. 12/8 | 10:30 A.M. |
| OMAHA | Fox Scr. Rm. 1502 Davenport St. | Mon. 12/8 | 1:30 P.M. |
| PHILADELPHIA | RKO Scr. Rm. 250 N. 13th St. | Mon. 12/8 | 2:30 P.M. |
| PITTSBURGH | RKO Scr. Rm. 1809-13 Blvd. of Allies | Mon. 12/8 | 1:30 P.M. |
| PORTLAND | Star Scr. Rm. 925 N.W. 19th Ave. | Mon. 12/8 | 2:00 P.M. |
| ST. LOUIS | RKO Scr. Rm. 3143 Olive St. | Tues. 12/9 | 1:00 P.M. |
| SALT LAKE CITY | Fox Scr. Rm. 216 E. 1st St. South | Mon. 12/8 | 1:30 P.M. |
| SAN FRANCISCO | Fox Scr. Rm. 245 Hyde St. | Mon. 12/8 | 2:00 P.M. |
| SEATTLE | Jewel Box Scr. Rm. 2318 2nd Ave. | Mon. 12/8 | 1:00 P.M. |
| SIOUX FALLS | Hollyw'd Thea. 212 N. Philips Ave. | Mon. 12/8 | 9:30 A.M. |
| WASHINGTON | Film Center Scr. Rm. 932 New Jersey Ave. | Mon. 12/8 | 10:00 A.M. |

**Also Showing RKO Pathe's "OPERATION A-BOMB"—*Eastman Color***

## Business Telecasts, Aim of New Firm

Teleconference, Inc., the newly-organized firm which has arranged for a Dec. 30 Bendix telecast, will specialize in closed-circuit theatre telecasts for business and educational groups, Aaron Feinsot, vice-president, said here at the weekend.

He added, however, that the firm would not limit itself. The future will tell how the organization expands its services, he indicated. Asked if Teleconference was in competition with Theatre Network Television, Feinsot said "we are already competing with them."

Teleconference, he added, was organized about six months ago by a group of men with long service in the public relations field. The officers were listed as follows: Stanley Baar, president; Thomas Casey, vice-president; Feinsot, vice-president; Gerald Dickler, secretary and general counsel.

## *Lambs Club Salutes Sousa on Dec. 14*

The Lambs Club here will hold a special salute to the memory of John Philip Sousa on the night of Dec. 14, it was announced by William Gaxton, Shepherd of the Lambs. Sousa was a former member of the Lambs and a founder of the American Society of Composers, Authors and Publishers. Guest of the evening will be stage and screen star Clifton Webb, who portrays Sousa in 20th Century-Fox's "Stars and Stripes Forever."

Joining Webb, who will come from Hollywood for the tribute, will be prominent representatives of the Marine Corps, the Lambs, and ASCAP.

## MGM to Start 15

(*Continued from page* 1)

were outlined in meetings of East-West executives during the past 10 days.

Attending the conferences were Nicholas M. Schenck, president of Loew's, vice-presidents Charles Moskowitz, Joseph R. Vogel, Howard Dietz and members of the studio executive board, E. J. Mannix, Ben Thau, Louis K. Sidney, J. J. Cohn, Lawrence Weingarten, Kenneth MacKenna, Marvin Schenck and Charles Schnee.

In line with the company's policy of long-range preparation, Schary stated, 52 story properties are currently in active work. From these a tentative 1953-54 schedule of films has been outlined.

Thirteen pictures have been completed since the beginning of the fiscal year, Sept. 1, with five now before the cameras.

The 15 pictures being readied for production are:

"Latin Lovers," Technicolor musical, starring Lana Turner, Ricardo Montalban and John Lund, to be directed by Mervyn LeRoy with Joe Pasternak producing.

"Years Ago," co-starring Spencer Tracy, Jean Simmons and Teresa Wright, to be directed by George Cukor with Lawrence Weingarten producing.

"All the Brothers Were Valiant," in Technicolor, starring Robert Taylor, Stewart Granger and Elizabeth Taylor, to be directed by Richard Thorpe and produced by Pandro S. Berman.

"Blue Goddess," starring Red Skelton, to be directed by Robert Z. Leonard and produced by Edwin H. Knopf.

"Easy to Love," Technicolor musical starring Esther Williams with Busby Berkeley directing the dance numbers and Joe Pasternak producing.

"Interrupted Melody," story of Marjorie Lawrence, to be filmed in Technicolor starring Greer Garson, with Jack Cummings producing.

"Take the High Ground," to be produced by Dore Schary, in the new Ansco Color with a cast including James Whitmore, Dean Miller, Richard Anderson and William Campbell; directed by Richard Brooks.

"Jefferson Selleck," to star Spencer Tracy, with Joseph L. Mankiewicz as producer, director and writer.

"Kiss Me Kate," Cole Porter's musical, in Technicolor, starring Kathryn Grayson, to be directed by George Sidney and produced by Jack Cummings.

"Affairs of Dobie Gillis," starring Debbie Reynolds, to be directed by Don Weis and produced by Arthur Loew, Jr.

"One More Time," starring Lana Turner, to be directed by George Cukor and produced by Armand Deutsch.

"I Married West Point," to be produced by William Grady, Jr.

Also in the group of 15 are "Flight to the Islands," "Big Leaguer," and "Scarlet Coat," to be filmed in Ansco Color.

## *Bendix TV*

(*Continued from page* 1)

one set by Theatre Network Television, which has booked the national sales convention of Lees Carpets on Dec. 8 in 15 cities from coast-to-coast.

Among the circuits taking the Bendix telecast are United Paramount Theatres affiliates, Warner Brothers, Loew's, RKO Theatres and Fabian Theatres.

Commenting on the deal, Robert H. O'Brien, secretary-treasurer of UPT, said that the acceptance of closed circuit television by an industry leader such as Bendix was an indication that its commercial use would be accelerated. "We have always felt that the real field for closed circuit television is in its use by industry, and we welcome this opportunity to test in every key market area in the United States the public's reaction to such a presentation."

Judson S. Sayre, Avco vice-president and general manager of Bendix, said, "We feel that closed circuit telecasting possesses unlimited opportunities for presenting to the best possible advantage this great new appliance our dealers will have on their floors in a very few weeks." He added that while the cost of the telecast would be comparable to regional dealer meetings, a great saving would be effected in the hours and energy spent by executives to travel to individual regional meetings.

Bendix and Teleconference officials have been working for weeks to clear theatres and lines. Teleconference said the cities which will be used include: Albany, Atlanta, Buffalo, Charlotte, Cincinnati, Cleveland, Columbus, Dayton, Detroit, New York, Pittsburgh, Providence, Richmond, Toledo, Jacksonville, Baltimore, Boston, Philadelphia, Washington, Chicago, Des Moines, St. Louis, Dallas, Birmingham, Houston, Milwaukee, St. Paul, Kansas City, Memphis, New Orleans, Omaha, Gary, Indianapolis, Louisville, Denver, Phoenix, Salt Lake City, Los Angeles, San Francisco, Seattle and Portland.

## *To Reopen Cairo House*

With Egypt's Premier, General Naguib, and other notables as sponsors, Loew's International will reopen the Metro Theatre in Cairo on Wednesday with a premiere of "Quo Vadis," it is reported here by Morton A. Spring, vice-president of the company. The house has been closed since the political disturbances earlier this year.

## Eisenhower On Palsy Telethon Saturday

President-Elect Dwight D. Eisenhower will appear on the "Celebrity Parade for Cerebral Palsy" telethon, according to an announcement by Robert M. Weitman, vice-president of United Paramount Theatres, who is executive producer of the telethon.

The 18½-hour televised charity show to be seen on Channel No. 7 beginning at 8:00 P.M. Saturday, Dec. 6, and continuing until 2:30 P.M. the following afternoon, has been given the support of all the crafts, guilds and unions of show business and will present talent estimated to be valued in excess of $1,250,000.

Yul Brynner, who with Weitman heads the talent committee, is said to have commitments of appearance from Jackie Gleason, Constance Carpenter, Robert Merrill, Jan Peerce, Dorothy Sarnoff, Johnny Johnston, Maria Riva, Dennis James, Arlene Francis, Jack Carter, Tony Bennett, Faye Emerson, Skitch Henderson, Toni Arden, Irving Fields Trio, George Shearing, Donald Richards, Billy Gilbert, Jackie Miles and Edward Arnold.

Also Eileen Barton, Sunny Gale, Joey Adams, Chester Morris, Theresa Breuer, Hazel Scott, Paul Winchell, Frank Sinatra, Hy Gardner, Mel Torme, Juanita Hall, Elliot Lawrence, Tex and Jinx McCrary, Martha Wright, George Britton, Mindy Carson, Ray Malone, Lanny Ross, Paul Whiteman, Don Ameche, Fran Warren, Vivian Blaine, Nick Kenny, Ed Sullivan, Leonard Lyons, Fred Waring, Molly Picon, Earl Wilson, Danton Walker, Janis Paige, the Blackburn Twins, Frank Fontaine, and others.

## Atlas RKO Bidder

(*Continued from page* 1)

Hughes in 1948. Some observers believe that Atlas would be the logical contender for the controlling interest inasmuch as the financial company is more familiar with RKO's operations. Atlas, it is reported, has been buying RKO stock in recent weeks.

Although Matthew Fox's negotiations for the Stolkin syndicate stock are said to have been terminated, one source indicated at the weekend that Fox still could swing the deal if he raised the offered price.

Meanwhile, reports from the Coast indicate that an announcement on new RKO management will be forthcoming this week.

## Zukor Jubilee

(*Continued from page* 1)

weeks in conjunction with the Variety committees in charge of setting up the arrangements for the celebrations. The first celebration will be an industry dinner in Hollywood honoring Zukor on his 80th birthday, on Jan. 7.

Smith returned to Hollywood at the weekend after conferring with O'Donnell on plans for the past week.

O'Donnell, international chairman of the event, stated that Smith would be on loan from COMPO for the time required to complete and carry through all Zukor Jubilee arrangements.

## *Renoir Due Here Soon*

Director Jean Renoir is due here from Paris within three weeks with the first color in Technicolor print of his latest film, "The Golden Coach."

## *In the THEATRE* Equipment World . . . *. . with RAY GALLO*

FOR THE FIRST TIME since the creation of the Tesma and Teda organizations, a joint trade show convention was held in conjunction with theatre owners, and the value of that policy was proved at Chicago. Among the more than 2,100 delegates from these organizations, including Allied States, many hundreds were theatre owners. And a number of products were exhibited at a Tesma show for the first time, among them White Comb vending equipment, the Miracle Whirl Whip ride for drive-in playgrounds, Oxford electric in-car speakers, Bally's space ship, Prince Castle's new multimixer, ABC's French Boy's popcorn warmer and Tripe-S changeable letters, and Master-Kraft refreshment stands.

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**Through the courtesy of Bill De Vry, Jack Dempsey "headlined" the Teda banquet at Chicago's famous Ivanhoe night club. Festivities paused briefly while the committee for the 25th Anniversary Salute to George Schutz presented a scroll to the editor of *Better Theatres*. Jack O'Brien of RCA was "M. C."**

•

*The all-industry banquet at the Morrison Hotel on the last night of the convention was completely sold out the very first day of the conclave. A top executive of each major film company was on the dais, along with Greer Garson, Ronald Reagan and Morton Downey, representing the entertainment division.*

•

Roy Martin of Martin Theatres of Columbus, Ga., won a combination radio clock given by Theatre Seat Service of Nashville. This was a prize for guessing the age of a chair on display at the Theatre Seat Service booth. John Curry of National Theatre Supply was runner-up.

•

**Arsene Pernetti of Majestic Enterprises, Los Angeles, announced the opening of a new factory in Rome, Italy.**

•

*Harry H. Strong of the Strong Electric Corp., Toledo, was presented with a plaque by Tesma in recognition of his many years of service to the organization of both Teda and Tesma activities.*

•

The Ballantyne Company's buffet-theatre party was a complete "sell-out." Guests attended "Stalag 17" at the Erlanger Theatre, then repaired to the Ballantyne Hotel suite for refreshments.

•

**The Philadelphia sales office of A. & M. Karagheusian, Inc., New York City, manufacturer of Gulistan carpets, formerly located in the Public Ledger Building, has moved to larger quarters. The new address, at 2006 Chestnut Street, provides greater display space and is a more convenient location, the company announced. Rudy Grofsick is branch manager of the Philadelphia office.**

# 'Bwana'

(*Continued from page* 1)

played cautious coolness as well as confusion in trying to evaluate the process and the picture in a single review.

**Marco Wolff, co-owner of the Hollywood Paramount, said, "Arch Oboler's 'Bwana Devil' in Natural Vision 3-dimension is a big step forward in motion picture production, and the public knows it, as is evidenced by the all-time record for an opening day having been broken by more than $2,000."**

Jerry Zigmond, West Coast division manager of UPT, operating the downtown Paramount, said, "proof that the public is movie theatre conscious cannot be better shown than by the sensational business done. Opening business at the downtown Paramount broke every record of any kind, including stage shows with top personalities. Beyond the great business the picture is doing, the industry as a whole will benefit from this 3-dimension film, with the public again looking at theatres as their number one entertainment source."

Raymond Willey, assistant general manager of Interstate Theatres, said, "I flew in from Dallas to see Natural Vision in action in 'Bwanna Devil.' As a result I am determined to make this picture our big Christmas attraction in Dallas and Fort Worth and, if they'll give me enough prints, in San Antonio and Houston. People are going to want to see 3-dimension, and theatres will have a long, big-money run after the smash openings."

Holland Smith, managing director of Saenger Theatres, New Orleans, said, "the smart exhibitor is looking for box office. Natural Vision's 3-dimension process, as shown by Oboler's 'Bwana Devil,' is going to be the biggest thing since sound and color. I'm glad I came to California to see exactly how big this was going to be. I'll book every picture made in Natural Vision."

Myer J. Schine, president of the Schine Chain Theatres, Inc., said, "I enjoyed the picture. I know glasses cannot be avoided, and so we exhibitors and public will live with them. There is no question but that Natural Vision will mean a great deal to the box office. I like the whole idea very much and know it will mean much to the industry."

**Both Natural Vision equipment and "Bwana Devil," the first feature produced for exhibition in New York, are being booked nationally by George J. Schaefer, New York.**

Robert Stack, Barbara Britton and Nigel Bruce are principals in the Oboler production, which will be reviewed in an early issue.

## Rogers, New Deputy

(*Continued from page* 1)

government's policy in its 16mm. anti-trust suit against the film companies. As the Number Two man in the Attorney General's office, it probably will be up to him to decide whether the case will be prosecuted or abandoned.

Rogers represented 20th-Fox on several anti-trust matters in the past. Observers here believe that the 16mm. case will be given a more thorough study before any attempt at litigation is started.

# Reviews

## "Angel Face"

*(RKO Pictures)*

THE hatred for and subsequent murder of a stepmother by a pretty young girl who adores her father serves as the mainspring of this interesting drama that unfolds too slowly but builds towards a suspensful climax. A competent cast includes such name performers as Robert Mitchum, Jean Simmons, Mona Freeman and Herbert Marshall, but the idea of an innocent bystander becoming romantically involved and hence blamed with the murderess is not tautly enough developed.

Otto Breminger produced with a maximum of economy and directed it with emphasis on the evolving dramatic suspense. The screenplay by Frank Nugent and Oscar Millard, from a Chester Erskine story, presents Mitchum as an ambulance driver who meets Miss Simmons on an emergency call to her mountain-top mansion when her stepmother, Barbara O'Neil, is overcome by a mysteriously opened gas jet. Mitchum is a former racing car driver and desires to open a garage for such cars. He quits his job to become Miss Simmons' chauffeur and breaks off with his girl friend, Miss Freeman.

Mitchum refuses to run away with Miss Simmons and the next day Miss O'Neil and Herbert Marshall, her husband who had requested a ride to town, go over a cliff when the car acts in reverse. Evidence implicates Mitchum so legal-eagle Leon Ames convinces him to marry Miss Simmons, and beat the murder charge. The latter half of the film concerning the trial is quite effective; Ames is especially convincing as the shrewd lawyer. They are acquitted but Mitchum, although rejected by Miss Freeman, refuses to remain with Miss Simmons. He plans a Mexican divorce but Miss Simmons, who had confessed her guilt to Ames to no avail, drives Mitchum and herself over the cliff.

This has names and a theme to exploit and should gather fair returns at the boxoffice.

Others in the cast are Kenneth Tobey, Raymond Greenleaf, Griff Barnett, Robert Gist, Morgan Farley and Jim Backus.

Running time, 90 minutes. General audience classification. Release date, Jan. 23.

WALTER PASHKIN

## "Cattle Town"

*(Warner Brothers)*

A HUSKY Western that develops along formula lines but contains an ample amount of fighting and some vocalizing by Dennis Morgan, this picture stacks up fairly well for its type. An occasional note of fictionalized history is mixed in, concerning the bickerings and battles between ranch owners and squatters in Texas shortly after the Civil War.

The screenplay by Tom Blackburn has Morgan sent into the troubled territory by a Texas governor to bring about peace. His efforts are opposed by rancher Ray Teal who plans to fleece the squatters of their cattle in addition to treating them inhumanly.

There is excitement and intrigue and the usual rounds of gunplay and hard riding building up to a climactic cattle stampede which causes the death of Teal and gives Morgan a chance to rescue Amanda Blake. Miss Blake and Rita Moreno vie for Morgan's affection in the romantic angle but at the fadeout it is Miss Blake who Morgan chooses, and they ride off together happily.

Others in the cast are Philip Carey, Paul Picerni, Jay Novello, George O'Hanlon, Bob Wilke, Sheb Wooley, Charles Meredith, Merv Griffin, A. Guy Teague, Boyd Morgan and Jack Kenney. Bryan Foy produced and Noel Smith directed.

Running time, 71 minutes. General audience classification. Release date, Dec. 6.

## Chesapeake Files for 'Alice' Assignment

Chesapeake Industries has filed a suit in Federal Court here against Lou Bunin Productions and Souvaine Selective Pictures, seeking an assignment on "Alice in Wonderland," which Bunin produced in France in 1949. Chesapeake claims there is a balance due of $24,626 on a promissory note for $28,000.

The plaintiff asked the court to allow full rights to the picture to anybody who buys the foreclosed mortgage. "Alice" originally was released by Film Classics and was then taken over by Souvaine. Chesapeake also has pending a $27,000 suit against Bunin for prints and laboratory work on the picture.

## Free Passes for Plasma

COLUMBUS, O., Nov. 30.—In a tieup with the Red Cross, neighborhood theatres here have arranged to give a free pass to every person who donates blood to the plasma campaign.

## 'Andersen' Heading For Records Here

The opening week's business of Samuel Goldwyn's "Hans Christian Andersen" at the Criterion and Paris theatres here will shatter the box-office records at both houses, according to the managements.

A first week gross of $60,000 is predicted for the Criterion, while $24,000 is expected at the 572-seat Paris, which has added some extra shows.

## Florida Firm Files Trust Suit vs. 'U'

MIAMI, Nov. 30.—A $255,000 triple-damage anti-trust suit has been filed in Federal court here by a Miami Beach firm against Universal and its subsidiary, United World Films. The suit, brought by Allied Motion Pictures and its officers individually, charges the defendants with monopolistic practices in failing to supply the plaintiffs with products.

## Drive-in Membership Plan Set in Mich.

DETROIT, Nov. 30.—The executive committee of Allied Theatres of Michigan has approved a new plan of membership for drive-ins.

The recent Allied state convention showed that drive-ins have much in common with other theatres in regard to film buying, arbitration, film delivery costs, free shows, the Federal admissions tax and the constant threat of a state amusement tax.

The major obstacle which prevented drive-in owners from joining Allied was the high rate of dues.

A plan worked out by the executive committee consists of a seasonal membership for all drive-ins, regardless of capacity, with free membership each year for the months of January, February, March, April, October, November and December. The exhibitors would pay only for five months membership. Drive-ins would pay two cents a month per speaker for the five months, or a total of 10 cents per speaker for the period.

Pierce Parkurst, of Lansing, drive-in chairman, and Joe D. Kitchen, drive-in secretary, outlined the membership plan in a bulletin to exhibitors in Michigan.

Under the new program, all due to Allied would "pay once and for all" all assessments which would otherwise be solicited from exhibitors by salesmen or directly from the Council of Motion Picture Organizations.

The plan, it was said, will provide sufficient income to permit a budget to handle all legislative problems and tax issues, both state and national. Allied would represent exhibitors in all financial payments in the industry.

## Allied Willing

(*Continued from page* 1)

scheduled as yet. If the Motion Picture Association of America decides to initiate the sessions, a date and place probably will not be set until after the return of MPAA president Eric Johnston from his current South American tour. Johnston is due back early this month, but the MPAA office here did not know the exact date at the weekend. On the other hand, the distributors' arbitration committee may set a schedule this week for future roundtable discussions among the film companies, Allied and the Theatre Owners of America.

## Col. Writes Off

(*Continued from page* 1)

with the write-off on color films running as high as six per cent behind the amortization of black-and-white pictures. Both categories, according to a report to the Securities and Exchange Commission, have a complete write-off period of 104 weeks. However, the black-and-white features, under the system instituted and reflected in the company's last annual report, are amortized at a greater percentage rate than tinted films. The percentage varies from six per cent for the first 13 weeks in release to one per cent at the 91st week.

## Burton, 20th Negotiating

HOLLYWOOD, Nov. 30.—Richard Burton, new 20th Century-Fox star from the British stage, is here negotiating a "million dollar" contract calling for a picture annually for 10 years, said the studio.


Love's new sweet song
True love never did run smoothly—
not in the continuity. But in filming
it must . . . if new-day budgets are
to be met. That is why so much attention
is given to keying film and situation . . .
to precision processing controls; why so much
is done to ensure prints of optimum quality at
minimum expenditure; why the Eastman
Technical Service for Motion
Picture Film works with the
industry—cooperates alike
with studio, laboratory, exchange,
and theater operator.
Branches at strategic centers . . .
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EASTMAN KODAK COMPANY
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East Coast Division
342 Madison Avenue
New York 17, N. Y.
Midwest Division
137 North Wabash Avenue
Chicago, Illinois
West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

NEWS WHILE IT IS NEWS

# MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 72. NO. 105 NEW YORK, U.S.A., TUESDAY, DECEMBER 2, 1952 TEN CENTS

## UPT's Bendix Telecast Tops Other Circuits

### *Company Will Have 17 Houses in Dealer Show*

Seventeen affiliates of United Paramount Theatres are slated to carry Teleconference's Dec. 30 theatre telecast of the Bendix dealers meeting, making UPT the circuit with the largest number of TV-equipped theatres ever to participate in a closed-circuit event.

Five Warner Brothers Theatres are also scheduled to join the Coast-to-Coast Teleconference net, which will be carried in 42 theatres in 41 cities. The only city which will have two TV-equipped houses participating will be New York. A Teleconference spokesman said that the list of theatres taking the commercial "off-hour" telecast, which will get underway from Chicago at about noon, will be made public shortly. Included in the circuit line-up are Loew's and Fabian theatres.

The 17 UPT houses scheduled to take the Bendix program also points

(*Continued on page 5*)

## Allied Production Plan Under Study

DES MOINES, Dec. 1.—Allied States' cooperative ventures in film production, buying and booking and film delivery have been advanced by the board of directors of Iowa-Nebraska Allied, members are advised in a current organizational bulletin from Charles Jones, secretary.

The bulletin states that the Iowa-Nebraska board has been presented with a plan under which national Allied would enter film production

(*Continued on page 4*)

## 38 Personalities to Entertain Overseas

HOLLYWOOD, Dec. 1.—Sixteen performers have been added to the list now totaling 38 volunteers to date who will go overseas to entertain "GIs" stationed in the four corners of the world during the Christmas-New Year's season, it was announced by the Hollywood Coordinating Committee.

Six of the 16—Dawn Addams, Movita Castaneda, Debbie Reynolds, Ros-

(*Continued on page 4*)

## *'Andersen' Smashes Two House Records; 1st-Run Grosses Up*

"Hans Christian Andersen" broke the 16-year gross record at the Criterion here, racking up a terrific $64,000 for its initial week. Comparatively, the picture did just as well at the off-Broadway Paris Theatre, pacing New York first-run business, swelled by the holiday crowds that flocked to theatres during the long Thanksgiving Day weekend.

**At the Paris, "Hans Christian Andersen" registered a sturdy $24,000 for its opening week, breaking the house record of the five-year-old art theatre.**

(*Continued on page 4*)

## Gualino Heads IFE Distribution Unit

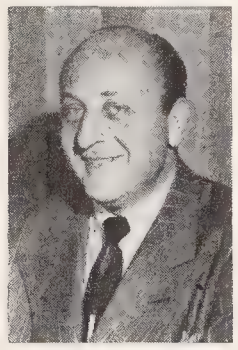
The IFE Releasing Corp. has completed its roster of top executive personnel with the designation of Dr. Renato Gualino as president, E. R. Zorgniotti as executive vice-president, and Jonas Rosenfield, Jr., as vice-

(*Continued on page 4*)

# DEPINET, HUGHES SEEN RKO SLATE

## *Kranze Heads U. A. Sales*

Bernard G. Kranze has been appointed United Artists' general sales manager for the U. S. and Canada, it was announced here yesterday by William J. Heineman, vice-president in charge of distribution. The post is a new one.



B. G. Kranze

Kranze, who has been serving as executive assistant to Heineman since April, 1951, began his career in 1921 at the Paramount studios in Astoria, Long Island. He later served as salesman, branch manager and Eastern-

(*Continued on page 4*)

## *Say Dietrich Included in New Executive Team as Coast Confabs Continue*

Conferences on the problem of interim leadership for RKO Radio Pictures were reported yesterday to be reaching their climactic stage on the Coast, with the arrival there of Ned E. Depinet, former president, now company "consultant."

**Depinet, according to informed trade quarters here, was called to the Coast by Howard Hughes at the weekend to discuss a new company executive slate, which would include himself, Hughes and Noah Dietrich, former chairman of the board.**

Spurring the selection of company executives are the dual factors of the court hearing here next week on the receivership application pending against the company and the need to reestablish the company on a sound basis so that the Ralph Stolkin group can sell its 29 per cent controlling interest without incurring a severe financial penalty.

Depinet, whose stewardship of RKO

(*Continued on page 4*)

## *Arbitration May Rest On Allied's Stand on Rentals*

By AL STEEN

Unless Allied is willing to go along on an arbitration system without the inclusion of the right to arbitrate film rentals, the chances for an industry formula for ironing out exhibitor-distributor problems are remote, distribution sources indicated here yesterday. A major company spokesman said he was certain the distributors would not agree to film rental arbitration, while Allied appears to be just as firm in its position that it's a case of "that or else."

Resumption of talks among exhibition segments and distribution in regard to revision of the distributors' plan will depend on what action Eric Johnston, president of the Motion Picture Association of America, will take when he returns from South America within the next 10 days. The distribution committee on arbitration was set up by Johnston and the group will not initiate further meetings unless the MPAA president so requests, it was said yesterday.

There was a feeling among some distribution executives that Allied leaders had "mellowed" somewhat from their vehement opposition to the distributors' draft at Allied's convention in Chicago last month and that Allied feels it should not have taken

(*Continued on page 4*)

### *Morgan in Western Pa. Allied Post*

**Pittsburgh, Dec. 1.—Richard P. Morgan of New Jersey, recently affiliated with the Walter Reade and Consolidated Theatres circuits in a managerial capacity, has been named executive secretary of Allied of Western Pennsylvania.**

**Morgan, who replaces Fred Herrington, who held the position for 20 years, also worked for Paramount Pictures in Philadelphia and Kansas City. He was admitted to the bar in 1934 and joined the legal department of Paramount in 1939.**

## *NEWS FLASHES*

SAN FRANCISCO, Dec. 1.--Western Theatre Owners has rejected the distributors' draft of the proposed arbitration plan, Rotus Harvey said here today. The two reasons given were: (1) It does not carry out the format as outlined at the original arbitration meeting; (2) It is too wordy and complicated; any plan to be agreeable to WTO must be simpler, less expensive.

•

PORTLAND, Ore., Dec. 1.-- Indications are that another half-dozen drive-ins will open early in 1953 in the State of Washington. Most of the drive-ins in the state have closed after a very successful season.

# Personal Mention

ROY O. DISNEY, president of Walt Disney Productions, and CARD WALKER, advertising director, have returned to Hollywood from New York.

•

MAX E. YOUNGSTEIN, United Artists vice-president, left New York last night to speak at the Indiana Allied convention being held in Indianapolis today and tomorrow.

•

JOSEPH A. WALSH, Paramount's branch operations manager, was in Washington yesterday on the first stop of a tour of the company's exchanges.

•

FRANCIS M. WINIKUS, United Artists advertising-publicity director, will return here today from a Miami vacation.

•

NAT LEVY, RKO Radio's Eastern division manager, is in Boston today, and will stop off in Cleveland before returning here on Friday.

•

H. M. RICHEY, M-G-M exhibitor relations head, will attend the New England Independent Theatre Owners convention in Boston on Dec. 9.

•

MIKE SIMONS, assistant to H. M. RICHEY at M-G-M, left last night by plane to attend the Indiana Allied convention starting today in Indianapolis.

•

IRVING SOCHIN, Universal short subject sales head, is visiting Dallas, Oklahoma City and Cincinnati this week.

•

MAURICE GOODMAN of the 20th Century-Fox home office art department, announces the birth of a daughter, JUDY ANN, to MRS GOODMAN.

•

JACQUELINE MAURER of Hal Roach Studios has become engaged to MILTON MACY.

•

GEORGE WELTNER, president of Paramount International, returned here yesterday from Europe.

•

JAMES PERKINS, Paramount's general manager in England, is due in New York from there on Dec. 13.

•

HUGH OWEN, Eastern and Southern division manager, has returned here from a two-week Southern tour.

•

MARTIN FRIEDMAN, head of Paramount's playdate department, began a two-week vacation yesterday.

•

ARTHUR CANTON, Eastern M-G-M press representative, left here yesterday on a tour of Eastern cities.

•

BEN LORBER, Universal insurance department head, has returned to New York from the Coast.

•

HARRY M. WARNER will leave here for the Coast on Dec. 9.

•

LOUIS B. MAYER arrived here yesterday from the Coast.

# Senator Urges Use of the Screen in 20% Tax Fight

DENVER, Dec. 1.—Plans are under way here to start what may well be a deciding factor in the fight to get the 20 per cent Federal amusement tax lifted. The move resulted from suggestions made by United States Senator Eugene D. Millikin (Rep. of Colorado), during a meeting between him and a number of Denver theatremen.

Pointing out that he was acting only in an advisory capacity, since any tax-cutting move would have to be started in the House Ways and Means Committee, Millikin told the local group to "Present your case through films. Get Hollywood to use the best script writers and the best talent in making a convincing short that will present the case of the discriminatory tax in a manner that will be easily understood. Make a succinct, entertaining film that will convey your point to every Senator and Representative." Denver theatremen are set to get action on this move, which they acclaim to be the best suggestion made to date.

In presenting arguments to the Senator, Robert Selig, executive vice-president of Fox Intermountain Theatres, pointed out that "the tax is discriminatory. Many little theatres over the country are closing because of the tax. No other industry is taxed in this manner. Department stores pay tax on furs and cosmetics, but they have much other merchandise for sale. Theatres sell only entertainment, and that is taxed. In many cases it means the difference between profit and loss."

## Set 'Rachel' Benefit Pre-show for Dec. 16

"My Cousin Rachel," 20th Century-Fox contender for the 1952 Academy Award, will have a special benefit pre-showing at the Academy of Music here on Dec. 16 as part of a three-hour performance to aid a Christmas fund campaign for wounded servicemen hospitalized in this country and overseas.

The world premiere is scheduled for the Rivoli Theatre on Christmas Day. Clifton Webb and Debra Paget will appear on the program along with a caravan of WNBC stars.

## Frisch to Preside At FJP Meeting

Manny Frisch of Randforce Amusement Co., has called a meeting of top industry leaders to be held tomorrow, at the Astor Hotel here to prepare plans for the 1952-53 campaign of the amusement division of the Federation of Jewish Philanthropies.

Frisch, who was chairman of last year's Federation drive, will preside over the meeting which will select leadership for the current campaign on behalf of the Federation's 116 hospitals and institutions.

## To Open Manos House

CLEVELAND, Dec. 1.—George Manos, head of the Manos Circuit operating 20 theatres in Ohio, will open the Manos in Columbiana after the first of the year.

## Lapidus to Preside At WB Meet Today

Jules Lapidus, Warner Brothers Eastern and Canadian division sales manager, will preside over a meeting of the company's Eastern district in Boston beginning today.

Attending will be Norman Ayers, Eastern district manager, and branch managers Ray S. Smith, Albany; Ralph J. Iannuzzi, Boston; Clayton G. Eastman, Buffalo; Max Birnbaum, New Haven, and Ben Abner, New York. Home office executives present will also include I. F. Dolid and Bernard R. Goodman, supervisor of exchanges.

## Norman Bieringer Feted in Milwaukee

MILWAUKEE, Dec. 1.—Norman S. Bieringer was honored with a testimonial luncheon here in observance of his 30 years in show business, the last 25 of which were as a representative for Warner Brothers Pictures. Seventy-five members of the Wisconsin industry were present.

Dave Chapman, president of the Reel Fellows Club of the Colosseum of Motion Picture Salesmen, presided. Speakers were Harold J. Fitzgerald of Fox-Wisconsin Theatres, Ray Trampe of Allied Artists Corp., Jack Lorentz of 20th Century-Fox, and Robert Baker, RKO Radio. The occasion was his semi-retirement.

## 'Bwana' Distribution Talks on This Week

Negotiations with distributing companies for the release of Natural Vision's "Bwana Devil" are expected to get under way this week. George Schaefer, executive representative of Natural Vision in New York, said yesterday that talks with possible distributors of the three-dimensional picture would start in a few days.

Meanwhile, Schaefer has been dickering with Warner Theatres for the showing of the film in the Warner Theatre on Broadway when that house reopens. It has been closed since early summer.

## 25-cent Warner Dividend

At a special meeting of the board of directors of Warner Brothers Pictures yesterday, a dividend of 25 cents per share was declared on the common stock, payable on Jan. 5 to stockholders of record on Dec. 15.

## 'Kidd' Opens Dec. 17

The Midwest premiere of "Abbott and Costello Meet Captain Kidd" will be held at the Balaban and Katz United Artists Theatre in Chicago on Dec. 17, with the two stars set to make a personal appearance.

## Films' 'Golden Era,' Says N. Y. Mirror

**The New York *Daily Mirror*, which has been conducting a most enthusiastic promotion in print in behalf of motion pictures, hit a new high note yesterday when it told its reading public that "Motion pictures have always been wonderful entertainment—but today they are superproductions. This is the golden era of technical genius, camera magic, brilliant color and a never-ending stream of 'hit' films. You're missing a great deal unless you get out of the stay-at-home rut and go to the movies. You'll enjoy life more if you do."**

## New Re-release Dual Set by RKO Radio

"The Bachelor and the Bobby-Soxer" and "Bachelor Mother," RKO Radio pictures, will be re-released on Friday.

They will be re-issued in combination under the title "RKO's Best Sellers."

## Traub Reappointed Censor Board Head

BALTIMORE, Dec. 1.—Sydney R. Traub was reappointed chairman of the Maryland State Board of Motion Picture Censors by Governor Theodore McKeldin. Subject to Senate confirmation, the appointment is a three-year term that began last May. Since that time the post has been the subject of considerable political and public controversy.


NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"PLYMOUTH ADVENTURE"
Spencer TRACY • Gene TIERNEY
Van JOHNSON • Leo GENN
Color by TECHNICOLOR - An M-G-M Picture
plus GREAT HOLIDAY STAGE SPECTACLE

ALAN LADD VIRGINIA MAYO
in The Iron Mistress
Color by TECHNICOLOR
PARAMOUNT TIMES SQUARE
in person TONI ARDEN JACK E. LEONARD STEVE CONDOS & JERRY BRANDOW ART MOONEY And His ORCH.
Midnight Feature

SAMUEL GOLDWYN presents
Hans Christian Andersen
starring DANNY KAYE

CRITERION • PARIS
B'way & 45th St. 58th St. W. of 5th Ave.


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## *Chicago Receipts for October Same as '51*

**Chicago, Dec. 1. — Theatre admission receipts here for the month of October were virtually the same as for October of last year, according to figures released today by the city tax collector's office. The $88,957.96 collected during the past month (on October receipts), although down almost $12,000 from the previous month, was off only $327.18 (or less than one half of one per cent) from the corresponding month last year.**

**Other amusements showed a drop of approximately 16 per cent from October of last year, falling from over $72,000 to less than $60,000. For the year to date, theatre tax collections are off approximately $87,000, while income from other amusements has dropped less than a thousand dollars.**

## 20th-Fox May Open Branch in Houston

Because of increased business pressure on its Dallas branch, 20th Century-Fox is considering the possibility of opening an exchange in Houston. The sales department plans to make a comprehensive survey of the situation in the near future; a preliminary study has been completed, but no definite decision has been made.

Whether the prospective Houston office would be strictly a shipping point or a full sales headquarters also is a question still to be decided. It is reported that other major distributors also are eyeing Houston as a possible key distribution city.

## *N. Y. Variety Club Sets Plans for '53*

Canvasmen of the New York Variety Club met yesterday to outline plans for the coming year and discuss committee appointments. Plans for a new club headquarters were considered and an announcement of the selection of a site may be made shortly.

An active year, with specific charities to be supported by the New York Tent, was envisioned by Tent leaders. Al Gorson was named to handle public relations for the local chapter.

## *Kramer, Selznick Admitted to SPG*

HOLLYWOOD, Dec. 1.—Admission of four new members to the Screen Producers Guild has been disclosed by Arthur Hornblow, Jr., chairman of the membership committee.

Admitted to full membership were producers Stanley Kramer, David O. Selznick and Harry Joe Brown. Admitted to associate membership was Oscar Saul.

## *Closes House Till April*

ALBANY, N. Y., Dec. 1. — Jules Perlmutter of Albany has closed the Lake, Lake George, until April.

# *Review*

## *"No Time for Flowers"*

*(Mort Briskin-RKO Pictures)*

FILMED in its entirety in occupied Austria, this amusing satire on Russian police tactics in present-day Prague is merchandiseable but will need exploitation. Most audiences should enjoy the humorous situations but there are not many strong names for the marquee and the title may be inappropriate.

Viveca Lindfors and Paul Christian are starred as a secretary and a secret police agent, respectively, with Christian posing as a pro-American comrade in order to test her loyalty prior to her assignment as an ambassador's secretary in the U. S. The screenplay by Laslo Vadnay and Hans Wilhelm provides numerous jabs at Russian poverty.

Christian plies Miss Lindfors with American coffee, nylons, magazines, a bubble bath, and takes her to an expensive restaurant. Miss Lindfors reports all to police head, Peter Preses. But her love for Christian prevents her informing on the final test which concerns a planned escape to an American zone. Preses mistrusts her and Christian, and notifies personnel chief Frederick Berger she is not loyal. However, it is Berger who actually is pro-American and he has Miss Lindfors phone in. Christian discovers this, "arrests" Miss Lindfors, her family and Berger, and flees with them to the free American zone.

All of the principal performers turn in convincing portrayals under the incisive direction of Don Siegel. Manfred Inger supplies humor as a stolid suitor of Miss Lindfors who gifts her with food instead of flowers. Others noteworthy are Ludwig Stossel, Peter Czeyke and Adrienne Gessner.

Mort Briskin produced and made effective use of the Austrian streets and backgrounds. While this is a diverting satire on an almost-sure-fire topic, it will need special effort. Given proper backing, it should account for itself fairly well at the box-office.

Running time, 83 minutes. General audience classification. Release date, Feb. 20, 1953.

WALTER PASHKIN

## *'Sign' Award Goes To WB for 'Fatima'*

Jerry Cotter, motion picture editor of *The Sign,* national Catholic monthly, reports that the publication's 11th annual award for the outstanding motion picture of the year goes to Warner Brothers for "The Miracle of Our Lady of Fatima."

In making the award *The Sign* singled the picture out for being "dramatically powerful without sacrificing dignity, . . . and produced with sincerity and understanding."

## *Canada 9-Month Film Imports Increased*

OTTAWA, Dec. 1. — The Canadian government reports that the value of motion picture imports increased to $4,718,000 in the first nine months of 1952, compared with $4,432,000 in the same period of 1951.

Film imports for September rose to $533,000, compared to $421,000 in the same month last year.

## *'Peter Pan' in N. Y., Chicago, Premiere*

"Peter Pan," Walt Disney's all-cartoon feature, will have a dual world premiere at the Roxy Theatre in New York and the State-Lake Theatre in Chicago, it was announced here by Charles Boasberg, general sales manager for RKO Radio, which is distributing the picture.

Disney and RKO Radio sales, publicity and advertising executives last week discussed preliminary plans for the New York opening.

## *To Sell 'Ivanhoe' Flat After Easter*

CHICAGO, Dec. 1.—Independent exhibitors have been informed that M-G-M's "Ivanhoe" will be sold flat when it goes into regular runs around Easter time next year. The picture will be continued on a pre-release basis until about next Jan. 15, with no policy having been disclosed for the runs between that date and Easter.

## Grosses Up, Says Goldwyn

BOSTON, Dec. 1.—"Motion picture theatres are doing better business than they did a year ago, according to gross reports that are coming into distributors' offices all over the country," it was stated here today by Samuel Goldwyn at the Ritz Carlton Hotel during a press interview.

Goldwyn said that television will definitely help the motion picture industry as well as theatres. After affirming the importance of TV, he noted, "The public is beginning to realize that motion picture theatres are offering better entertainment than they are getting on television. He said television has not helped "fringe" houses or those in small towns.

## *Hartman Due From Europe Saturday*

Don Hartman, in charge of production for Paramount, will arrive in New York by plane from Paris Saturday, following conferences in Rome and London concerning pictures which have been completed or will be made in the future overseas. He will take a plane for Hollywood on Sunday.

In Rome, Hartman conferred with producer-director William Wyler concerning "Roman Holiday," which Wyler recently finished in the Italian capital. In London, Hartman conferred with Roy Boulting, writer-producer, on plans for Paramount's production of "Wings Across the Sea"; discussed with British authorities plans for Paramount's production in Ceylon of "Elephant Walk," and made preliminary arrangements for the making of "Babylon Revisited," the F. Scott Fitzgerald story which Wyler will produce and direct.

## *Charity Drive Advances*

HOLLYWOOD, Dec. 1.—The Permanent Charities Committee announced that $992,156 has been pledged toward the organization's campaign goal. The figure is 81 per cent of the total.

## *NY Lodge Meets Tonight*

New York's Cinema Lodge of B'nai B'rith will hold a business meeting at the Hotel Astor tonight, reports Martin Levine, president.


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# N.Y. Grosses

(Continued from page 1)

**The previous Criterion record of $60,000 was established 16 years ago by "Brute Force."**

A fine $125,000 was forecast for the third week of "Plymouth Adventure" at Radio City Music Hall, which will open its Christmas show on Thursday with "Million Dollar Mermaid" on the screen. "Kansas City Confidential" is expected to do a fine $23,500 for its first seven days at the Globe. Another opener, "The Thief of Venice," is due to rack up a very good $25,000 for its initial week at the Mayfair.

Holding up strongly is "Limelight" at the Astor and the two-a-day 60th Street Trans-Lux. A robust $27,000 for the sixth week is seen at the Astor and a nice $8,500 is indicated for the picture at the off-Broadway house. At the Paramount, a pretty good $64,000 is predicted for the second week of "Iron Mistress."

### 'Sound Barrier' Healthy

The fourth week of "Breaking Through the Sound Barrier" at the Victoria is due to hit a healthy $24,000. "Snows of Kilimanjaro," now in its 11th week at the Rivoli," is expected to do a good $20,000. The opening week of "Outpost in Malaya" at Loew's State was a bit disappointing, with $18,000 indicated. At the Capitol, a satisfactory $23,000 is indicated for "Prisoner of Zenda." Weekend business at the Roxy was fairly good, with $29,500 grossed up for the last three days of "Bloodhounds of Broadway." The picture, in its third week, was the last for the National Theatres' house before its closing to reopen on Dec. 22.

Among other off-Broadway houses, "The Promoter" is still outstanding, with the Fine Arts anticipating $13,800 for the film's fifth week. At the Sutton, a steady $8,800 is forecast for the seventh week of "The Fourposter." "O. Henry's Full House" at the 52nd Street Trans-Lux is expected to do a solid $8,500 for its seventh week, while a good $7,200 is seen for the second week of "Under the Red Sea" at the Beekman.

### 'Bwana Devil' Breaks All Records At Hollywood, L.A. Paramounts

HOLLYWOOD, Dec. 1.—Arch Oboler's "Bwana Devil" in Milton Gunzburg's Natural Vision 3-dimension grossed $77,000 at the Hollywood and Los Angeles Paramounts the first four days, topping all previous records in the history of both houses.

## *Set 'Sound' Opening*

"Breaking The Sound Barrier," will have its West Coast premiere on Dec. 17 in Los Angeles with simultaneous openings in four theatres, headed by the Chinese and Los Angeles, it was announced by William J. Heineman, UA distribution vice-president. The Midwest premiere will be held Thursday at the Oriental in Chicago.

## *Palmer Park to Teicher*

DETROIT, Dec. 1.—Irving Teicher, original owner of the Studio Theatre, is taking over the Palmer Park Theatre for operation as a first-run foreign and art film house. The theatre is in the process of renovation. When reopened it will have weekly art exhibitions and a series of lectures and chamber music programs.

# *Review*

## *"Mr. Walkie Talkie"*

*(Hal Roach, Jr.-Lippert Pictures)* *Hollywood, Dec. 1*

THIS production involves the long-sputtering feud between Sergeant Joe Sawyer and Sergeant William Tracy of the U. S. Infantry. It moves a bit more slowly than usual but stacks up about par for the series as far as commercial value is concerned.

The screenplay by Edward Seabrook and George Carleton Brown has Tracy portray a walking-encyclopedia whose glib recitations of rare information annoy the stolid Sawyer to the point of hysteria. However, it is Tracy's photographic memory that extricates the infantry company from a disastrous position.

At the opening of the film in a training camp, Sawyer is so distraught that he applies for a transfer. It is granted and he is sent to Korea. There he is on front-line duty and is happy until Tracy arrives by parachute-drop, to share his life again. There are further adventures under fire and away from it, until the finale where Sawyer, fleeing Tracy's precocity, upsets his colonel who is in the act of recommending him for a Congressional Medal of Honor. Margia Dean supplies the feminine and musical touch as a volunteer entertainer. She sings a song number by Leon Klatzkin. Others in the cast are Russell Hicks, Robert Shayne, Alan Hale, Jr., and Wong Artarne. Hal Roach Jr., produced and Fred L. Guiol directed.

Running time, 65 minutes. General audience classification. Release date, Nov. 28.

## 38 Personalities

(Continued from page 1)

coe Ates, Peter Lawford and Richard Morris — have joined the troupe scheduled to perform for military personnel stationed and hospitalized in Korea.

Susan Morrow has been assigned to the unit going to Alaska and nine others compose the troupe slated to visit isolated bases in the Northeast Air Command, covering Greenland, Baffinland, Newfoundland and Labrador. They are Raymond Burr, Wanda Curtis, Don Garner, Paul Garteiz, Eve Halpern, Flo Ann Hedley, Marilyn Hedley, Jack Iversen and Evelyn Russell.

"We are in the process of organizing a fourth troupe which will entertain Armed Forces in the Caribbean," said HCC president George Murphy.

The four troupes will take off from Burbank Airport Dec. 19, returning on Jan. 4. The Department of Defense requested the HCC to organize the project in cooperation with Army Special Services and USO Camp Shows.

### Divided Into 3 Units

Twenty volunteers to date have been divided into three units which will tour Korea covering a 10-day schedule of engagements. They are Paul Douglas, Jan Sterling, Richard Allen and Richard Morris in one group; Walter Pidgeon, Keenan Wynn, Carleton Carpenter, Carolina Cotton, Peggy King, Debbie Reynolds, Movita Castaneda and Peter Lawford in another group; Dawn Addams, Roscoe Ates, Lita Baron, Rory Calhoun, Jeanne Cooper, Virginia Hall, Bill Shirley and Mark Stevens' group.

The unit headed for Alaska will include Freddie Browne, Jean Fowler, Jane Frazee, Johnny Grant, Ginny Jackson, Tony Lovello, Susan Morrow, Eddie Samuels and Joy Windsor.

## *To Show 'A-Bomb'*

A series of special screenings for more than 200 newspaper and trade paper publishers and reporters, and high ranking Marine Corps. officers will be held for RKO-Pathe's "Operation A-Bomb," the first motion picture in color of an atomic bomb explosion, on Friday, at the Johnny Victor Theatre in the RCA Exhibition Hall here.

## Gualino Heads

(Continued from page 1)

president in charge of advertising, promotion and publicity.

All three will also continue as top executives of Italian Films Export, trade association of Italian producers, Dr. Gualino being general director, Zorgniotti, U. S. representative, and Rosenfield, director of public relations. The parent organization (IFE) was recently expanded by the addition of two new departments, a division of newsreels and short subjects headed by Robert Gordon Edwards, and a television division under the direction of Ralph Serpe.

IFE Releasing Corp., national distribution organization for Italian films in the American market, begins its official activity today, following two months of organization and planning. Previously announced was the appointment of Bernard Jacon as vice-president in charge of sales.

Field staffs for the five regional offices which IFE Releasing Corp. is now setting up in New York, Cleveland, Chicago, Atlanta and Los Angeles will be announced shortly, according to Zorgniotti. Dr. Gualino left here for Rome late last week.

## Kranze Heads

(Continued from page 1)

Central district manager for RKO Pictures. He was assistant general sales manager for the J. Arthur Rank Organization in the United States and in 1948 became vice-president in charge of sales for Film Classics. He was vice-president in charge of distribution for Eagle Lion Classics before joining United Artists.

## Arbitration

(Continued from page 1)

such a firm stand. While it appears certain that Allied will participate in new discussions, sales chiefs believe that the talks will be fruitless unless Allied takes a different attitude toward the film rentals issue.

## *German Films in Toronto*

TORONTO, Dec. 1. — Practically all theatre circuits and a number of independent exhibitors in Canada are playing post-war pictures of German origin which are said to have met with approval by theatre-goers.

# RKO Slate

(Continued from page 1)

Radio Pictures had encompassed many years, was said to be closeted with Hughes on the Coast over the weekend. The projected executive slate of Depinet, Hughes and Dietrich, it is pointed out, would be agreed upon to provide the leadership needed to pilot the company through its interim course, before a deal for the sale of the Stolkin group's stock interest is consummated.

The Stokin syndicate, which purchased its controlling interest in the company from Hughes, is finding it difficult to get offers commensurate with its investment, according to reports. The Stolkin group paid $7 per share for Hughes' 1,013,420 RKO Pictures shares last September.

### Follows Other Talks

The reported Depinet-Hughes talks came on the heels of Coast conferences between Hughes and members of the Stolkin group, including Stolkin himself, on the selection of a company president and the filling of board vacancies. Presently on the Coast are Sherrill Corwin, acting chairman of the board, and Edward Burke, director, both members of the Stolkin group.

The approaching hearing in New York Supreme Court, slated for Dec. 10, on the receivership application filed by three minority stockholders, was seen as another strong factor pointing to the selection of new company executives shortly. The filling of the presidency and directorial vacancies, it is stressed, would strengthen the company's arguments opposing the appointment of a receiver.

HOLLYWOOD, Dec. 1.—Ned E. Depinet, former RKO Radio Pictures president and currently company "consultant," declined to comment today on New York reports that he, Howard Hughes and Noah Dietrich, were to head up the new executive slate of the company. He said he was here on personal business only.

## Allied Plan

(Continued from page 1)

"but the plan has not been sufficiently developed to present to the general assembly" yet.

Plans for the cooperative buying and booking and the film delivery service would be limited to the Iowa-Nebraska organization. Details of the plans were not disclosed but committees have been appointed to investigate their feasibility. Reports are scheduled to be made at the January board meeting.

## *Pine Extends Tour*

Producer William Pine will extend his current six-week European tour another three weeks in order to discuss local audience film preferences with more exhibitors of England, France, Spain and Switzerland. Pine is co-producer with William Thomas, releasing through Paramount.

## *Thomas in 2nd WB Film*

"Wonder Bar" is planned by Warner Bros. as a starring vehicle for Danny Thomas, whose latest picture is "The Jazz Singer," which will have its world premiere at the Fox Beverly Theatre in Beverly Hills, Cal., on Dec. 30.

## Canada Is Cool to Quebec Censor Law

OTTAWA, Dec. 1.—The Canadian government is looking coolly on the legislative move by the Quebec provincial government for the censoring of films and live shows for television.

Federal comment was that control of TV programs throughout the country is vested in the Canadian Broadcasting Corp., which is the Dominion-government agency for radio and television. Premier Maurice Duplessis of Quebec announced he would seek agreement with the Ottawa government on the subject of TV censorship. Other provinces in Canada are awaiting the outcome of negotiations. The new Quebec law provides for a penalty of $500 or three months in jail for the TV exhibition of any uncensored motion picture.

## *130 FCC Television Permits Granted*

WASHINGTON, Dec. 1.—Eight new television licenses have been granted by the Federal Communications Commission, bringing to 130 the number of grants since the end of the freeze.

New permits went to Paper Broadcasting, Mobile, Ala.; Mid-American Broadcasting, Louisville; Howard D. Steere, Kalamazoo, Mich.; Skyland Broadcasting, Dayton; Pennsylvania Broadcasting, Philadelphia; Westex Television, San Angelo, Tex.; Oshkosh Broadcasting, Oshkosh, Wisc., and Mid-Hudson Broadcasting, Poughkeepsie, N. Y.

## *Film Personalities to Mexican Film Fete*

HOLLYWOOD, Dec. 1.—Junket of top personalities departed for Mexico City tonight to appear at the annual Mexican Film Festival, as guests of the Mexican government and the Mexican film industry.

Enroute are Gary Cooper, Celeste Holm, Lex Barker, Hedda Hopper, Debbie Raynolds, Virginia Gibson, Rhonda Fleming, Dr. Lew Morril, Peter Lawford, Corinne Calvet, John Bromfield, Ursula Theiss, and Arthur Jacobs, public relations advisor.

## *New SAG Negotiations*

HOLLYWOOD, Dec. 1.—Screen Actors Guild, whose strike against television film-commercial producers became effective today, announced the commencement of negotiations with the Alliance of Television Film Producers and the "Hal Roach group," television film producers already signatory to the SAG contract, for an additional contract covering actors in film commercials.

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# Television--Radio

### *with Pinky Herman*

ART LINKLETTER is en route East to emcee and officiate at the annual Pillsbury Cake-baking contest which will be decided at the Waldorf-Astoria, Tues., Dec. 9. While here "The Link" will do his Dec. 6 and 13th radio and TV CBShows. . . . George F. Foley's presentation of "The Glacier Giant," starring Chester Morris, which will be ABChanneled Friday, calls for an eight-foot actor, so Murray Tannenbaum, TV's tallest thespian, was fitted out with special elevator shoes as he stands ONLY seven feet, four inches in height. . . . CBS-TV press info occupied its temporary quarters at 51 E. 42nd St. yesterday while its radio contemporaries take over its permanent abode at the CBStudio Bldg. on E. 52nd St. Friday. . . . Producer Abby Greshler, acutely aware of the influence TV wields on impressionable youngsters, has switched the "Peck's Bad Boy" gimmick and instead of permitting young "Peck" to get away with his pranks and practical jokes, rather has them backfire on the prankster. Thus he pleases parents and at the same time gets added laughs from the Kideance.

☆ ☆ ☆

**Add the name of Perry Como to the tiny list of tunestars who year in and year out remain favorites of John Q. Citizen. Kate Smith and Bing Crosby first attracted attention back in 1930 and are tied for longevity of reign. About 1935 another golden-voiced gal, Dinah Shore, graduated from a local N. Y. station, WNEW, into the big time where she's become a fixture, while the Andrews Sisters, via a sensational rendition of "Bei Mir Bist Du Schein," likewise zoomed into the rarified atmosphere of musical leadership, remaining there for almost two decades. Lanny Ross and Frank Parker are still delighting their many fans these past 20 years and must be included in this charmed circle. . . . Consolidated Television Sales has acquired exclusive distribution rights to Tableau Productions Ltd.'s "A Christmas Carol," starring Taylor Holmes as "Scrooge," with narration by Vincent Price. . . . Handsome young lark, Paul Darnay, featured in the Columbia filmusical, "Something To Shout About," is an added starter in the national Baritone Sweepstakes via his Brewster recording of the torchy "Don't Cry, My Heart.". . . Al Johnston doing a great directorial job on the "Bill Silbert" WABDisk Jockey evening series. . . .**



Perry Como

☆ ☆ ☆

*When John B. Gambling was a wireless operator, thirty years ago, on a British Merchant vessel, he often contacted another ship's "sparks" named Edmund Franke. Idly glancing thru the Mutual Directory, John noticed such a name listed and picking up the telephone, he learned that his co-WORker, the station's Supervisor of Transmitters, was the one and the same Franke of his sea-faring days. (yep, it's a small WORld.). . . Samuel Goldwyn, who will be CBSaluted Sunday on Ed Sullivan's "Toast of the Town," has won the coveted "Oscar" 8 times and is recognized in the film world as "All-time Champion of Champions." Incidentally, ballots for the* MOTION PICTURE DAILY-Fame *annual poll, are still coming in. TV-radio editors who haven't sent in their selections have until Dec. 22. . . . Ethel Colby's WABDaily "Broadway Matinee" series (12:30-12:45 P.M.) is a quarter hour of interesting patter and chatter about and with Main Stem and Hollywood personalities. . . . While emoting in the title role of "Liliom" with an amateur troupe in San Diego, Bob Nelson's outstanding performance cought the fancy of producer Romer Grey who signed him for an important part in the Zane Grey classic, "Light of Western Stars," now on location at Indio, Cal. . . .*

☆ ☆ ☆

LOTSA DOTS. . . . A TVersion of "My Little Margie" succeeds "Racket Squad" for Philip Morris ciggies starting Jan. 1. . . . Red Benson's perennial audience-participation comedy series "Take A Number" heard every morning via WOR, adds a Saturday nite at 8:30 stanza as of January 3. . . . Richard LaMarr and Lester Wintz, both vet theatrical agents have joined forces and the firm, LaMarr & Wintz, will cover all showbiz for clients. . . . Dr. Renato Gualino, head of Italian Films Export, has set up a special TV division to develop co-production deals between Italian producers and American TV producers. Ralph Serpe will be in charge of I.F.E.'s television activities.

## Coast Production Steady; 33 in Work

HOLLYWOOD, Dec. 1.—The production chart remains the same as last week, for a total of 33 pictures in work. Six new ones were started and six were finished.

Started were: "The Copperhead," Allied Artists; "Harness Bull," Sequoia, "The Blue Gardenia" (Alex Gottlieb), Warner Brothers; "A Slight Case of Larceny," Metro-Goldwyn-Mayer; untitled comedy, Paramount; "A Perilous Voyage," Republic. Completed were: "The Homesteaders" and "White Lightning," Allied Artists; "Billy Ringo" (Edward Small) and "Tarzan and the She-Devil" (Sol Lesser), independent; "Forever Female," Paramount; "Split Second," RKO Radio.

## *Would Let TV-Radio Cover Mass. Solons*

BOSTON, Dec. 1.—A bill to give Massachusetts radio and television stations permission to broadcast and televise the proceedings of the State Legislature has been filed by Rep. Harold Putnam of Needham, Mass.

The Putnam bill gives full permission to any licensed radio and television station asking only a pledge that equal time be given as far as possible to spokesmen from each party and that every effort be made to present all points on subjects under debate by both houses of legislature.

## *Salzburg Heads New TV Film Company*

Novel Films, Inc., has been formed here for the purpose of producing integrated film programs for television. Officers of the corporation are J. Milton Salzburg, president; Frank Soule, vice-president, and Jack H. Rosner, treasurer.

The first series to be produced will be a group of 13 stories from the classics. The initial series is scheduled for release early in 1953.

## UPT-Bendix

(*Continued from page* 1)

up the circuit's predominance in the number of theatres equipped with television, topping the totals of all other individual circuits.

## *Continue All-night Policy*

DETROIT, Dec. 1.—Rufus Shepherd, manager of United Detroit Theatres' 2,900-seat Palms State here, says the theatre's all-night policy will continue. It is the first first-run in Detroit to operate all night.

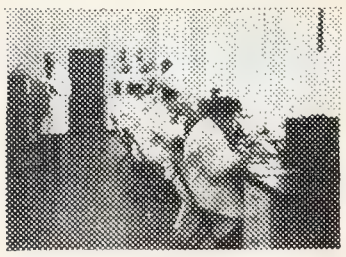
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*Thanksgiving 1952*

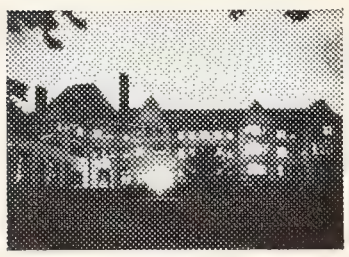
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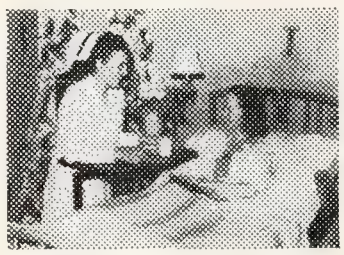
It's wonderful to have a part in such a beneficent movement—and it's also gratifying to know that the facilities, the skill, and the human understanding is there for our *own* use, too, should we ever need it.

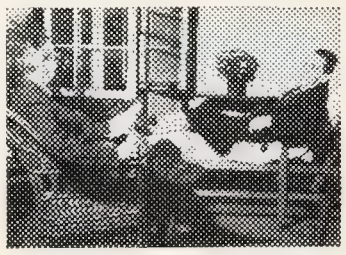
So, let's be thankful that there IS a Will Rogers Hospital—grateful that *we* are *part* of it ... and let's be generous in our support of it. Give gratefully to this year's Christmas Salute—give "a dime, a dollar, or an endowment".



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# US-Argentina Near Accord: Johnston

Eric Johnston, president of the Motion Picture Association of America, states he believed the financial problems between the Argentine government and the American film industry involving dollar remittances had been resolved according to a news dispatch from Buenos Aires. Johnston is reported to have expressed this belief following conferences in Buenos Aires with Foreign Minister Jeronimo Remorino and Raul Apold, chief of the sub-secretariat of information.

The industry has not been allowed officially to transfer any earnings to the U. S. since about 1947, although Argentina ratified in July, 1951, an agreement made with the industry in May, 1950, that covered the remittance of dollar earnings in this country.

Earnings frozen in Argentina as a result of the government's failure to implement the agreement are estimated at more than $2,000,000. The government ascribed its failure to act to a dollar shortage.

Under the terms of a five-year agreement, the industry was to be permitted to remit profits up to $1,100,000 a year or 50 per cent of its earnings at the official free rate of 14 pesos to the dollar. The remaining 50 percent was allowed to be invested in local enterprises under the same privileges granted other foreign corporations.

Approximately 300 pictures have been imported by American companies in Argentina during the last year and a half. Of these, 178 are still waiting approval by review boards for licenses that would permit their exhibition.

## *UA-Heineman Sales Drive in Last Week*

United Artists' "Bill Heineman Sales Drive" which began on June 15 is in its final week and will end on Saturday. The home stretch follows three previous laps of six weeks each.

Vice-president Max E. Youngstein, serving as drive-captain, reports that at the end of the fifth week of the last lap, the Los Angeles, New Orleans and New Haven exchanges held down first places in each of the three groups into which the exchanges had been divided for the drive. San Francisco, Charlotte and Vancouver are the runners-up.

## *Mass. House Gets 2 Minimum Wage Bills*

BOSTON, Dec. 1.—Two minimum wage bills, one providing for 85 and the other for 90 cents an hour, have been filed in the Massachusetts House of Representatives. The bills will be heard by the joint legislative committee on Ways and Means before they reach the floor of the House and Senate for a vote.

## *Double Tribute to Webb*

The Mugs Club, a fun-making organization within Philadelphia's Poor Richard Club, will pay a double tribute to Clifton Webb when the 20th Century-Fox film star appears as guest of honor at the annual Christmas dinner on Dec. 20. Webb, who will be installed as an "Honorary Chief Mugman" at the affair, will be presented with a plaque heralding his contributions in the field of entertainment.

FIRST IN FILM NEWS

# MOTION PICTURE DAILY

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VOL. 72. NO. 105 NEW YORK, U. S. A., TUESDAY, DECEMBER 2, 1952 TEN CENTS

## UPT's Bendix Telecast Tops Other Circuits

### *Company Will Have 17 Houses in Dealer Show*

Seventeen affiliates of United Paramount Theatres are slated to carry Teleconference's Dec. 30 theatre telecast of the Bendix dealers meeting, making UPT the circuit with the largest number of TV-equipped theatres ever to participate in a closed-circuit event.

Five Warner Brothers Theatres are also scheduled to join the Coast-to-Coast Teleconference net, which will be carried in 42 theatres in 41 cities. The only city which will have two TV-equipped houses participating will be New York. A Teleconference spokesman said that the list of theatres taking the commercial "off-hour" telecast, which will get underway from Chicago at about noon, will be made public shortly. Included in the circuit line-up are Loew's and Fabian theatres.

The 17 UPT houses scheduled to take the Bendix program also points

(*Continued on page* 5)

## Allied Production Plan Under Study

DES MOINES, Dec. 1.—Allied States' cooperative ventures in film production, buying and booking and film delivery have been advanced by the board of directors of Iowa-Nebraska Allied, members are advised in a current organizational bulletin from Charles Jones, secretary.

The bulletin states that the Iowa-Nebraska board has been presented with a plan under which national Allied would enter film production

(*Continued on page* 4)

## 38 Personalities to Entertain Overseas

HOLLYWOOD, Dec. 1.—Sixteen performers have been added to the list now totaling 38 volunteers to date who will go overseas to entertain "GIs" stationed in the four corners of the world during the Christmas-New Year's season, it was announced by the Hollywood Coordinating Committee.

Six of the 16—Dawn Addams, Movita Castaneda, Debbie Reynolds, Ros-

(*Continued on page* 4)

## *'Andersen' Smashes Two House Records; 1st-Run Grosses Up*

"Hans Christian Andersen" broke the 16-year gross record at the Criterion here, racking up a terrific $64,000 for its initial week. Comparatively, the picture did just as well at the off-Broadway Paris Theatre, pacing New York first-run business, swelled by the holiday crowds that flocked to theatres during the long Thanksgiving Day weekend.

**At the Paris, "Hans Christian Andersen" registered a sturdy $24,000 for its opening week, breaking the house record of the five-year-old art theatre.**

(*Continued on page* 4)

## Gualino Heads IFE Distribution Unit

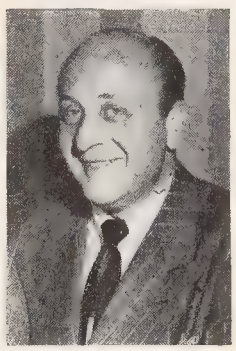
The IFE Releasing Corp. has completed its roster of top executive personnel with the designation of Dr. Renato Gualino as president, E. R. Zorgniotti as executive vice-president, and Jonas Rosenfield, Jr., as vice-

(*Continued on page* 4)

# DEPINET, HUGHES SEEN RKO SLATE

## *Kranze Heads U. A. Sales*

Bernard G. Kranze has been appointed United Artists' general sales manager for the U. S. and Canada, it was announced here yesterday by William J. Heineman, vice-president in charge of distribution. The post is a new one.



B. G. Kranze

Kranze, who has been serving as executive assistant to Heineman since April, 1951, began his career in 1921 at the Paramount studios in Astoria, Long Island. He later served as salesman, branch manager and Eastern-

(*Continued on page* 4)

### *Say Dietrich Included in New Executive Team as Coast Confabs Continue*

Conferences on the problem of interim leadership for RKO Radio Pictures were reported yesterday to be reaching their climactic stage on the Coast, with the arrival there of Ned E. Depinet, former president, now company "consultant."

**Depinet, according to informed trade quarters here, was called to the Coast by Howard Hughes at the weekend to discuss a new company executive slate, which would include himself, Hughes and Noah Dietrich, former chairman of the board.**

Spurring the selection of company executives are the dual factors of the court hearing here next week on the receivership application pending against the company and the need to reestablish the company on a sound basis so that the Ralph Stolkin group can sell its 29 per cent controlling interest without incurring a severe financial penalty.

Depinet, whose stewardship of RKO

(*Continued on page* 4)

## *Arbitration May Rest On Allied's Stand on Rentals*

By AL STEEN

Unless Allied is willing to go along on an arbitration system without the inclusion of the right to arbitrate film rentals, the chances for an industry formula for ironing out exhibitor-distributor problems are remote, distribution sources indicated here yesterday. A major company spokesman said he was certain the distributors would not agree to film rental arbitration, while Allied appears to be just as firm in its position that it's a case of "that or else."

Resumption of talks among exhibition segments and distribution in regard to revision of the distributors' plan will depend on what action Eric Johnston, president of the Motion Picture Association of America, will take when he returns from South America within the next 10 days. The distribution committee on arbitration was set up by Johnston and the group will not initiate further meetings unless the MPAA president so requests, it was said yesterday.

There was a feeling among some distribution executives that Allied leaders had "mellowed" somewhat from their vehement opposition to the distributors' draft at Allied's convention in Chicago last month and that Allied feels it should not have taken

(*Continued on page* 4)

### *Morgan in Western Pa. Allied Post*

**Pittsburgh, Dec. 1.—Richard P. Morgan of New Jersey, recently affiliated with the Walter Reade and Consolidated Theatres circuits in a managerial capacity, has been named executive secretary of Allied of Western Pennsylvania.**

**Morgan, who replaces Fred Herrington, who held the position for 20 years, also worked for Paramount Pictures in Philadelphia and Kansas City. He was admitted to the bar in 1934 and joined the legal department of Paramount in 1939.**

## Arbitration Draft Rejected by WTO

SAN FRANCISCO, Dec. 1. — Rotus Harvey told MOTION PICTURE DAILY here today that Western Theatre Owners finds it necessary to reject the proposed arbitration plan as approved by distribution for two seasons. First, it does not carry out the format as outlined at the original arbitration meeting. Second, it is too wordy and complicated; any plan to be agreeable to WTO must be more simple and inexpensive, he said.

### *Good Season for Northwest Drive-ins*

**Portland, Ore., Dec. 1. — Practically all of the drive-ins in the State of Washington have closed after a most successful season. Indications point to another half-dozen opening early in 1953. Ten Oregon drive-ins are still in operation despite the almost zero weather in many key cities.**

# Personal Mention

ROY O. DISNEY, president of Walt Disney Productions, and CARD WALKER, advertising director, have returned to Hollywood from New York.

•

MAX E. YOUNGSTEIN, United Artists vice-president, left New York last night to speak at the Indiana Allied convention being held in Indianapolis today and tomorrow.

•

JOSEPH A. WALSH, Paramount's branch operations manager, was in Washington yesterday on the first stop of a tour of the company's exchanges.

•

FRANCIS M. WINIKUS, United Artists advertising-publicity director, will return here today from a Miami vacation.

•

NAT LEVY, RKO Radio's Eastern division manager, is in Boston today, and will stop off in Cleveland before returning here on Friday.

•

H. M. RICHEY, M-G-M exhibitor relations head, will attend the New England Independent Theatre Owners convention in Boston on Dec. 9.

•

MIKE SIMONS, assistant to H. M. RICHEY at M-G-M, left last night by plane to attend the Indiana Allied convention starting today in Indianapolis.

•

IRVING SOCHIN, Universal short subject sales head, is visiting Dallas, Oklahoma City and Cincinnati this week.

•

MAURICE GOODMAN of the 20th Century-Fox home office art department, announces the birth of a daughter, JUDY ANN, to MRS GOODMAN.

•

JACQUELINE MAURER of Hal Roach Studios has become engaged to MILTON MACY.

•

GEORGE WELTNER, president of Paramount International, returned here yesterday from Europe.

•

JAMES PERKINS, Paramount's general manager in England, is due in New York from there on Dec. 13.

•

HUGH OWEN, Eastern and Southern division manager, has returned here from a two-week Southern tour.

•

MARTIN FRIEDMAN, head of Paramount's playdate department, began a two-week vacation yesterday.

•

ARTHUR CANTON, Eastern M-G-M press representative, left here yesterday on a tour of Eastern cities.

•

BEN LORBER, Universal insurance department head, has returned to New York from the Coast.

•

HARRY M. WARNER will leave here for the Coast on Dec. 9.

•

LOUIS B. MAYER arrived here yesterday from the Coast.

# Senator Urges Use of the Screen in 20% Tax Fight

DENVER, Dec. 1.—Plans are under way here to start what may well be a deciding factor in the fight to get the 20 per cent Federal amusement tax lifted. The move resulted from suggestions made by United States Senator Eugene D. Millikin (Rep. of Colorado), during a meeting between him and a number of Denver theatremen.

Pointing out that he was acting only in an advisory capacity, since any tax-cutting move would have to be started in the House Ways and Means Committee, Millikin told the local group to "Present your case through films. Get Hollywood to use the best script writers and the best talent in making a convincing short that will present the case of the discriminatory tax in a manner that will be easily understood. Make a succinct, entertaining film that will convey your point to every Senator and Representative." Denver theatremen are set to get action on this move, which they acclaim to be the best suggestion made to date.

In presenting arguments to the Senator, Robert Selig, executive vice-president of Fox Intermountain Theatres, pointed out that "the tax is discriminatory. Many little theatres over the country are closing because of the tax. No other industry is taxed in this manner. Department stores pay tax on furs and cosmetics, but they have much other merchandise for sale. Theatres sell only entertainment, and that is taxed. In many cases it means the difference between profit and loss."

## Set 'Rachel' Benefit Pre-show for Dec. 16

"My Cousin Rachel," 20th Century-Fox contender for the 1952 Academy Award, will have a special benefit pre-showing at the Academy of Music here on Dec. 16 as part of a three-hour performance to aid a Christmas fund campaign for wounded servicemen hospitalized in this country and overseas.

The world premiere is scheduled for the Rivoli Theatre on Christmas Day. Clifton Webb and Debra Paget will appear on the program along with a caravan of WNBC stars.

## Frisch to Preside At FJP Meeting

Manny Frisch of Randforce Amusement Co., has called a meeting of top industry leaders to be held tomorrow, at the Astor Hotel here to prepare plans for the 1952-53 campaign of the amusement division of the Federation of Jewish Philanthropies.

Frisch, who was chairman of last year's Federation drive, will preside over the meeting which will select leadership for the current campaign on behalf of the Federation's 116 hospitals and institutions.

## To Open Manos House

CLEVELAND, Dec. 1.—George Manos, head of the Manos Circuit operating 20 theatres in Ohio, will open the Manos in Columbiana after the first of the year.

## Lapidus to Preside At WB Meet Today

Jules Lapidus, Warner Brothers Eastern and Canadian division sales manager, will preside over a meeting of the company's Eastern district in Boston beginning today.

Attending will be Norman Ayers, Eastern district manager, and branch managers Ray S. Smith, Albany; Ralph J. Iannuzzi, Boston; Clayton G. Eastman, Buffalo; Max Birnbaum, New Haven, and Ben Abner, New York. Home office executives present will also include I. F. Dolid and Bernard R. Goodman, supervisor of exchanges.

## Norman Bieringer Feted in Milwaukee

MILWAUKEE, Dec. 1.—Norman S. Bieringer was honored with a testimonial luncheon here in observance of his 30 years in show business, the last 25 of which were as a representative for Warner Brothers Pictures. Seventy-five members of the Wisconsin industry were present.

Dave Chapman, president of the Reel Fellows Club of the Colosseum of Motion Picture Salesmen, presided. Speakers were Harold J. Fitzgerald of Fox-Wisconsin Theatres, Ray Trampe of Allied Artists Corp., Jack Lorentz of 20th Century-Fox, and Robert Baker, RKO Radio. The occasion was his semi-retirement.

## 'Bwana' Distribution Talks on This Week

Negotiations with distributing companies for the release of Natural Vision's "Bwana Devil" are expected to get under way this week. George Schaefer, executive representative of Natural Vision in New York, said yesterday that talks with possible distributors of the three-dimensional picture would start in a few days.

Meanwhile, Schaefer has been dickering with Warner Theatres for the showing of the film in the Warner Theatre on Broadway when that house reopens. It has been closed since early summer.

## 25-cent Warner Dividend

At a special meeting of the board of directors of Warner Brothers Pictures yesterday, a dividend of 25 cents per share was declared on the common stock, payable on Jan. 5 to stockholders of record on Dec. 15.

## 'Kidd' Opens Dec. 17

The Midwest premiere of "Abbott and Costello Meet Captain Kidd" will be held at the Balaban and Katz United Artists Theatre in Chicago on Dec. 17, with the two stars set to make a personal appearance.

## Films' 'Golden Era,' Says N. Y. Mirror

**The New York *Daily Mirror*, which has been conducting a most enthusiastic promotion in print in behalf of motion pictures, hit a new high note yesterday when it told its reading public that "Motion pictures have always been wonderful entertainment—but today they are superproductions. This is the golden era of technical genius, camera magic, brilliant color and a never-ending stream of 'hit' films. You're missing a great deal unless you get out of the stay-at-home rut and go to the movies. You'll enjoy life more if you do."**

## New Re-release Dual Set by RKO Radio

"The Bachelor and the Bobby-Soxer" and "Bachelor Mother," RKO Radio pictures, will be re-released on Friday.

They will be re-issued in combination under the title "RKO's Best Sellers."

## Traub Reappointed Censor Board Head

BALTIMORE, Dec. 1.—Sydney R. Traub was reappointed chairman of the Maryland State Board of Motion Picture Censors by Governor Theodore McKeldin. Subject to Senate confirmation, the appointment is a three-year term that began last May. Since that time the post has been the subject of considerable political and public controversy.


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ALAN LADD VIRGINIA MAYO
IN The Iron Mistress
Color by TECHNICOLOR
in person TONI ARDEN JACK E. LEONARD STEVE CONDOS & JERRY BRANDOW ART MOONEY And His ORCH
PARAMOUNT TIMES SQUARE
Midnight Feature

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Hans Christian Andersen
starring DANNY KAYE
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## *Chicago Receipts for October Same as '51*

**Chicago, Dec. 1. — Theatre admission receipts here for the month of October were virtually the same as for October of last year, according to figures released today by the city tax collector's office. The $88,957.96 collected during the past month (on October receipts), although down almost $12,000 from the previous month, was off only $327.18 (or less than one half of one per cent) from the corresponding month last year.**

**Other amusements showed a drop of approximately 16 per cent from October of last year, falling from over $72,000 to less than $60,000. For the year to date, theatre tax collections are off approximately $87,000, while income from other amusements has dropped less than a thousand dollars.**

## 20th-Fox May Open Branch in Houston

Because of increased business pressure on its Dallas branch, 20th Century-Fox is considering the possibility of opening an exchange in Houston. The sales department plans to make a comprehensive survey of the situation in the near future; a preliminary study has been completed, but no definite decision has been made.

Whether the prospective Houston office would be strictly a shipping point or a full sales headquarters also is a question still to be decided. It is reported that other major distributors also are eyeing Houston as a possible key distribution city.

## *N. Y. Variety Club Sets Plans for '53*

Canvasmen of the New York Variety Club met yesterday to outline plans for the coming year and discuss committee appointments. Plans for a new club headquarters were considered and an announcement of the selection of a site may be made shortly.

An active year, with specific charities to be supported by the New York Tent, was envisioned by Tent leaders. Al Gorson was named to handle public relations for the local chapter.

## *Kramer, Selznick Admitted to SPG*

HOLLYWOOD, Dec. 1.—Admission of four new members to the Screen Producers Guild has been disclosed by Arthur Hornblow, Jr., chairman of the membership committee.

Admitted to full membership were producers Stanley Kramer, David O. Selznick and Harry Joe Brown. Admitted to associate membership was Oscar Saul.

## *Closes House Till April*

ALBANY, N. Y., Dec. 1. — Jules Perlmutter of Albany has closed the Lake, Lake George, until April.

# *Review*

## *"No Time for Flowers"*

*(Mort Briskin-RKO Pictures)*

FILMED in its entirety in occupied Austria, this amusing satire on Russian police tactics in present-day Prague is merchandiseable but will need exploitation. Most audiences should enjoy the humorous situations but there are not many strong names for the marquee and the title may be inappropriate.

Viveca Lindfors and Paul Christian are starred as a secretary and a secret police agent, respectively, with Christian posing as a pro-American comrade in order to test her loyalty prior to her assignment as an ambassador's secretary in the U. S. The screenplay by Laslo Vadnay and Hans Wilhelm provides numerous jabs at Russian poverty.

Christian plies Miss Lindfors with American coffee, nylons, magazines, a bubble bath, and takes her to an expensive restaurant. Miss Lindfors reports all to police head, Peter Preses. But her love for Christian prevents her informing on the final test which concerns a planned escape to an American zone. Preses mistrusts her and Christian, and notifies personnel chief Frederick Berger she is not loyal. However, it is Berger who actually is pro-American and he has Miss Lindfors phone in. Christian discovers this, "arrests" Miss Lindfors, her family and Berger, and flees with them to the free American zone.

All of the principal performers turn in convincing portrayals under the incisive direction of Don Siegel. Manfred Inger supplies humor as a stolid suitor of Miss Lindfors who gifts her with food instead of flowers. Others noteworthy are Ludwig Stossel, Peter Czeyke and Adrienne Gessner.

Mort Briskin produced and made effective use of the Austrian streets and backgrounds. While this is a diverting satire on an almost-sure-fire topic, it will need special effort. Given proper backing, it should account for itself fairly well at the box-office.

Running time, 83 minutes. General audience classification. Release date, Feb. 20, 1953.

WALTER PASHKIN

## *'Sign' Award Goes To WB for 'Fatima'*

Jerry Cotter, motion picture editor of *The Sign*, national Catholic monthly, reports that the publication's 11th annual award for the outstanding motion picture of the year goes to Warner Brothers for "The Miracle of Our Lady of Fatima."

In making the award *The Sign* singled the picture out for being "dramatically powerful without sacrificing dignity, . . . and produced with sincerity and understanding."

## *Canada 9-Month Film Imports Increased*

OTTAWA, Dec. 1. — The Canadian government reports that the value of motion picture imports increased to $4,718,000 in the first nine months of 1952, compared with $4,432,000 in the same period of 1951.

Film imports for September rose to $533,000, compared to $421,000 in the same month last year.

## *'Peter Pan' in N. Y., Chicago, Premiere*

"Peter Pan," Walt Disney's all-cartoon feature, will have a dual world premiere at the Roxy Theatre in New York and the State-Lake Theatre in Chicago, it was announced here by Charles Boasberg, general sales manager for RKO Radio, which is distributing the picture.

Disney and RKO Radio sales, publicity and advertising executives last week discussed preliminary plans for the New York opening.

## *To Sell 'Ivanhoe' Flat After Easter*

CHICAGO, Dec. 1.—Independent exhibitors have been informed that M-G-M's "Ivanhoe" will be sold flat when it goes into regular runs around Easter time next year. The picture will be continued on a pre-release basis until about next Jan. 15, with no policy having been disclosed for the runs between that date and Easter.

## Grosses Up, Says Goldwyn

BOSTON, Dec. 1.—"Motion picture theatres are doing better business than they did a year ago, according to gross reports that are coming into distributors' offices all over the country," it was stated here today by Samuel Goldwyn at the Ritz Carlton Hotel during a press interview.

Goldwyn said that television will definitely help the motion picture industry as well as theatres. After affirming the importance of TV, he noted, "The public is beginning to realize that motion picture theatres are offering better entertainment than they are getting on television. He said television has not helped "fringe" houses or those in small towns.

## *Hartman Due From Europe Saturday*

Don Hartman, in charge of production for Paramount, will arrive in New York by plane from Paris Saturday, following conferences in Rome and London concerning pictures which have been completed or will be made in the future overseas. He will take a plane for Hollywood on Sunday.

In Rome, Hartman conferred with producer-director William Wyler concerning "Roman Holiday," which Wyler recently finished in the Italian capital. In London, Hartman conferred with Roy Boulting, writer-producer, on plans for Paramount's production of "Wings Across the Sea"; discussed with British authorities plans for Paramount's production in Ceylon of "Elephant Walk," and made preliminary arrangements for the making of "Babylon Revisited," the F. Scott Fitzgerald story which Wyler will produce and direct.

## *Charity Drive Advances*

HOLLYWOOD, Dec. 1,.—The Permanent Charities Committee announced that $992,156 has been pledged toward the organization's campaign goal. The figure is 81 per cent of the total.

## *NY Lodge Meets Tonight*

New York's Cinema Lodge of B'nai B'rith will hold a business meeting at the Hotel Astor tonight, reports Martin Levine, president.


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# N.Y. Grosses

(*Continued from page* 1)

**The previous Criterion record of $60,000 was established 16 years ago by "Brute Force."**

A fine $125,000 was forecast for the third week of "Plymouth Adventure" at Radio City Music Hall, which will open its Christmas show on Thursday with "Million Dollar Mermaid" on the screen. "Kansas City Confidential" is expected to do a fine $23,500 for its first seven days at the Globe. Another opener, "The Thief of Venice," is due to rack up a very good $25,000 for its initial week at the Mayfair.

Holding up strongly is "Limelight" at the Astor and the two-a-day 60th Street Trans-Lux. A robust $27,000 for the sixth week is seen at the Astor and a nice $8,500 is indicated for the picture at the off-Broadway house. At the Paramount, a pretty good $64,000 is predicted for the second week of "Iron Mistress."

### 'Sound Barrier' Healthy

The fourth week of "Breaking Through the Sound Barrier" at the Victoria is due to hit a healthy $24,000. "Snows of Kilimanjaro," now in its 11th week at the Rivoli," is expected to do a good $20,000. The opening week of "Outpost in Malaya" at Loew's State was a bit disappointing, with $18,000 indicated. At the Capitol, a satisfactory $23,000 is indicated for "Prisoner of Zenda." Weekend business at the Roxy was fairly good, with $29,500 grossed up for the last three days of "Bloodhounds of Broadway." The picture, in its third week, was the last for the National Theatres' house before its closing to reopen on Dec. 22.

Among other off-Broadway houses, "The Promoter" is still outstanding, with the Fine Arts anticipating $13,800 for the film's fifth week. At the Sutton, a steady $8,800 is forecast for the seventh week of "The Fourposter." "O. Henry's Full House" at the 52nd Street Trans-Lux is expected to do a solid $8,500 for its seventh week, while a good $7,200 is seen for the second week of "Under the Red Sea" at the Beekman.

### 'Bwana Devil' Breaks All Records At Hollywood, L.A. Paramounts

HOLLYWOOD, Dec. 1.—Arch Oboler's "Bwana Devil" in Milton Gunzburg's Natural Vision 3-dimension grossed $77,000 at the Hollywood and Los Angeles Paramounts the first four days, topping all previous records in the history of both houses.

## *Set 'Sound' Opening*

"Breaking The Sound Barrier," will have its West Coast premiere on Dec. 17 in Los Angeles with simultaneous openings in four theatres, headed by the Chinese and Los Angeles, it was announced by William J. Heineman, UA distribution vice-president. The Midwest premiere will be held Thursday at the Oriental in Chicago.

## *Palmer Park to Teicher*

DETROIT, Dec. 1.—Irving Teicher, original owner of the Studio Theatre, is taking over the Palmer Park Theatre for operation as a first-run foreign and art film house. The theatre is in the process of renovation. When reopened it will have weekly art exhibitions and a series of lectures and chamber music programs.

# *Review*

## *"Mr. Walkie Talkie"*

*(Hal Roach, Jr.-Lippert Pictures)* *Hollywood, Dec. 1*

THIS production involves the long-sputtering feud between Sergeant Joe Sawyer and Sergeant William Tracy of the U. S. Infantry. It moves a bit more slowly than usual but stacks up about par for the series as far as commercial value is concerned.

The screenplay by Edward Seabrook and George Carleton Brown has Tracy portray a walking-encyclopedia whose glib recitations of rare information annoy the stolid Sawyer to the point of hysteria. However, it is Tracy's photographic memory that extricates the infantry company from a disastrous position.

At the opening of the film in a training camp, Sawyer is so distraught that he applies for a transfer. It is granted and he is sent to Korea. There he is on front-line duty and is happy until Tracy arrives by parachute-drop, to share his life again. There are further adventures under fire and away from it, until the finale where Sawyer, fleeing Tracy's precocity, upsets his colonel who is in the act of recommending him for a Congressional Medal of Honor. Margia Dean supplies the feminine and musical touch as a volunteer entertainer. She sings a song number by Leon Klatzkin. Others in the cast are Russell Hicks, Robert Shayne, Alan Hale, Jr., and Wong Artarne. Hal Roach Jr., produced and Fred L. Guiol directed.

Running time, 65 minutes. General audience classification. Release date, Nov. 28.

## 38 Personalities

(*Continued from page* 1)

coe Ates, Peter Lawford and Richard Morris — have joined the troupe scheduled to perform for military personnel stationed and hospitalized in Korea.

Susan Morrow has been assigned to the unit going to Alaska and nine others compose the troupe slated to visit isolated bases in the Northeast Air Command, covering Greenland, Baffinland, Newfoundland and Labrador. They are Raymond Burr, Wanda Curtis, Don Garner, Paul Garteiz, Eve Halpern, Flo Ann Hedley, Marilyn Hedley, Jack Iversen and Evelyn Russell.

"We are in the process of organizing a fourth troupe which will entertain Armed Forces in the Caribbean," said HCC president George Murphy.

The four troupes will take off from Burbank Airport Dec. 19, returning on Jan. 4. The Department of Defense requested the HCC to organize the project in cooperation with Army Special Services and USO Camp Shows.

### Divided Into 3 Units

Twenty volunteers to date have been divided into three units which will tour Korea covering a 10-day schedule of engagements. They are Paul Douglas, Jan Sterling, Richard Allen and Richard Morris in one group; Walter Pidgeon, Keenan Wynn, Carleton Carpenter, Carolina Cotton, Peggy King, Debbie Reynolds, Movita Castaneda and Peter Lawford in another group; Dawn Addams, Roscoe Ates, Lita Baron, Rory Calhoun, Jeanne Cooper, Virginia Hall, Bill Shirley and Mark Stevens' group.

The unit headed for Alaska will include Freddie Browne, Jean Fowler, Jane Frazee, Johnny Grant, Ginny Jackson, Tony Lovello, Susan Morrow, Eddie Samuels and Joy Windsor.

## *To Show 'A-Bomb'*

A series of special screenings for more than 200 newspaper and trade paper publishers and reporters, and high ranking Marine Corps. officers will be held for RKO-Pathe's "Operation A-Bomb," the first motion picture in color of an atomic bomb explosion, on Friday, at the Johnny Victor Theatre in the RCA Exhibition Hall here.

## Gualino Heads

(*Continued from page* 1)

president in charge of advertising, promotion and publicity.

All three will also continue as top executives of Italian Films Export, trade association of Italian producers, Dr. Gualino being general director, Zorgniotti, U. S. representative, and Rosenfield, director of public relations. The parent organization (IFE) was recently expanded by the addition of two new departments, a division of newsreels and short subjects headed by Robert Gordon Edwards, and a television division under the direction of Ralph Serpe.

IFE Releasing Corp., national distribution organization for Italian films in the American market, begins its official activity today, following two months of organization and planning. Previously announced was the appointment of Bernard Jacon as vice-president in charge of sales.

Field staffs for the five regional offices which IFE Releasing Corp. is now setting up in New York, Cleveland, Chicago, Atlanta and Los Angeles will be announced shortly, according to Zorgniotti. Dr. Gualino left here for Rome late last week.

## Kranze Heads

(*Continued from page* 1)

Central district manager for RKO Pictures. He was assistant general sales manager for the J. Arthur Rank Organization in the United States and in 1948 became vice-president in charge of sales for Film Classics. He was vice-president in charge of distribution for Eagle Lion Classics before joining United Artists.

## Arbitration

(*Continued from page* 1)

such a firm stand. While it appears certain that Allied will participate in new discussions, sales chiefs believe that the talks will be fruitless unless Allied takes a different attitude toward the film rentals issue.

## *German Films in Toronto*

TORONTO, Dec. 1. — Practically all theatre circuits and a number of independent exhibitors in Canada are playing post-war pictures of German origin which are said to have met with approval by theatre-goers.

# RKO Slate

(*Continued from page* 1)

Radio Pictures had encompassed many years, was said to be closeted with Hughes on the Coast over the weekend. The projected executive slate of Depinet, Hughes and Dietrich, it is pointed out, would be agreed upon to provide the leadership needed to pilot the company through its interim course, before a deal for the sale of the Stolkin group's stock interest is consummated.

The Stokin syndicate, which purchased its controlling interest in the company from Hughes, is finding it difficult to get offers commensurate with its investment, according to reports. The Stolkin group paid $7 per share for Hughes' 1,013,420 RKO Pictures shares last September.

### Follows Other Talks

The reported Depinet-Hughes talks came on the heels of Coast conferences between Hughes and members of the Stolkin group, including Stolkin himself, on the selection of a company president and the filling of board vacancies. Presently on the Coast are Sherrill Corwin, acting chairman of the board, and Edward Burke, director, both members of the Stolkin group.

The approaching hearing in New York Supreme Court, slated for Dec. 10, on the receivership application filed by three minority stockholders, was seen as another strong factor pointing to the selection of new company executives shortly. The filling of the presidency and directorial vacancies, it is stressed, would strengthen the company's arguments opposing the appointment of a receiver.

HOLLYWOOD, Dec. 1.—Ned E. Depinet, former RKO Radio Pictures president and currently company "consultant," declined to comment today on New York reports that he, Howard Hughes and Noah Dietrich, were to head up the new executive slate of the company. He said he was here on personal business only.

## Allied Plan

(*Continued from page* 1)

"but the plan has not been sufficiently developed to present to the general assembly" yet.

Plans for the cooperative buying and booking and the film delivery service would be limited to the Iowa-Nebraska organization. Details of the plans were not disclosed but committees have been appointed to investigate their feasibility. Reports are scheduled to be made at the January board meeting.

## *Pine Extends Tour*

Producer William Pine will extend his current six-week European tour another three weeks in order to discuss local audience film preferences with more exhibitors of England, France, Spain and Switzerland. Pine is co-producer with William Thomas, releasing through Paramount.

## *Thomas in 2nd WB Film*

"Wonder Bar" is planned by Warner Bros. as a starring vehicle for Danny Thomas, whose latest picture is "The Jazz Singer," which will have its world premiere at the Fox Beverly Theatre in Beverly Hills, Cal., on Dec. 30.

## Canada Is Cool to Quebec Censor Law

OTTAWA, Dec. 1.—The Canadian government is looking coolly on the legislative move by the Quebec provincial government for the censoring of films and live shows for television.

Federal comment was that control of TV programs throughout the country is vested in the Canadian Broadcasting Corp., which is the Dominion-government agency for radio and television. Premier Maurice Duplessis of Quebec announced he would seek agreement with the Ottawa government on the subject of TV censorship. Other provinces in Canada are awaiting the outcome of negotiations. The new Quebec law provides for a penalty of $500 or three months in jail for the TV exhibition of any uncensored motion picture.

## *130 FCC Television Permits Granted*

WASHINGTON, Dec. 1.—Eight new television licenses have been granted by the Federal Communications Commission, bringing to 130 the number of grants since the end of the freeze.

New permits went to Paper Broadcasting, Mobile, Ala.; Mid-American Broadcasting, Louisville; Howard D. Steere, Kalamazoo, Mich.; Skyland Broadcasting, Dayton; Pennsylvania Broadcasting, Philadelphia; Westex Television, San Angelo, Tex.; Oshkosh Broadcasting, Oshkosh, Wisc., and Mid-Hudson Broadcasting, Poughkeepsie, N. Y.

## *Film Personalities to Mexican Film Fete*

HOLLYWOOD, Dec. 1.—Junket of top personalities departed for Mexico City tonight to appear at the annual Mexican Film Festival, as guests of the Mexican government and the Mexican film industry.

Enroute are Gary Cooper, Celeste Holm, Lex Barker, Hedda Hopper, Debbie Raynolds, Virginia Gibson, Rhonda Fleming, Dr. Lew Morril, Peter Lawford, Corinne Calvet, John Bromfield, Ursula Theiss, and Arthur Jacobs, public relations advisor.

## *New SAG Negotiations*

HOLLYWOOD, Dec. 1.—Screen Actors Guild, whose strike against television film-commercial producers became effective today, announced the commencement of negotiations with the Alliance of Television Film Producers and the "Hal Roach group," television film producers already signatory to the SAG contract, for an additional contract covering actors in film commercials.

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# Television--Radio

### *with Pinky Herman*

ART LINKLETTER is en route East to emcee and officiate at the annual Pillsbury Cake-baking contest which will be decided at the Waldorf-Astoria, Tues., Dec. 9. While here "The Link" will do his Dec. 6 and 13th radio and TV CBShows. . . . George F. Foley's presentation of "The Glacier Giant," starring Chester Morris, which will be ABChanneled Friday, calls for an eight-foot actor, so Murray Tannenbaum, TV's tallest thespian, was fitted out with special elevator shoes as he stands ONLY seven feet, four inches in height. . . . CBS-TV press info occupied its temporary quarters at 51 E. 42nd St. yesterday while its radio contemporaries take over its permanent abode at the CBStudio Bldg. on E. 52nd St. Friday. . . . Producer Abby Greshler, acutely aware of the influence TV wields on impressionable youngsters, has switched the "Peck's Bad Boy" gimmick and instead of permitting young "Peck" to get away with his pranks and practical jokes, rather has them backfire on the prankster. Thus he pleases parents and at the same time gets added laughs from the Kideance.

☆ ☆ ☆

**Add the name of Perry Como to the tiny list of tunestars who year in and year out remain favorites of John Q. Citizen. Kate Smith and Bing Crosby first attracted attention back in 1930 and are tied for longevity of reign. About 1935 another golden-voiced gal, Dinah Shore, graduated from a local N. Y. station, WNEW, into the big time where she's become a fixture, while the Andrews Sisters, via a sensational rendition of "Bei Mir Bist Du Schein," likewise zoomed into the rarified atmosphere of musical leadership, remaining there for almost two decades. Lanny Ross and Frank Parker are still delighting their many fans these past 20 years and must be included in this charmed circle. . . . Consolidated Television Sales has acquired exclusive distribution rights to Tableau Productions Ltd.'s "A Christmas Carol," starring Taylor Holmes as "Scrooge," with narration by Vincent Price. . . . Handsome young lark, Paul Darnay, featured in the Columbia filmusical, "Something To Shout About," is an added starter in the national Baritone Sweepstakes via his Brewster recording of the torchy "Don't Cry, My Heart.". . . Al Johnston doing a great directorial job on the "Bill Silbert" WABDisk Jockey evening series. . . .**



Perry Como

☆ ☆ ☆

*When John B. Gambling was a wireless operator, thirty years ago, on a British Merchant vessel, he often contacted another ship's "sparks" named Edmund Franke. Idly glancing thru the Mutual Directory, John noticed such a name listed and picking up the telephone, he learned that his co-WORker, the station's Supervisor of Transmitters, was the one and the same Franke of his sea-faring days. (yep, it's a small WORld.). . . Samuel Goldwyn, who will be CBSaluted Sunday on Ed Sullivan's "Toast of the Town," has won the coveted "Oscar" 8 times and is recognized in the film world as "All-time Champion of Champions." Incidentally, ballots for the* MOTION PICTURE DAILY-Fame *annual poll, are still coming in. TV-radio editors who haven't sent in their selections have until Dec. 22. . . . Ethel Colby's WABDaily "Broadway Matinee" series (12:30-12:45 P.M.) is a quarter hour of interesting patter and chatter about and with Main Stem and Hollywood personalities. . . . While emoting in the title role of "Liliom" with an amateur troupe in San Diego, Bob Nelson's outstanding performance cought the fancy of producer Romer Grey who signed him for an important part in the Zane Grey classic, "Light of Western Stars," now on location at Indio, Cal. . . .*

☆ ☆ ☆

LOTSA DOTS. . . . A TVersion of "My Little Margie" succeeds "Racket Squad" for Philip Morris ciggies starting Jan. 1. . . . Red Benson's perennial audience-participation comedy series "Take A Number" heard every morning via WOR, adds a Saturday nite at 8:30 stanza as of January 3. . . . Richard LaMarr and Lester Wintz, both vet theatrical agents have joined forces and the firm, LaMarr & Wintz, will cover all showbiz for clients. . . . Dr. Renato Gualino, head of Italian Films Export, has set up a special TV division to develop co-production deals between Italian producers and American TV producers. Ralph Serpe will be in charge of I.F.E.'s television activities.

## Coast Production Steady; 33 in Work

HOLLYWOOD, Dec. 1.—The production chart remains the same as last week, for a total of 33 pictures in work. Six new ones were started and six were finished.

Started were: "The Copperhead," Allied Artists; "Harness Bull," Sequoia, "The Blue Gardenia" (Alex Gottlieb), Warner Brothers; "A Slight Case of Larceny," Metro-Goldwyn-Mayer; untitled comedy, Paramount; "A Perilous Voyage," Republic. Completed were: "The Homesteaders" and "White Lightning," Allied Artists; "Billy Ringo" (Edward Small) and "Tarzan and the She-Devil" (Sol Lesser), independent; "Forever Female," Paramount; "Split Second," RKO Radio.

## *Would Let TV-Radio Cover Mass. Solons*

BOSTON, Dec. 1.—A bill to give Massachusetts radio and television stations permission to broadcast and televise the proceedings of the State Legislature has been filed by Rep. Harold Putnam of Needham, Mass.

The Putnam bill gives full permission to any licensed radio and television station asking only a pledge that equal time be given as far as possible to spokesmen from each party and that every effort be made to present all points on subjects under debate by both houses of legislature.

## *Salzburg Heads New TV Film Company*

Novel Films, Inc., has been formed here for the purpose of producing integrated film programs for television. Officers of the corporation are J. Milton Salzburg, president; Frank Soule, vice-president, and Jack H. Rosner, treasurer.

The first series to be produced will be a group of 13 stories from the classics. The initial series is scheduled for release early in 1953.

## UPT-Bendix

(*Continued from page* 1)

up the circuit's predominance in the number of theatres equipped with television, topping the totals of all other individual circuits.

## *Continue All-night Policy*

DETROIT, Dec. 1.—Rufus Shepherd, manager of United Detroit Theatres' 2,900-seat Palms State here, says the theatre's all-night policy will continue. It is the first first-run in Detroit to operate all night.

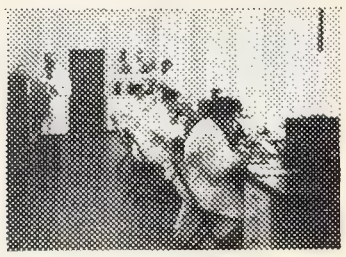
**BOOKER**
Experienced booker desires position in the New York Metropolitan area. Experience with both exchange and major circuit. Familiar with all type motion picture product. Native New Yorker, desires to return to this area. Interested in booking or selling position or booker for TV network.
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# Give Thanks

## FOR THE HEALTH YOU HAVE BY HELPING THOSE WHO LACK IT.....



*Thanksgiving 1952*

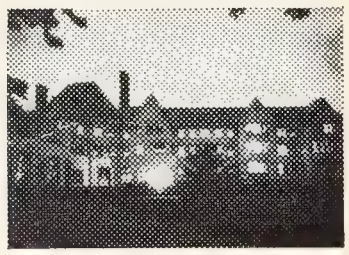
Let us view with gratitude the position we occupy as "stockholders" in the Will Rogers Memorial Hospital...

Already we have restored 1109 persons to useful lives, and we have the enviable record of having *cured* more than 90% of all our cases of tuberculosis.

Our hospital stands ready to help anyone in the amusement industry who needs TB care... without cost or obligation.

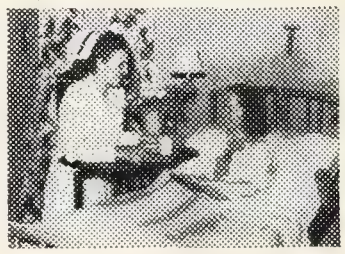
It's wonderful to have a part in such a beneficent movement—and it's also gratifying to know that the facilities, the skill, and the human understanding is there for our *own* use, too, should we ever need it.

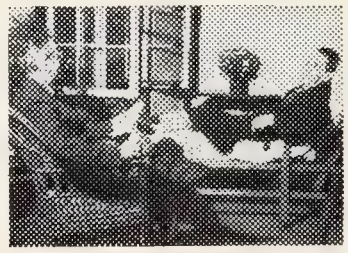
So, let's be thankful that there IS a Will Rogers Hospital—grateful that *we* are *part* of it ... and let's be generous in our support of it. Give gratefully to this year's Christmas Salute—give "a dime, a dollar, or an endowment".



Where the light of knowledge, skill and brotherly *love* combine to combat mankind's ruthless enemy. . . . Here exhaustive research never ends. The best care—the best medical and surgical techniques. This is your contribution to mankind. All this is your protection, and your responsibility.

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## US-Argentina Near Accord: Johnston

Eric Johnston, president of the Motion Picture Association of America, states he believed the financial problems between the Argentine government and the American film industry involving dollar remittances had been resolved according to a news dispatch from Buenos Aires. Johnston is reported to have expressed this belief following conferences in Buenos Aires with Foreign Minister Jeronimo Remorino and Raul Apold, chief of the sub-secretariat of information.

The industry has not been allowed officially to transfer any earnings to the U. S. since about 1947, although Argentina ratified in July, 1951, an agreement made with the industry in May, 1950, that covered the remittance of dollar earnings in this country.

Earnings frozen in Argentina as a result of the government's failure to implement the agreement are estimated at more than $2,000,000. The government ascribed its failure to act to a dollar shortage.

Under the terms of a five-year agreement, the industry was to be permitted to remit profits up to $1,100,000 a year or 50 per cent of its earnings at the official free rate of 14 pesos to the dollar. The remaining 50 percent was allowed to be invested in local enterprises under the same privileges granted other foreign corporations.

Approximately 300 pictures have been imported by American companies in Argentina during the last year and a half. Of these, 178 are still waiting approval by review boards for licenses that would permit their exhibition.

## *UA-Heineman Sales Drive in Last Week*

United Artists' "Bill Heineman Sales Drive" which began on June 15 is in its final week and will end on Saturday. The home stretch follows three previous laps of six weeks each.

Vice-president Max E. Youngstein, serving as drive-captain, reports that at the end of the fifth week of the last lap, the Los Angeles, New Orleans and New Haven exchanges held down first places in each of the three groups into which the exchanges had been divided for the drive. San Francisco, Charlotte and Vancouver are the runners-up.

## *Mass. House Gets 2 Minimum Wage Bills*

BOSTON, Dec. 1.—Two minimum wage bills, one providing for 85 and the other for 90 cents an hour, have been filed in the Massachusetts House of Representatives. The bills will be heard by the joint legislative committee on Ways and Means before they reach the floor of the House and Senate for a vote.

## *Double Tribute to Webb*

The Mugs Club, a fun-making organization within Philadelphia's Poor Richard Club, will pay a double tribute to Clifton Webb when the 20th Century-Fox film star appears as guest of honor at the annual Christmas dinner on Dec. 20. Webb, who will be installed as an "Honorary Chief Mugman" at the affair, will be presented with a plaque heralding his contributions in the field of entertainment.

NEWS WHILE IT IS NEWS

# MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 72. NO. 106 NEW YORK, U. S. A., WEDNESDAY, DECEMBER 3, 1952 TEN CENTS

## Arbitration Is More Confused By WTO Action

### *Coast Group's Rejection Raises New Questions*

Rejection of the distributors' arbitration draft by the Western Theatre Owners, as announced Monday in San Francisco by Rotus Harvey, past president of WTO, was greeted here yesterday by distribution leaders as further complicating the entire arbitration picture. It had been the feeling that Allied was the only holdout on accepting the draft as a springboard to a more acceptable formula, but with WTO siding in with Allied the problem takes on a more serious complexion, according to some opinions.

One distributor raised this question: If the industry were to move for the establishment of an arbitration system without Allied's participation in the hope of obtaining Department of Justice approval, regardless, would there be any chance of obtaining that approval with WTO, as well as Allied, opposed to the plan? It was

(Continued on page 4)

## NEWS FLASHES

COLUMBUS, Dec. 2. -- The ITO of Ohio board of directors voted today to approve the action of national Allied rejecting the distributors' draft of the arbitration plan. It also authorized Columbus statistician W. V. Blake to make a study of Ohio film carriers. According to secretary Robert Wile, who was reappointed, a preliminary report revealed a wide discrepancy in rates.

•

The Dec. 11 "Carmen" telecast price range runs from $1.20 to $7.20, with most theatres taking the Theatre Network Television event charging from $2.40 to $4.80, a compilation of field reports disclosed here yesterday.

## *Myers Sees Hope In 'Heart-to-Heart' Arbitration Talks*

INDIANAPOLIS, Dec. 2.—The door to industry arbitration was unlocked and left slightly ajar by Abram F. Myers, general counsel of national Allied, in his address before the Allied Theatre Owners of Indiana state convention here today.

"The only thing that would open up the situation," he said, "would be if distributor executives asked their sales departments to step aside while they acquainted themselves with the exhibitor point of view." There were indications that backstage talks toward this end are under way in New York with national Allied president Wilbur Snaper.

"If it results in bringing leaders

(Continued on page 4)

## To Set Exchange Contracts Locally

Letters to local unions representing exchange workers in each key city have been sent by the home offices of national distributors, requesting the locals for the terms and conditions demanded in new contracts. The locals voted this year to negotiate new pacts

(Continued on page 2)

# ATLAS REPORTED IN BID FOR RKO

## *Schwalberg Details 'Grass Roots' Plan For Sales Meetings*

PHILADELPHIA, Dec. 2.—Details of a new plan for division managers' sales meetings, with special emphasis on the specific needs of each individual regional territory, was disclosed here by A. W. Schwalberg, president of Paramount Film Distributing Corp.

The first scheduled application of

(Continued on page 5)

## Ned Clarke Disney's Foreign Sales Head

Ned Clarke has joined the Walt Disney organization as foreign sales supervisor, it was announced yesterday by Roy O. Disney, president of Walt Disney Productions. Clarke will assume his duties Monday after conferring with Disney and Leo Samuels,

(Continued on page 5)

## *Proposal Said to Call For $1-Million Deposit For Early Take-over*

Floyd B. Odlum, head of Atlas Corp., which sold the controlling stock interest in RKO Pictures to Howard Hughes four years ago, was reliably reported yesterday to be a principal figure in a rapidly shaping movement to negotiate a deal for a takeover of control from the Ralph Stolkin syndicate which now holds it.

**Milton Gettinger, New York attorney, is said to figure in the Odlum proposal, and the two reportedly conferred at length yesterday with James A. Mulvey, president of Samuel Goldwyn Productions, which releases through RKO Radio. None of the three could be reached for comment.**

According to one report, Gettinger recently completed a report on RKO Pictures' current position which showed the company to be basically

(Continued on page 5)

## Greene Hit in New RKO Minority Suit

David J. Greene's intervention as an RKO Pictures' stockholder in the minority receivership application was hit yesterday in a separate action filed here by Louis Kipnis, attorney representing the three minority stockholders seeking to put the company into receivership.

Kipnis obtained a show cause order, returnable Dec. 9, seeking a contempt of court citation against Greene, who claims to own and control more than

(Continued on page 5)

## Condon, Brandt at 2-Day Chicago Meet

CHICAGO, Dec. 2.—Richard Condon, director of advertising, publicity and exploitation for RKO Radio, and Leon Brandt, exploitation manager, will arrive here tomorrow to conduct a two-day meeting with the company's Midwestern field representatives.

Extensive discussions of campaign plans will be held on Samuel Goldwyn's "Hans Christian Andersen," Walt Disney's "Peter Pan," Gabriel

(Continued on page 5)

# *TV to Share in Newsreel 'Pool' of Ike's Korea Trip*

Dave Oliver, Warner-Pathe News cameraman, will be the only newsreel representative to accompany President-elect Eisenhower to Korea.

The "visual media," which includes television, were limited to one representative. Oliver was chosen by Walton Ament, chairman of the Motion Picture Association newsreel committee and vice-president and general manager of Warner Pathe, with the consent of the other four newsreels. All of Oliver's footage will be pooled and released to the other reels simultaneously, immediately that security regulations on the Eisenhower journey have been lifted.

Plans call for Oliver's footage to be shipped directly to Washington, where it will be developed and made ready for instantaneous release, subject to security restrictions. Release of the footage to television will be held up pending shipment of the reels to theatres. Under this arrangement, TV could get a release simultaneous with theatre release but could not "scoop" the theatres, first-runs, at least, with the newsreel films.

The arrangement was made neces-

(Continued on page 5)

### *Charles Skouras to Aid Zukor Jubilee*

**Dallas, Dec. 2. — Charles Skouras, president of National Theatres, has accepted the West Coast chairmanship of the Adolph Zukor Golden Jubilee to be sponsored by the International Variety Clubs, it was disclosed here by Robert J. O'Donnell, international chairman of the event.**

**Skouras and O'Donnell will shortly meet to arrange details of Hollywood participation in nationwide industry plans to honor Zukor throughout 1953.**

# Personal Mention

NATE J. BLUMBERG, Universal board chairman and "Pioneer of the Year," left here yesterday for an extended stay on the Coast.

•

ARTHUR GOTTLIEB, CLEM WILLIAMS and WALTER ELLABY, Audio Pictures executives, have left Colorado Springs, GOTTLIEB for New York, WILLIAMS for Toronto and ELLABY on a sales trip to Vancouver, Calgary and Winnipeg.

•

F. PHILLIPE BRAIS, president of General Theatres, Ltd., Quebec, was elected a director of Canadian Fund, Inc., and Canadian Investment Fund, Ltd.

•

BOB DAUGHERTY today will resign his post as manager of the Olympia Theatre in Miami, Fla., to become district manager with the Floyd Theatre circuit, Haines City, Fla.

•

CPL. WALTER R. WILSON, formerly assistant manager at the Paramount Theatre, New Haven, is recipient of the Bronze Star Medal for heroism in action in Korea.

•

ABE OLMAN, general manager for the Big Three Music companies, subsidiaries of Loew's, flew to Europe yesterday from New York.

•

FREDERICK C. BRUNS has joined the executive staff of Donahue and Coe. He was formerly vice-president and a director of Ruthrauff and Ryan.

•

STANLEY RUBIN, 20th Century-Fox producer, returned to the Coast yesterday from New York.

•

A. A. WARD, executive vice-president of Altec Lansing Corp., is in New York from the Coast.

•

ERIC JOHNSTON, MPAA president, is due in New York Monday from South America.

•

SAMUEL GOLDWYN will return here today from Boston.

## Exchange Contracts

(*Continued from page* 1)

individually, rather than have the IATSE act for them, and the distributors plan to set up committees to carry on the negotiations at the local level. A two-year contract covering the exchanges expired Monday.

When the proposals of each local are received in New York, the labor relations departments of the various companies will study the demands jointly and individually. It is then planned to appoint one or more committees, representing the distributors, which will go from city to city and negotiate with the unions on a local basis.

It is expected that the new pacts, when consummated, will be retroactive to Dec. 1.

# IFE Releasing Corp. Sets Six Films for Six Months

The IFE Releasing Corp. will have six major Italian films for nationwide release during the first six months of 1953, at least three of which will be in dubbed in English, it was disclosed here yesterday by Bernard Jacon, sales vice-president.

Jacon also revealed five regional sales offices involving a staff of 18 will be in operation by Jan. 1. A division manager and about two sales representatives will work out of the Eastern division office in New York City, the Central division office in Cleveland, the Midwestern division in Chicago, Southern division in Atlanta, and the Western division in Los Angeles. Jacon will leave on a month-long trip on Monday on which he will install division personnel and finalize booking dates in major cities.

The sales force will work with the permanent exploitation, publicity and advertising staff, under Jonas Rosenfield, Jr., vice-president in charge. There will also be a per-picture exploitation staff wherever needed. A deal is under way with National Screen Service for accessories and special trailers for TV.

"Anna," starring Sylvana Mangano, initiates the IFE schedule of one major feature each month, with two pre-release dates already booked next month for two United Paramount Theatres, the St. Francis Theatre in San Francisco, starting Jan. 6, and the Center Theatre in Buffalo on Jan. 8.

Anna Magnani may make her first visit to the United States for personal appearances in connection with her newest film, "Bellissima" in February, Jacon indicated.

Balance of the organization's release schedule through May calls for a March opening of "Times Gone By," and an Easter release of a still untitled film on the life of Pope Pius X in an American-language version.

"The Young Caruso" also will be released in an American-language version, in April. Final film on the initial list announced by Jacon is "Girls of the Piazza."

The Rossellini-Bergman picture, "Europe '51" has also been acquired by IFE and will be released early next fall.

## Name Kate Cameron To NY Critics Post

The New York Film Critics has selected Kate Cameron, motion picture critic of the *Daily News,* vice-chairman, thereby putting her automatically in line to succeed current chairman Leo Mishkin, *Morning Telegraph* critic, next year. Howard Thompson of the *Times* was reelected secretary and Frank Quinn, *Daily Mirror* critic, was named a new member.

The group also voted to hold its annual balloting for the year's best picture, foreign film, director, actor and actress on Dec. 29.

## Kansas City MPA Elects 4 Directors

KANSAS CITY, Dec. 2.—Four directors were elected to four-year terms at the annual meeting yesterday of the Motion Picture Association of Greater Kansas City. Twelve directors hold over.

Elmer C. Rhoden, Sr., president of Fox Midwest, was reelected a director. Three new members of the board are William Gaddoni, branch manager, M-G-M; R. M. Shelton, vice-president and general manager of Commonwealth Theatres, and Finton H. Jones, insurance specialist. Retiring directors are Ben Shlyen, R. R. Biechele and Arthur Cole. The board of directors will meet Dec. 15 when officers will be elected. Arthur Cole, president, presided at the meeting.

Reports included that of Robert Withers; chairman of the welfare committee, the chief project of which was sponsoring and paying the costs for 62 boys to a summer camp. Howard Burkhardt, chairman of the public relations committee, told of numerous projects, such as the motion picture industry division's total of more than $18,000 to the United Funds' campaign and theatre contributions to the polio campaign.

## Richey to 'M.C.' Independents Fete

BOSTON, Dec. 2.—Henderson M. Richey, director of exhibitor relations for Metro-Goldwyn-Mayer, has accepted the Independent Exhibitors of New England invitation to serve as master-of-ceremonies at the organization's annual convention banquet, at the Sheraton Plaza Hotel here on Tuesday.

Joseph Kaufman, director of theatre operations for Cinerama Productions, will speak at the banquet.

## Jack Bellman Joins Favorite Exchange

Jack Bellman, distribution veteran and formerly Eastern division manager of Republic Pictures and circuit sales manager of Eagle Lion, has joined Joe Felder, Moe Kerman and Irving Wernick in the operation of Favorite Pictures Exchange here.

Bellman will assume the post of general manager in charge of exchange operations on Monday. Wernick remains with Favorite in charge of sales.

## Annual Gridiron Film

RKO-Pathe's annual two-reel special, "Football Highlights," a compilation of outstanding plays from the nation's collegiate gridiron classics, will be available for national exhibition on Dec. 12, according to Sidney Kramer, short subjects sales manager.

# Newsreel Parade

*PREPARATIONS in Seoul, Korea for the arrival of President-elect Dwight Eisenhower is the highlight of all current newsreels. Featured also are the White House meeting of Mrs. Eisenhower and Mrs. Truman, the C-54 plane crash at Tacoma, the Army's public test of a new amphibious cargo vehicle, and U. S. Steel observing its 51st year.*

**MOVIETONE NEWS, No. 98** — Mrs. Eisenhower sees Mrs. Truman at the White House. Korea awaits the arrival of Eisenhower. Koreans activate two new divisions. 36 killed in crash of C-54 at Tacoma. Chicago is host to prize cattle. Notre Dame-Southern California and Army-Navy football games.

**NEWS OF THE DAY, No. 228**—Korea prepares big welcome for Eisenhower. New tenant visits White House. U.S. Steel marks its 51st year by pouring one-billionth ton of steel; Clifford H. Hood is the new president. 37 perish as plane crashes in fog. Army-Navy, Notre Dame-Southern California football games.

**PARAMOUNT NEWS, No. 31** — Korea ready for Ike. Mrs. Eisenhower visits Mrs. Truman. Heavy toll in C-54 crash at Tacoma. Winthrop Aldrich new envoy to Great Britain. Midnight in toyland. Army-Navy, Notre Dame-Southern California football games.

**TELENEWS DIGEST, No. 49A** — Mammoth reception set in Seoul for Ike's visit. Army tests 60-ton amphibious cargo vehicle. Navy planes stage rocket weapons show on the Mojave Desert. French patrols hit Red lines in Indo-China. New fashions in watches. Some 102,000 watch Army-Navy football game.

**UNIVERSAL NEWS, No. 418** — Korea awaits Ike as dignitaries gather for his inspection. Plane crash at Tacoma. "Mamie" at the White House. New Army amphibious vehicle. New and old Secretaries of Defense, Charles Wilson and Robert Lovett, confer. Operation Rawin unveils new Signal Corps meteorological device. Army-Navy football game.

**WARNER PATHE NEWS, No. 33** — Korea awaits Ike. Air crash kills 36. Mrs. Truman and Mrs. Eisenhower meet at the White House. Army shows giant 60-ton amphibian. Cars and stars at Warner's studio. Pour Homestead's billionth ton of steel in Pennsylvania. Army-Navy, Notre Dame-Southern California football games.

## IMPPA Names Broidy To Succeed Chadwick

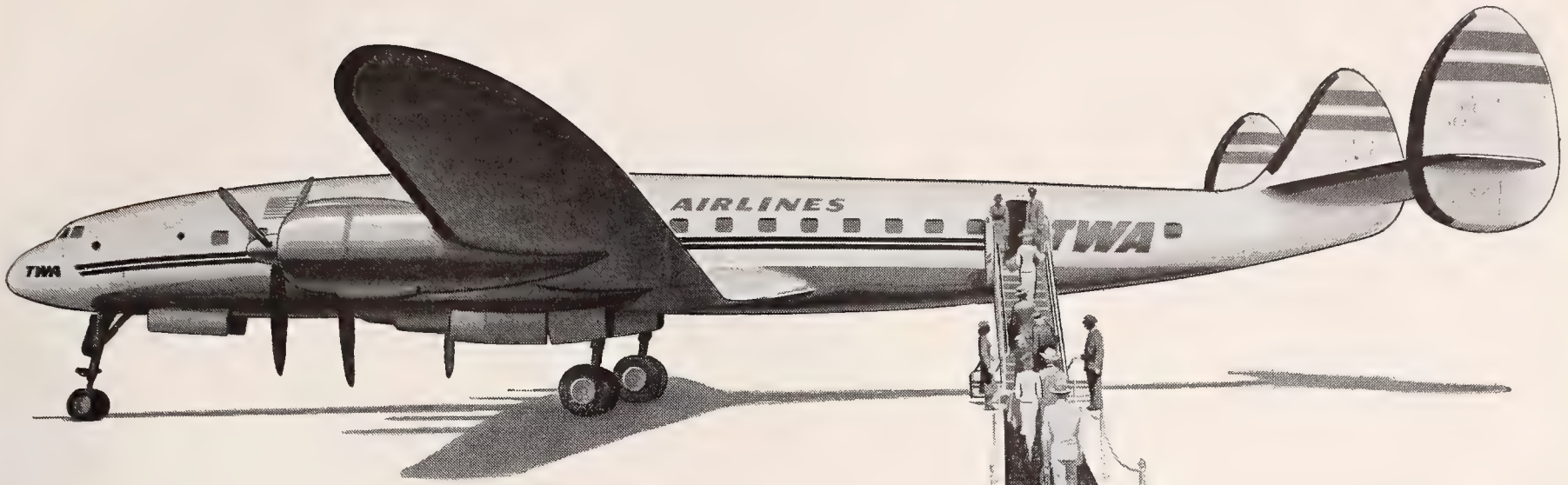
HOLLYWOOD, Dec. 2.—The Independent Motion Picture Producers Association has elected Allied Artists president, Steve Broidy, president, succeeding the late I. E. Chadwick, and named Jack Broder, Robert Lippert and Sam Katzman vice-presidents. Ed Finney was reelected secretary-treasurer.

Broidy said, "We are determined to continue our operations on the same high plane and following the same fine ideals set down by Mr. Chadwick and followed so closely by him during his tenure of office."

## $65,000 for 'O. Henry'

A new gross record has been set by "O. Henry's Full House" at the 52nd Street Trans-Lux Theatre here, with an accumulated seven-week gross reaching $65,000, the management of the theatre reports. The 20th Century-Fox omnibus production, which comprises four of O. Henry's stories, entered its eighth week at the theatre last Friday.

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## To Include Remote Pick-up on Lees TV

Details of the one-hour production program for the Dec. 8 Lees Carpets theatre telecast, highlighting remote pick-ups and split screen techniques, were disclosed here yesterday by Theatre Tele-sessions, subsidiary of Theatre Network Television, which booked the event.

The program will also feature Kate Smith, whose first TV program for Lees will go on the air on the same afternoon as the theatre telecast. Russell G. Gerbert, vice-president in charge of production for Lees, will deliver an address from the company's Glasgow plant. To show conversations during the telecast between leading retailers from other cities and Lees officials, the split-screen technique will be used. A new 1953 carpet line will be presented in a special fashion show, augmented off the screen by a display of Lees merchandise in the lobbies of participating theatres.

## 4 Loew's Theatres In Bendix Deal

Four Loew's TV-equipped theatres will carry the Dec. 30 Bendix theatre telecast arranged by Teleconference, Inc.

Meanwhile, Aaron Feinsot, Teleconference vice-president, left here for South Bend, Ind., for conferences with Bendix officials on the finalization of plans. The four Loew's theatres taking the "off-hour" program are: Loew's State, Cleveland, Loew's State, St. Louis; Loew's Penn, Pittsburgh; and Loew's State, Boston.

With Loew's taking the program in four situations, Warner Brothers in five and United Paramount Theatres' affiliates in 17, the major circuits account for 26 of the 42 theatres slated to take the Coast-to-Coast event.

## Soviet Impact Film Produced by Schary

HOLLYWOOD, Dec. 2.—Metro-Goldwyn-Mayer's "The Hoaxters," a documented survey of Soviet Russia's Communist impact on the American scene, has been completed by Dore Schary and will open in three Los Angeles theatres on Saturday, in time to be eligible for Academy Award consideration. The picture was written by Herman Hoffman, associate producer, and has been booked to play the Vogue, Warner's Wiltern and United Artists.

## *Royal Purchases 5th Story for '53 Lineup*

Purchase of "Murder by Proxy," a novel by Helen Neilsen, completes the five-picture lineup of Royal Productions for 1953, Julian Lesser, head of Royal, reported. The picture will go into production in March under the title of "Whispering Smith Off Balance."

Royal's first film in the new program, "The Lost Hours," produced in England, will be available in about 10 days. Lesser's program includes two each in the "Whispering Smith" and the "Saint" series.

## *Myers Sees*

(*Continued from page* 1)

together for a real heart-to-heart discussion that leads to some measure of relief and a better arbitration draft, the action taken in Chicago was not a mere dragging of feet but a very fortunate thing to happen," Myers declared.

Myers pleaded for a "return to the days when the object was to fill theatres with people and not to get the most from each individual patron."

**"I would like to see the distributors play along with us to that end," he said. "1943 definitely will be a year of decision in the motion picture business."**

"There was not a director or a member of Allied I talked to who said he was against arbitration," Myers declared. "Arbitration isn't a word, it consists of a code of conduct and a method of enforcing it. In arriving at such a plan, you had better give careful consideration to what goes in it. It could give judicial sanction to practices many exhibitors feel are wrong." His criticism of the industry plan centered on pre-releases, competitive bidding and the lack of provisions that "would ease the strain on exhibitors today."

Caution was urged by Max A. Youngstein, vice-president of United Artists. "Aggressiveness is not good if it is without purpose," he argued, "If we forget where the actual disease in our business lies, if we are going to kick the brains out of distributors because it's a lot of fun, that is a serious mistake. Most of our problems will be solved only by recognizing that there are more areas of agreement than of disagreement."

**Youngstein called Cinerama "the single most dramatic innovation in the last 20 years—in many ways a solid answer to television."**

Trueman Rembusch, president of the state Allied for the past 7 years, announced that he was not a candidate for reelection.

## Arbitration

(*Continued from page* 1)

pointed out that nearly half the organized exhibitors of the country are represented in the two organizations. The problem now, it was said, is to do more extensive missionary work in getting a larger bloc of exhibitors to agree to the tentative draft than was first anticipated.

On the other hand, some leaders took the position that the entire arbitration situation eventually would be solved, but that it would take more time. Objections to the plan can be overcome, say the more optimistic ones.

Meanwhile, both sides are awaiting the return from South America of Eric Johnston, president of the Motion Picture Association of America, who may take some immediate action in setting up new talks. However, an MPAA spokesman said here yesterday that the association's knowledge of the willingness of exhibitor organization leaders to continue talks on ironing out the wrinkles in the latest arbitration plan has come only from trade press reports. It was suggested that the meetings might be expedited if one or more groups would contact Johnston or the MPAA and ask that the sessions be called. Johnston is due in New York next Monday.

## Weltner Confirms Para.-Italian Deal

Completion of the deal whereby Paramount will co-produce a series of features in Italy was confirmed here yesterday by George Weltner, president of Paramount-International, who returned to the home office from a two-week European trip. Under the setup, Paramount will distribute in Europe the entire output of Ponti-De Laurentiis, Italian production company. The exact number has not been determined, but it is understand that there will be a minimum of 10 pictures.

The first two films under the agreement already are in production. They are "La Lupa" ("The She-Wolf") and an untitled feature. Paramount currently is distributing "Sensualita," which was produced by Ponti-De-Laurentiis prior to the new pact. This picture is not included in the current agreement.

## UA in Joint Italian Production Deal

Joint Italo-American production in Italy of major motion pictures for world-wide distribution, will be achieved under an arrangement concluded in Naples by Arthur B. Krim, president of United Artists, and Angelo Rizzoli and Robert Haggiag of Italy, it was announced by UA here yesterday.

The arrangement also provides for the formation of a new distribution company, resulting from the merger of Dearfilm, a company currently distributing Italian films, and DAI, which is the exclusive agency for distributing UA releases in Italy. Haggiag is the head of DAI and Rizzoli, Italian publisher, industrialist and producer of "Tomorrow Is Too Late" and "Don Camillo," is the head of Dearfilm.

## *French Notify U. S. Firms on Allocations*

PARIS, Dec. 2.—Letters to American film companies, notifying them as to how many dubbing permits each may apply for under the new French film pact, are being sent out by the French government. It is expected that the allocations will be made in two "shifts," allowing 90 permits immediately and 20, possibly in the spring, for member companies of the Motion Picture Export Association. Independent companies are being allocated a total of 11 permits.

The 20 permits, in a sense, are being borrowed against next year's quota. France is allowing an overall import total of 138 pictures from all countries.

## *Maas in Japan Seeks Unrestricted Imports*

Unrestricted importation of American films in Japan is being sought by Irving Maas, representative of the international division of the Motion Picture Association of America, now in Tokyo. Maas is expected back in New York by Christmas, and it is believed that negotiations will be concluded within the next two weeks, but whether Japan will agree to the free entry of pictures remains a question.

## *National Pre-Selling*

"A QUIET MAN'S MOVIES" is the title *Look* gives to a sketch of producer Hal Wallis's "life in the movies," appearing in the current issue. The story starts with Wallis in 1920, an obscure studio publicity man for Warner Brothers: "He dared to court film comedienne Louise Fazenda, then earning $4,000 a week. Her friend, Lilyan Tashman, warned Miss Fazenda against taking seriously a young nobody who was trying to hitch his wagon to a star. Miss Fazenda thought otherwise. She married Wallis and retired to watch the young nobody rise to head all production at Warners from 1930 to 1940, and from 1944, operate his independent company at Paramount." Wallis has two pictures ready for release: "Come Back, Little Sheba," with Shirley Booth, and "The Stooge," starring Dean Martin and Jerry Lewis. Both are Paramount releases.

•

**The editor of the "*Journal* About Town" department in the December *Ladies' Home Journal* reports the following took place after a preview of "Hans Christian Andersen"; Bruce Gould, co-editor of the *Journal*; Dore Schary and Ed Murrow were congratulating Sam Goldwyn in the 21 Club after seeing the picture. Goldwyn said, "The better the picture, the more I'd like to start right in the minute it is made and do it all over again—and better."**

•

*Edwin Miller, motion picture editor of* Seventeen, *did a "profile" of Aldo Ray for the December issue. Miller says "Aldo is without self-consciousness. And without conceit. He happens to have a number of outstanding talents; he is aware of them. Underneath it all, though, he appeals for approval. He wants to feel that you agree with him, that you like him, that you feel he's okay." Ray's next part is a starring role opposite Jane Wyman in a musical called "Love Song." After that he is scheduled to appear in James Jones' story, "From Here to Eternity."*

•

"Plymouth Adventure" is reviewed in "*McCall's* Goes to the Movies" in the issue now on newsstands. The reviewer says "'Plymouth Adventure,' the grim story of the *Mayflower*'s famous voyage from the old world to New England, is tensely told in this M-G-M picture. Although founded on historical record, the film relies on fiction for action during the 96 days the Pilgrims were at sea in their tiny vessel. The hardships of the 102 persons crammed into the little ship, the tremendous effects of a storm at sea and the often bitter personal conflicts among the Pilgrims are all powerfully depicted." Also recommended in McCall's regular monthly movie guide are RKO Radio's "The Lusty Men," Columbia's "The Four Poster," and Paramount's "The Stooge."

•

**Leslie Caron is pictured as Queen Nefertete, who ruled Egypt 3,000 years ago, on the front-cover of *This Week* magazine, on newsstands Sunday. The issue also has a spread of Leslie taken during the filming of "Lili," her latest M-G-M picture.**

WALTER HAAS

# TV to Share

(Continued from page 1)

sary when TV was counted out of the Eisenhower traveling party because it was tardy in making application for a representative, it was said. When TV finally woke up and applied for representation, accommodations on the Eisenhower plane were not available and there was insufficient time to clear a TV man, give him his "shots" and complete the numerous other preliminaries.

Newsreels, of course, maintain representation in Korea and Tokyo and the footage from those sources obtained during Eisenhower's visit will not be made available to television. However, if security agencies so decide, none of the Eisenhower footage may be released until the President-elect is back in the United States.

## Condon, Brandt

(Continued from page 1)

Pascal's "Androcles and the Lion," Huntington Hartford's "Face to Face," Sol Lesser's "Under the Red Sea" and "Blackbeard the Pirate."

Douglas Beck, Chicago; William Brooker, Kansas City; Joseph Longo, Cleveland, and Edward Terhune, Salt Lake City, will attend the confabs.

Similar meetings for members of the Eastern field force were concluded today in New York. In attendance were Spencer Steinhurst, Atlanta; Hank Howard, Philadelphia; Barry Bernard, Buffalo; Seymour Eaton, Dallas, and Charles Moss, David Cantor, and Norman Poller of the home office.

Condon is scheduled to leave Chicago on Friday to join producer Frederick Brisson in Washington, to meet with General Omar Bradley and Mrs. Anna Rosenberg to discuss plans for the world premiere of Brison's "Never Wave at a Wac." Brandt will return to New York via Miami where he will set up the opening of "Hans Christian Andersen" on Christmas day.

## Ned Clarke

(Continued from page 1)

Disney worldwide sales supervisor. Clarke's post is a new one.

Clarke resigned this week from the post of Latin-American and Far-Eastern sales supervisor for RKO Radio Pictures. An industry veteran, he started his film sales career in Boston with Pathe in 1929.

At the time of Pathe's merger with RKO, Clarke entered the foreign field and represented the company in Europe, Latin-America and the Argentine.

## *New House for Harris*

Harry A. Harris, owner of a circuit of Spanish-speaking theatres here, has taken a long term lease on the 2,000-seat Public Theatre in downtown Manhattan, it was disclosed by Berk and Krumgold, realtors. The aggregate rental is $400,000.

**TRADE SHOWING CHANGE**

**The RKO Radio Pictures trade showings for "NEVER WAVE AT A WAC," advertised for Dec. 8th, 9th and 10th, will not be held on those dates.**

**New dates will be announced.**

# *Schwalberg Details Meets*

(Continued from page 1)

the new plan on more intensive local promotion policies will cover releases for the first six months of 1953, it was explained. Schwalberg stated, "We feel confident that each of our division managers and each branch manager has an intimate knowledge of his own territory which will be invaluable in setting details of merchandising plans and programs. By coordinating the individual needs of each territory into one completely-integrated program of promotion, we feel that we shall strengthen our operations tremendously."

Keynote of the plan, according to Schwalberg, will be the immediate inauguration of a series of individual regional meetings to be conducted in the headquarters city of each Paramount division. The meetings, to be conducted by Schwalberg, also will be attended by E. K. (Ted) O'Shea, vice-president, and Jerry Pickman, vice-president in charge of advertising, publicity and exploitation, as well as the division manager and key division personnel.

"The basis for the added strength which the Paramount program will derive from this method of handling," Schwalberg added, "is the fact that individual division managers and branch managers are so much more closely connected with the needs of theatres throughout the country than we can possibly be in the home office. No program can have any value unless it provides a direct benefit to the exhibitor at his own box-office. This is our aim—to do everything we can to stimulate box-office revenue to the individual theatre."

The new program of individual meetings starts here tomorrow, where Schwalberg, O'Shea and Pickman are meeting with Mid-Eastern division manager Howard G. Minsky and key division personnel.

Following return to the home office Friday, Schwalberg, O'Shea and Pickman will fly to Dallas, where Sunday and Monday will be spent in similar meetings with South Central division manager A. M. Kane and territory personnel. Next stop will be Los Angeles, for a two-day session Tuesday and Wednesday, with Western division manager George A. Smith and Pacific Coast sales forces.

On Dec. 12 and 13, the executive trio will be in Chicago for sessions with Central division manager J. J. Donohue. Final meeting of the trip will be held in New York on Dec. 15 and 16, with Eastern and Southern division manager Hugh Owen calling together key personnel from his territories to discuss forthcoming product.

A definite date has not yet been set, Schwalberg said, for a sales meeting in Toronto with Canadian division manager Gordon Lightstone and Canadian sales personnel, but it is expected that this will be held before the first of the year.

Paramount's schedule for the first six months of 1953, as announced by Schwalberg, includes the following:

**January:** "Road to Bali," color by Technicolor; Bing Crosby-Bob Hope-Dorothy Lamour starrer; "Thunder in the East," starring Alan Ladd, Deborah Kerr, Charles Boyer and Corinne Calvet; "Tropic Zone," Technicilor, starring Ronald Reagan, Rhonda Fleming and Estelita.

**February:** "The Stooge," Dean Martin-Jerry Lewis starrer; special pre-release engagements of "Come Back, Little Sheba," starring Shirley Booth, Burt Lancaster, Terry Moore and Richard Jaeckel.

**March:** "The Stars Are Singing," Technicolor, starring Anna Maria Alberghetti, Rosemary Clooney and Lauritz Melchoir; "Pleasure Island," in Technicolor, starring Don Taylor, Leo Genn and Elsa Lanchester.

**April:** "Off Limits," starring Bob Hope, Mickey Rooney and Marilyn Maxwell; "Pony Express," in Technicolor, starring Charlton Heston, Rhonda Fleming, Forrest Tucker and Jan Sterling.

**May:** George Pal's Technicolor production, "War of the Worlds"; "Jamaica," in Technicolor, starring Ray Milland, Arlene Dahl and Wendell Corey.

**June:** "Alaska Seas," in Technicolor; "Rock Grayson's Women," in Technicolor, satrring John Payne, Coleen Gray, Jan Sterling and Lyle Bettger.

### Paramount Sets This Month For Booker-Salesman Drive

Paramount has dedicated this month to its fifth annual "Booker-Salesman's Drive" as a tribute to the booker-salesmen, whom A. W. Schwalberg, drive initiater and president of the distributing company, regards as "the backbone of any film organization."

The drive opened on Nov. 30 and will continue through Jan. 3. The booker-salesmen have re-dedicated the drive to Schwalberg and vice-president E. K. (Ted) O'Shea.

Quotas have been set for the drive, and advertising material has been prepared by a home office committee under the chairmanship of Monroe R. Goodman. The committee includes Harold Beecroft, Joe Bisdale, Sid Blumenstock, Arthur Dunne, Martin Friedman, J. Knox Haddow, Fred Leroy, Sid Mesibov, Jack Roper, George Schur and Joe Walsh.

### English Representative Due Dec. 13 for Production Talks

Richard Mealand, Paramount production representative in England, will arrive in New York by plane from London on Dec. 13 to start discussions with company executives about world-wide production problems and overseas shooting locales.

This will be Mealand's first U. S. visit in nearly two years. His first of several meetings with New York executives will be with Russell Holman, Paramount's Eastern production manager. Early in January Mealand will fly to the Coast to meet with Y. Frank Freeman, Paramount vice-president in charge of the studio; Don Hartman, in charge of production, and other studio heads.

## Greene Hits

(Continued from page 1)

78,000 RKO Pictures shares. The citation is sought on grounds that the government consent decree forbids officers and directors of split-up exhibition companies from influencing the management of the production-distribution firms. Greene is a director of RKO Theatres.

The show cause order was signed by Judge Sydney Sugarman of U. S. District Court. The hearing date of Dec. 9 is just one day before arguments on the receivership application are scheduled to be heard in New York Supreme Court.

A Greene spokesman, in commenting on the action, said "we intervened as a securities firm on the basis of the feeling that receivership would be unwise." He said that Kipnis' move would be vigorously opposed by Greene.

# Atlas-RKO

(Continued from page 1)

sound. Gettinger occasionally represents the Chemical Bank & Trust Co. of this city and, it is said, the plan he and Odlum are putting together for a deal which would be acceptable to both the Stolkin group and Hughes calls for the deposit of $1,000,000 with Chemical by Atlas Corp. as an initial payment on the 1,013,420 shares of RKO Pictures common stock, representing a controlling 29 per cent interest, which is presently held by the Stolkin group.

### Further Details Not Clear

Further details of the proposal were not clear but it was assumed that thereafter Atlas Corp. would assume the future stock purchase obligations of the Stolkin group to Hughes, on some basis acceptable to both of the latter. The Stolkin group agreed to pay Hughes $7 per share for the stock and made an initial payment last September of $1,500,000. A similar amount is due next year and the balance in 1954. It is assumed the Atlas proposal will call for price and other concessions from both Stolkin and Hughes.

**It could not be learned whether the Atlas proposal will include a provision, or agreement, to reinstate Ned E. Depinet as RKO Pictures president and Noah Dietrich as board chairman, as currently proposed by Hughes. Observers believed that Hughes might insist on such a condition in return for any concessions, price or otherwise which he might agree to in a possible modification of the Stolkin group's stock purchase agreement.**

Meanwhile, Hughes, Depinet and members of the Stolkin syndicate are continuing their conferences in Hollywood, which are expected to last several days more. It is generally believed that if a deal with Atlas is not consummated in the very near future, Hughes will pick up the reins again and designate Depinet and Dietrich his chief executive officers.

Depinet served as vice-president of RKO Pictures in charge of distribution during the previous Atlas Corp. period of RKO control. N. Peter Rathvon was Odlum's choice for president then.

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## Arbitration Is More Confused By WTO Action

### *Coast Group's Rejection Raises New Questions*

Rejection of the distributors' arbitration draft by the Western Theatre Owners, as announced Monday in San Francisco by Rotus Harvey, past president of WTO, was greeted here yesterday by distribution leaders as further complicating the entire arbitration picture. It had been the feeling that Allied was the only holdout on accepting the draft as a springboard to a more acceptable formula, but with WTO siding in with Allied the problem takes on a more serious complexion, according to some opinions.

One distributor raised this question: If the industry were to move for the establishment of an arbitration system without Allied's participation in the hope of obtaining Department of Justice approval, regardless, would there be any chance of obtaining that approval with WTO, as well as Allied, opposed to the plan? It was

(Continued on page 4)

## ITOO Okays Allied Arbitration Action

COLUMBUS, Dec. 2.——The board of directors of Independent Theatre Owners of Ohio voted to approve the action of national Allied to reject the arbitration plan in its present form and to notify Abram Myers of the board's approval of the rejection.

The board authorized W. V. Blake, Columbus statistician, to make a study of Ohio film carriers and report his recommendations at the next board meeting. A preliminary study revealed a wide discrepancy in rates, said Robert Wile, secretary.

## 'Carmen' Tickets From $1.20 to $7.20

The price range for the Dec. 11 "Carmen" telecast runs from $1.20 to $7.20, with most theatres taking the Theatre Network Television event charging from $2.40 to $4.80, a check of field reports disclosed here.

In New York, the 450-seat Guild Theatre on 50th Street, which is charging $7.20 per seat, including tax, is nearly sold out.

## *Myers Sees Hope In 'Heart-to-Heart' Arbitration Talks*

INDIANAPOLIS, Dec. 2.—The door to industry arbitration was unlocked and left slightly ajar by Abram F. Myers, general counsel of national Allied, in his address before the Allied Theatre Owners of Indiana state convention here today.

"The only thing that would open up the situation," he said, "would be if distributor executives asked their sales departments to step aside while they acquainted themselves with the exhibitor point of view." There were indications that backstage talks toward this end are under way in New York with national Allied president Wilbur Snaper.

"If it results in bringing leaders

(Continued on page 4)

## To Set Exchange Contracts Locally

Letters to local unions representing exchange workers in each key city have been sent by the home offices of national distributors, requesting the locals for the terms and conditions demanded in new contracts. The locals voted this year to negotiate new pacts

(Continued on page 2)

# ATLAS REPORTED IN BID FOR RKO

## *Schwalberg Details 'Grass Roots' Plan For Sales Meetings*

PHILADELPHIA, Dec. 2.—Details of a new plan for division managers' sales meetings, with special emphasis on the specific needs of each individual regional territory, was disclosed here by A. W. Schwalberg, president of Paramount Film Distributing Corp.

The first scheduled application of

(Continued on page 5)

## Ned Clarke Disney's Foreign Sales Head

Ned Clarke has joined the Walt Disney organization as foreign sales supervisor, it was announced yesterday by Roy O. Disney, president of Walt Disney Productions. Clarke will assume his duties Monday after conferring with Disney and Leo Samuels,

(Continued on page 5)

## *Proposal Said to Call For $1-Million Deposit For Early Take-over*

Floyd B. Odlum, head of Atlas Corp., which sold the controlling stock interest in RKO Pictures to Howard Hughes four years ago, was reliably reported yesterday to be a principal figure in a rapidly shaping movement to negotiate a deal for a takeover of control from the Ralph Stolkin syndicate which now holds it.

**Milton Gettinger, New York attorney, is said to figure in the Odlum proposal, and the two reportedly conferred at length yesterday with James A. Mulvey, president of Samuel Goldwyn Productions, which releases through RKO Radio. None of the three could be reached for comment.**

According to one report, Gettinger recently completed a report on RKO Pictures' current position which showed the company to be basically

(Continued on page 5)

## Greene Hit in New RKO Minority Suit

David J. Greene's intervention as an RKO Pictures' stockholder in the minority receivership application was hit yesterday in a separate action filed here by Louis Kipnis, attorney representing the three minority stockholders seeking to put the company into receivership.

Kipnis obtained a show cause order, returnable Dec. 9, seeking a contempt of court citation against Greene, who claims to own and control more than

(Continued on page 5)

## Condon, Brandt at 2-Day Chicago Meet

CHICAGO, Dec. 2.—Richard Condon, director of advertising, publicity and exploitation for RKO Radio, and Leon Brandt, exploitation manager, will arrive here tomorrow to conduct a two-day meeting with the company's Midwestern field representatives.

Extensive discussions of campaign plans will be held on Samuel Goldwyn's "Hans Christian Andersen," Walt Disney's "Peter Pan," Gabriel

(Continued on page 5)

# *TV to Share in Newsreel 'Pool' of Ike's Korea Trip*

Dave Oliver, Warner-Pathe News cameraman, will be the only newsreel representative to accompany President-elect Eisenhower to Korea.

The "visual media," which includes television, were limited to one representative. Oliver was chosen by Walton Ament, chairman of the Motion Picture Association newsreel committee and vice-president and general manager of Warner Pathe, with the consent of the other four newsreels. All of Oliver's footage will be pooled and released to the other reels simultaneously, immediately that security regulations on the Eisenhower journey have been lifted.

Plans call for Oliver's footage to be shipped directly to Washington, where it will be developed and made ready for instantaneous release, subject to security restrictions. Release of the footage to television will be held up pending shipment of the reels to theatres. Under this arrangement, TV could get a release simultaneous with theatre release but could not "scoop" the theatres, first-runs, at least, with the newsreel films.

The arrangement was made neces-

(Continued on page 5)

### *Charles Skouras to Aid Zukor Jubilee*

**Dallas, Dec. 2. — Charles Skouras, president of National Theatres, has accepted the West Coast chairmanship of the Adolph Zukor Golden Jubilee to be sponsored by the International Variety Clubs, it was disclosed here by Robert J. O'Donnell, international chairman of the event.**

**Skouras and O'Donnell will shortly meet to arrange details of Hollywood participation in nationwide industry plans to honor Zukor throughout 1953.**

# Personal Mention

NATE J. BLUMBERG, Universal board chairman and "Pioneer of the Year," left here yesterday for an extended stay on the Coast.

•

ARTHUR GOTTLIEB, CLEM WILLIAMS and WALTER ELLABY, Audio Pictures executives, have left Colorado Springs, GOTTLIEB for New York, WILLIAMS for Toronto and ELLABY on a sales trip to Vancouver, Calgary and Winnipeg.

•

F. PHILLIPE BRAIS, president of General Theatres, Ltd., Quebec, was elected a director of Canadian Fund, Inc., and Canadian Investment Fund, Ltd.

•

BOB DAUGHERTY today will resign his post as manager of the Olympia Theatre in Miami, Fla., to become district manager with the Floyd Theatre circuit, Haines City, Fla.

•

CPL. WALTER R. WILSON, formerly assistant manager at the Paramount Theatre, New Haven, is recipient of the Bronze Star Medal for heroism in action in Korea.

•

ABE OLMAN, general manager for the Big Three Music companies, subsidiaries of Loew's, flew to Europe yesterday from New York.

•

FREDERICK C. BRUNS has joined the executive staff of Donahue and Coe. He was formerly vice-president and a director of Ruthrauff and Ryan.

•

STANLEY RUBIN, 20th Century-Fox producer, returned to the Coast yesterday from New York.

•

A. A. WARD, executive vice-president of Altec Lansing Corp., is in New York from the Coast.

•

ERIC JOHNSTON, MPAA president, is due in New York Monday from South America.

•

SAMUEL GOLDWYN will return here today from Boston.

## Exchange Contracts

(*Continued from page* 1)

individually, rather than have the IATSE act for them, and the distributors plan to set up committees to carry on the negotiations at the local level. A two-year contract covering the exchanges expired Monday.

When the proposals of each local are received in New York, the labor relations departments of the various companies will study the demands jointly and individually. It is then planned to appoint one or more committees, representing the distributors, which will go from city to city and negotiate with the unions on a local basis.

It is expected that the new pacts, when consummated, will be retroactive to Dec. 1.

# IFE Releasing Corp. Sets Six Films for Six Months

The IFE Releasing Corp. will have six major Italian films for nationwide release during the first six months of 1953, at least three of which will be in dubbed in English, it was disclosed here yesterday by Bernard Jacon, sales vice-president.

Jacon also revealed five regional sales offices involving a staff of 18 will be in operation by Jan. 1. A division manager and about two sales representatives will work out of the Eastern division office in New York City, the Central division office in Cleveland, the Midwestern division in Chicago, Southern division in Atlanta, and the Western division in Los Angeles. Jacon will leave on a month-long trip on Monday on which he will install division personnel and finalize booking dates in major cities.

The sales force will work with the permanent exploitation, publicity and advertising staff, under Jonas Rosenfield, Jr., vice-president in charge. There will also be a per-picture exploitation staff wherever needed. A deal is under way with National Screen Service for accessories and special trailers for TV.

"Anna," starring Sylvana Mangano, initiates the IFE schedule of one major feature each month, with two pre-release dates already booked next month for two United Paramount Theatres, the St. Francis Theatre in San Francisco, starting Jan. 6, and the Center Theatre in Buffalo on Jan. 8.

Anna Magnani may make her first visit to the United States for personal appearances in connection with her newest film, "Bellissima" in February, Jacon indicated.

Balance of the organization's release schedule through May calls for a March opening of "Times Gone By," and an Easter release of a still untitled film on the life of Pope Pius X in an American-language version.

"The Young Caruso" also will be released in an American-language version, in April. Final film on the initial list announced by Jacon is "Girls of the Piazza."

The Rossellini-Bergman picture, "Europe '51" has also been acquired by IFE and will be released early next fall.

## Name Kate Cameron To NY Critics Post

The New York Film Critics has selected Kate Cameron, motion picture critic of the *Daily News,* vice-chairman, thereby putting her automatically in line to succeed current chairman Leo Mishkin, *Morning Telegraph* critic, next year. Howard Thompson of the *Times* was reelected secretary and Frank Quinn, *Daily Mirror* critic, was named a new member.

The group also voted to hold its annual balloting for the year's best picture, foreign film, director, actor and actress on Dec. 29.

## Kansas City MPA Elects 4 Directors

KANSAS CITY, Dec. 2.—Four directors were elected to four-year terms at the annual meeting yesterday of the Motion Picture Association of Greater Kansas City. Twelve directors hold over.

Elmer C. Rhoden, Sr., president of Fox Midwest, was reelected a director. Three new members of the board are William Gaddoni, branch manager, M-G-M; R. M. Shelton, vice-president and general manager of Commonwealth Theatres, and Finton H. Jones, insurance specialist. Retiring directors are Ben Shlyen, R. R. Biechele and Arthur Cole. The board of directors will meet Dec. 15 when officers will be elected. Arthur Cole, president, presided at the meeting.

Reports included that of Robert Withers; chairman of the welfare committee, the chief project of which was sponsoring and paying the costs for 62 boys to a summer camp. Howard Burkhardt, chairman of the public relations committee, told of numerous projects, such as the motion picture industry division's total of more than $18,000 to the United Funds' campaign and theatre contributions to the polio campaign.

## Richey to 'M.C.' Independents Fete

BOSTON, Dec. 2.—Henderson M. Richey, director of exhibitor relations for Metro-Goldwyn-Mayer, has accepted the Independent Exhibitors of New England invitation to serve as master-of-ceremonies at the organization's annual convention banquet, at the Sheraton Plaza Hotel here on Tuesday.

Joseph Kaufman, director of theatre operations for Cinerama Productions, will speak at the banquet.

## Jack Bellman Joins Favorite Exchange

Jack Bellman, distribution veteran and formerly Eastern division manager of Republic Pictures and circuit sales manager of Eagle Lion, has joined Joe Felder, Moe Kerman and Irving Wernick in the operation of Favorite Pictures Exchange here.

Bellman will assume the post of general manager in charge of exchange operations on Monday. Wernick remains with Favorite in charge of sales.

## Annual Gridiron Film

RKO-Pathe's annual two-reel special, "Football Highlights," a compilation of outstanding plays from the nation's collegiate gridiron classics, will be available for national exhibition on Dec. 12, according to Sidney Kramer, short subjects sales manager.

## Newsreel Parade

*PREPARATIONS in Seoul, Korea for the arrival of President-elect Dwight Eisenhower is the highlight of all current newsreels. Featured also are the White House meeting of Mrs. Eisenhower and Mrs. Truman, the C-54 plane crash at Tacoma, the Army's public test of a new amphibious cargo vehicle, and U. S. Steel observing its 51st year.*

**MOVIETONE NEWS, No. 98** — Mrs. Eisenhower sees Mrs. Truman at the White House. Korea awaits the arrival of Eisenhower. Koreans activate two new divisions. 36 killed in crash of C-54 at Tacoma. Chicago is host to prize cattle. Notre Dame-Southern California and Army-Navy football games.

**NEWS OF THE DAY, No. 228**—Korea prepares big welcome for Eisenhower. New tenant visits White House. U.S. Steel marks its 51st year by pouring one-billionth ton of steel; Clifford H. Hood is the new president. 37 perish as plane crashes in fog. Army-Navy, Notre Dame-Southern California football games.

**PARAMOUNT NEWS, No. 31** — Korea ready for Ike. Mrs. Eisenhower visits Mrs. Truman. Heavy toll in C-54 crash at Tacoma. Winthrop Aldrich new envoy to Great Britain. Midnight in toyland. Army-Navy, Notre Dame-Southern California football games.

**TELENEWS DIGEST, No. 49A** — Mammoth reception set in Seoul for Ike's visit. Army tests 60-ton amphibious cargo vehicle. Navy planes stage rocket weapons show on the Mojave Desert. French patrols hit Red lines in Indo-China. New fashions in watches. Some 102,000 watch Army-Navy football game.

**UNIVERSAL NEWS, No. 418** — Korea awaits Ike as dignitaries gather for his inspection. Plane crash at Tacoma. "Mamie" at the White House. New Army amphibious vehicle. New and old Secretaries of Defense, Charles Wilson and Robert Lovett, confer. Operation Rawin unveils new Signal Corps meteorological device. Army-Navy football game.

**WARNER PATHE NEWS, No. 33**—Korea awaits Ike. Air crash kills 36. Mrs. Truman and Mrs. Eisenhower meet at the White House. Army shows giant 60-ton amphibian. Cars and stars at Warner's studio. Pour Homestead's billionth ton of steel in Pennsylvania. Army-Navy, Notre Dame-Southern California football games.

## IMPPA Names Broidy To Succeed Chadwick

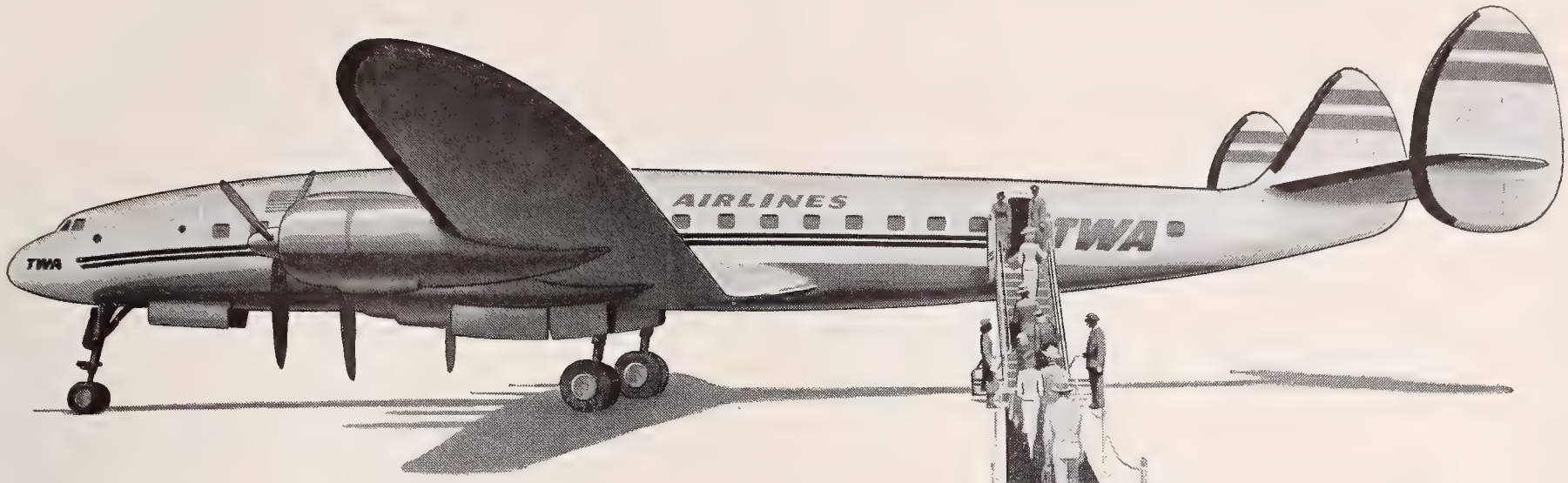
HOLLYWOOD, Dec. 2.—The Independent Motion Picture Producers Association has elected Allied Artists president, Steve Broidy, president, succeeding the late I. E. Chadwick, and named Jack Broder, Robert Lippert and Sam Katzman vice-presidents. Ed Finney was reelected secretary-treasurer.

Broidy said, "We are determined to continue our operations on the same high plane and following the same fine ideals set down by Mr. Chadwick and followed so closely by him during his tenure of office."

## $65,000 for 'O. Henry'

A new gross record has been set by "O. Henry's Full House" at the 52nd Street Trans-Lux Theatre here, with an accumulated seven-week gross reaching $65,000, the management of the theatre reports. The 20th Century-Fox omnibus production, which comprises four of O. Henry's stories, entered its eighth week at the theatre last Friday.

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## To Include Remote Pick-up on Lees TV

Details of the one-hour production program for the Dec. 8 Lees Carpets theatre telecast, highlighting remote pick-ups and split screen techniques, were disclosed here yesterday by Theatre Tele-sessions, subsidiary of Theatre Network Television, which booked the event.

The program will also feature Kate Smith, whose first TV program for Lees will go on the air on the same afternoon as the theatre telecast. Russell G. Gerbert, vice-president in charge of production for Lees, will deliver an address from the company's Glasgow plant. To show conversations during the telecast between leading retailers from other cities and Lees officials, the split-screen technique will be used. A new 1953 carpet line will be presented in a special fashion show, augmented off the screen by a display of Lees merchandise in the lobbies of participating theatres.

## 4 Loew's Theatres In Bendix Deal

Four Loew's TV-equipped theatres will carry the Dec. 30 Bendix theatre telecast arranged by Teleconference, Inc.

Meanwhile, Aaron Feinsot, Teleconference vice-president, left here for South Bend, Ind., for conferences with Bendix officials on the finalization of plans. The four Loew's theatres taking the "off-hour" program are: Loew's State, Cleveland, Loew's State, St. Louis; Loew's Penn, Pittsburgh; and Loew's State, Boston.

With Loew's taking the program in four situations, Warner Brothers in five and United Paramount Theatres' affiliates in 17, the major circuits account for 26 of the 42 theatres slated to take the Coast-to-Coast event.

## Soviet Impact Film Produced by Schary

HOLLYWOOD, Dec. 2.—Metro-Goldwyn-Mayer's "The Hoaxters," a documented survey of Soviet Russia's Communist impact on the American scene, has been completed by Dore Schary and will open in three Los Angeles theatres on Saturday, in time to be eligible for Academy Award consideration. The picture was written by Herman Hoffman, associate producer, and has been booked to play the Vogue, Warner's Wiltern and United Artists.

## *Royal Purchases 5th Story for '53 Lineup*

Purchase of "Murder by Proxy," a novel by Helen Neilsen, completes the five-picture lineup of Royal Productions for 1953, Julian Lesser, head of Royal, reported. The picture will go into production in March under the title of "Whispering Smith Off Balance."

Royal's first film in the new program, "The Lost Hours," produced in England, will be available in about 10 days. Lesser's program includes two each in the "Whispering Smith" and the "Saint" series.

## *Myers Sees*

(*Continued from page* 1)

together for a real heart-to-heart discussion that leads to some measure of relief and a better arbitration draft, the action taken in Chicago was not a mere dragging of feet but a very fortunate thing to happen," Myers declared.

Myers pleaded for a "return to the days when the object was to fill theatres with people and not to get the most from each individual patron."

**"I would like to see the distributors play along with us to that end," he said. "1943 definitely will be a year of decision in the motion picture business."**

"There was not a director or a member of Allied I talked to who said he was against arbitration," Myers declared. "Arbitration isn't a word, it consists of a code of conduct and a method of enforcing it. In arriving at such a plan, you had better give careful consideration to what goes in it. It could give judicial sanction to practices many exhibitors feel are wrong." His criticism of the industry plan centered on pre-releases, competitive bidding and the lack of provisions that "would ease the strain on exhibitors today."

Caution was urged by Max A. Youngstein, vice-president of United Artists. "Aggressiveness is not good if it is without purpose," he argued, "If we forget where the actual disease in our business lies, if we are going to kick the brains out of distributors because it's a lot of fun, that is a serious mistake. Most of our problems will be solved only by recognizing that there are more areas of agreement than of disagreement."

**Youngstein called Cinerama "the single most dramatic innovation in the last 20 years—in many ways a solid answer to television."**

Trueman Rembusch, president of the state Allied for the past 7 years, announced that he was not a candidate for reelection.

## Arbitration

(*Continued from page* 1)

pointed out that nearly half the organized exhibitors of the country are represented in the two organizations. The problem now, it was said, is to do more extensive missionary work in getting a larger bloc of exhibitors to agree to the tentative draft than was first anticipated.

On the other hand, some leaders took the position that the entire arbitration situation eventually would be solved, but that it would take more time. Objections to the plan can be overcome, say the more optimistic ones.

Meanwhile, both sides are awaiting the return from South America of Eric Johnston, president of the Motion Picture Association of America, who may take some immediate action in setting up new talks. However, an MPAA spokesman said here yesterday that the association's knowledge of the willingness of exhibitor organization leaders to continue talks on ironing out the wrinkles in the latest arbitration plan has come only from trade press reports. It was suggested that the meetings might be expedited if one or more groups would contact Johnston or the MPAA and ask that the sessions be called. Johnston is due in New York next Monday.

## Weltner Confirms Para.-Italian Deal

Completion of the deal whereby Paramount will co-produce a series of features in Italy was confirmed here yesterday by George Weltner, president of Paramount-International, who returned to the home office from a two-week European trip. Under the setup, Paramount will distribute in Europe the entire output of Ponti-De Laurentiis, Italian production company. The exact number has not been determined, but it is understand that there will be a minimum of 10 pictures.

The first two films under the agreement already are in production. They are "La Lupa" ("The She-Wolf") and an untitled feature. Paramount currently is distributing "Sensualita," which was produced by Ponti-De-Laurentiis prior to the new pact. This picture is not included in the current agreement.

## UA in Joint Italian Production Deal

Joint Italo-American production in Italy of major motion pictures for world-wide distribution, will be achieved under an arrangement concluded in Naples by Arthur B. Krim, president of United Artists, and Angelo Rizzoli and Robert Haggiag of Italy, it was announced by UA here yesterday.

The arrangement also provides for the formation of a new distribution company, resulting from the merger of Dearfilm, a company currently distributing Italian films, and DAI, which is the exclusive agency for distributing UA releases in Italy. Haggiag is the head of DAI and Rizzoli, Italian publisher, industrialist and producer of "Tomorrow Is Too Late" and "Don Camillo," is the head of Dearfilm.

## *French Notify U. S. Firms on Allocations*

PARIS, Dec. 2.—Letters to American film companies, notifying them as to how many dubbing permits each may apply for under the new French film pact, are being sent out by the French government. It is expected that the allocations will be made in two "shifts," allowing 90 permits immediately and 20, possibly in the spring, for member companies of the Motion Picture Export Association. Independent companies are being allocated a total of 11 permits.

The 20 permits, in a sense, are being borrowed against next year's quota. France is allowing an overall import total of 138 pictures from all countries.

## *Maas in Japan Seeks Unrestricted Imports*

Unrestricted importation of American films in Japan is being sought by Irving Maas, representative of the international division of the Motion Picture Association of America, now in Tokyo. Maas is expected back in New York by Christmas, and it is believed that negotiations will be concluded within the next two weeks, but whether Japan will agree to the free entry of pictures remains a question.

## *National Pre-Selling*

"A QUIET MAN'S MOVIES" is the title *Look* gives to a sketch of producer Hal Wallis's "life in the movies," appearing in the current issue. The story starts with Wallis in 1920, an obscure studio publicity man for Warner Brothers: "He dared to court film comedienne Louise Fazenda, then earning $4,000 a week. Her friend, Lilyan Tashman, warned Miss Fazenda against taking seriously a young nobody who was trying to hitch his wagon to a star. Miss Fazenda thought otherwise. She married Wallis and retired to watch the young nobody rise to head all production at Warners from 1930 to 1940, and from 1944, operate his independent company at Paramount." Wallis has two pictures ready for release: "Come Back, Little Sheba," with Shirley Booth, and "The Stooge," starring Dean Martin and Jerry Lewis. Both are Paramount releases.

•

**The editor of the "*Journal* About Town" department in the December *Ladies' Home Journal* reports the following took place after a preview of "Hans Christian Andersen"; Bruce Gould, co-editor of the *Journal*; Dore Schary and Ed Murrow were congratulating Sam Goldwyn in the 21 Club after seeing the picture. Goldwyn said, "The better the picture, the more I'd like to start right in the minute it is made and do it all over again—and better."**

•

*Edwin Miller, motion picture editor of* Seventeen, *did a "profile" of Aldo Ray for the December issue. Miller says "Aldo is without self-consciousness. And without conceit. He happens to have a number of outstanding talents; he is aware of them. Underneath it all, though, he appeals for approval. He wants to feel that you agree with him, that you like him, that you feel he's okay." Ray's next part is a starring role opposite Jane Wyman in a musical called "Love Song." After that he is scheduled to appear in James Jones' story, "From Here to Eternity."*

•

"Plymouth Adventure" is reviewed in "*McCall's* Goes to the Movies" in the issue now on newsstands. The reviewer says "'Plymouth Adventure,' the grim story of the *Mayflower*'s famous voyage from the old world to New England, is tensely told in this M-G-M picture. Although founded on historical record, the film relies on fiction for action during the 96 days the Pilgrims were at sea in their tiny vessel. The hardships of the 102 persons crammed into the little ship, the tremendous effects of a storm at sea and the often bitter personal conflicts among the Pilgrims are all powerfully depicted." Also recommended in McCall's regular monthly movie guide are RKO Radio's "The Lusty Men," Columbia's "The Four Poster," and Paramount's "The Stooge."

•

**Leslie Caron is pictured as Queen Nefertete, who ruled Egypt 3,000 years ago, on the front-cover of *This Week* magazine, on newsstands Sunday. The issue also has a spread of Leslie taken during the filming of "Lili," her latest M-G-M picture.**

WALTER HAAS

# TV to Share

(*Continued from page* 1)

sary when TV was counted out of the Eisenhower traveling party because it was tardy in making application for a representative, it was said. When TV finally woke up and applied for representation, accommodations on the Eisenhower plane were not available and there was insufficient time to clear a TV man, give him his "shots" and complete the numerous other preliminaries.

Newsreels, of course, maintain representation in Korea and Tokyo and the footage from those sources obtained during Eisenhower's visit will not be made available to television. However, if security agencies so decide, none of the Eisenhower footage may be released until the President-elect is back in the United States.

## Condon, Brandt

(*Continued from page* 1)

Pascal's "Androcles and the Lion," Huntington Hartford's "Face to Face," Sol Lesser's "Under the Red Sea" and "Blackbeard the Pirate."

Douglas Beck, Chicago; William Brooker, Kansas City; Joseph Longo, Cleveland, and Edward Terhune, Salt Lake City, will attend the confabs.

Similar meetings for members of the Eastern field force were concluded today in New York. In attendance were Spencer Steinhurst, Atlanta; Hank Howard, Philadelphia; Barry Bernard, Buffalo; Seymour Eaton, Dallas, and Charles Moss, David Cantor, and Norman Poller of the home office.

Condon is scheduled to leave Chicago on Friday to join producer Frederick Brisson in Washington, to meet with General Omar Bradley and Mrs. Anna Rosenberg to discuss plans for the world premiere of Brison's "Never Wave at a Wac." Brandt will return to New York via Miami where he will set up the opening of "Hans Christian Andersen" on Christmas day.

## Ned Clarke

(*Continued from page* 1)

Disney worldwide sales supervisor. Clarke's post is a new one.

Clarke resigned this week from the post of Latin-American and Far-Eastern sales supervisor for RKO Radio Pictures. An industry veteran, he started his film sales career in Boston with Pathe in 1929.

At the time of Pathe's merger with RKO, Clarke entered the foreign field and represented the company in Europe, Latin-America and the Argentine.

## *New House for Harris*

Harry A. Harris, owner of a circuit of Spanish-speaking theatres here, has taken a long term lease on the 2,000-seat Public Theatre in downtown Manhattan, it was disclosed by Berk and Krumgold, realtors. The aggregate rental is $400,000.

**TRADE SHOWING CHANGE**

**The RKO Radio Pictures trade showings for "NEVER WAVE AT A WAC," advertised for Dec. 8th, 9th and 10th, will not be held on those dates.**

**New dates will be announced.**

# *Schwalberg Details Meets*

(*Continued from page* 1)

the new plan on more intensive local promotion policies will cover releases for the first six months of 1953, it was explained. Schwalberg stated, "We feel confident that each of our division managers and each branch manager has an intimate knowledge of his own territory which will be invaluable in setting details of merchandising plans and programs. By coordinating the individual needs of each territory into one completely-integrated program of promotion, we feel that we shall strengthen our operations tremendously."

Keynote of the plan, according to Schwalberg, will be the immediate inauguration of a series of individual regional meetings to be conducted in the headquarters city of each Paramount division. The meetings, to be conducted by Schwalberg, also will be attended by E. K. (Ted) O'Shea, vice-president, and Jerry Pickman, vice-president in charge of advertising, publicity and exploitation, as well as the division manager and key division personnel.

"The basis for the added strength which the Paramount program will derive from this method of handling," Schwalberg added, "is the fact that individual division managers and branch managers are so much more closely connected with the needs of theatres throughout the country than we can possibly be in the home office. No program can have any value unless it provides a direct benefit to the exhibitor at his own box-office. This is our aim—to do everything we can to stimulate box-office revenue to the individual theatre."

The new program of individual meetings starts here tomorrow, where Schwalberg, O'Shea and Pickman are meeting with Mid-Eastern division manager Howard G. Minsky and key division personnel.

Following return to the home office Friday, Schwalberg, O'Shea and Pickman will fly to Dallas, where Sunday and Monday will be spent in similar meetings with South Central division manager A. M. Kane and territory personnel. Next stop will be Los Angeles, for a two-day session Tuesday and Wednesday, with Western division manager George A. Smith and Pacific Coast sales forces.

On Dec. 12 and 13, the executive trio will be in Chicago for sessions with Central division manager J. J. Donohue. Final meeting of the trip will be held in New York on Dec. 15 and 16, with Eastern and Southern division manager Hugh Owen calling together key personnel from his territories to discuss forthcoming product.

A definite date has not yet been set, Schwalberg said, for a sales meeting in Toronto with Canadian division manager Gordon Lightstone and Canadian sales personnel, but it is expected that this will be held before the first of the year.

Paramount's schedule for the first six months of 1953, as announced by Schwalberg, includes the following:

**January:** "Road to Bali," color by Technicolor; Bing Crosby-Bob Hope-Dorothy Lamour starrer; "Thunder in the East," starring Alan Ladd, Deborah Kerr, Charles Boyer and Corinne Calvet; "Tropic Zone," Technicilor, starring Ronald Reagan, Rhonda Fleming and Estelita.

**February:** "The Stooge," Dean Martin-Jerry Lewis starrer; special pre-release engagements of "Come Back, Little Sheba," starring Shirley Booth, Burt Lancaster, Terry Moore and Richard Jaeckel.

**March:** "The Stars Are Singing," Technicolor, starring Anna Maria Alberghetti, Rosemary Clooney and Lauritz Melchoir; "Pleasure Island," in Technicolor, starring Don Taylor, Leo Genn and Elsa Lanchester.

**April:** "Off Limits," starring Bob Hope, Mickey Rooney and Marilyn Maxwell; "Pony Express," in Technicolor, starring Charlton Heston, Rhonda Fleming, Forrest Tucker and Jan Sterling.

**May:** George Pal's Technicolor production, "War of the Worlds"; "Jamaica," in Technicolor, starring Ray Milland, Arlene Dahl and Wendell Corey.

**June:** "Alaska Seas," in Technicolor; "Rock Grayson's Women," in Technicolor, satrring John Payne, Coleen Gray, Jan Sterling and Lyle Bettger.

### Paramount Sets This Month For Booker-Salesman Drive

Paramount has dedicated this month to its fifth annual "Booker-Salesman's Drive" as a tribute to the booker-salesmen, whom A. W. Schwalberg, drive initiater and president of the distributing company, regards as "the backbone of any film organization."

The drive opened on Nov. 30 and will continue through Jan. 3. The booker-salesmen have re-dedicated the drive to Schwalberg and vice-president E. K. (Ted) O'Shea.

Quotas have been set for the drive, and advertising material has been prepared by a home office committee under the chairmanship of Monroe R. Goodman. The committee includes Harold Beecroft, Joe Bisdale, Sid Blumenstock, Arthur Dunne, Martin Friedman, J. Knox Haddow, Fred Leroy, Sid Mesibov, Jack Roper, George Schur and Joe Walsh.

### English Representative Due Dec. 13 for Production Talks

Richard Mealand, Paramount production representative in England, will arrive in New York by plane from London on Dec. 13 to start discussions with company executives about world-wide production problems and overseas shooting locales.

This will be Mealand's first U. S. visit in nearly two years. His first of several meetings with New York executives will be with Russell Holman, Paramount's Eastern production manager. Early in January Mealand will fly to the Coast to meet with Y. Frank Freeman, Paramount vice-president in charge of the studio; Don Hartman, in charge of production, and other studio heads.

## Greene Hits

(*Continued from page* 1)

78,000 RKO Pictures shares. The citation is sought on grounds that the government consent decree forbids officers and directors of split-up exhibition companies from influencing the management of the production-distribution firms. Greene is a director of RKO Theatres.

The show cause order was signed by Judge Sydney Sugarman of U. S. District Court. The hearing date of Dec. 9 is just one day before arguments on the receivership application are scheduled to be heard in New York Supreme Court.

A Greene spokesman, in commenting on the action, said "we intervened as a securities firm on the basis of the feeling that receivership would be unwise." He said that Kipnis' move would be vigorously opposed by Greene.

# Atlas-RKO

(*Continued from page* 1)

sound. Gettinger occasionally represents the Chemical Bank & Trust Co. of this city and, it is said, the plan he and Odlum are putting together for a deal which would be acceptable to both the Stolkin group and Hughes calls for the deposit of $1,000,000 with Chemical by Atlas Corp. as an initial payment on the 1,013,420 shares of RKO Pictures common stock, representing a controlling 29 per cent interest, which is presently held by the Stolkin group.

### Further Details Not Clear

Further details of the proposal were not clear but it was assumed that thereafter Atlas Corp. would assume the future stock purchase obligations of the Stolkin group to Hughes, on some basis acceptable to both of the latter. The Stolkin group agreed to pay Hughes $7 per share for the stock and made an initial payment last September of $1,500,000. A similar amount is due next year and the balance in 1954. It is assumed the Atlas proposal will call for price and other concessions from both Stolkin and Hughes.

**It could not be learned whether the Atlas proposal will include a provision, or agreement, to reinstate Ned E. Depinet as RKO Pictures president and Noah Dietrich as board chairman, as currently proposed by Hughes. Observers believed that Hughes might insist on such a condition in return for any concessions, price or otherwise which he might agree to in a possible modification of the Stolkin group's stock purchase agreement.**

Meanwhile, Hughes, Depinet and members of the Stolkin syndicate are continuing their conferences in Hollywood, which are expected to last several days more. It is generally believed that if a deal with Atlas is not consummated in the very near future, Hughes will pick up the reins again and designate Depinet and Dietrich his chief executive officers.

Depinet served as vice-president of RKO Pictures in charge of distribution during the previous Atlas Corp. period of RKO control. N. Peter Rathvon was Odlum's choice for president then.

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Only 11¼ hrs. one-stop!
The fine service of United's "Hollywood" flights is yours on the "Overnight Hollywood" to Los Angeles. You leave New York after midnight, stop only at Denver, enjoy a delicious breakfast aloft, and arrive in Los Angeles at 8:20 a. m., giving you a full day for business.
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The story
of a flame
named Ruby
... who wrecked
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... *SIN BY SIN!*



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Produced by JOSEPH BERNHARD and KING VIDOR · Directed by KING VIDOR · Screenplay by SILVIA RICHARDS
Story by ARTHUR FITZ-RICHARDS · A Bernhard-Vidor Presentation · Released by 20th Century-Fox

# Ruby Gentry

FIRST IN FILM NEWS

# MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 107 NEW YORK, U.S.A., THURSDAY, DECEMBER 4, 1952 TEN CENTS

## TV Promotion Of Films On Percentage

### *Turner and MBS in New Plan for Advertising*

By AL STEEN

A plan whereby television stations will promote and advertise motion pictures in theatres on a percentage basis, the percentage to be paid by the distributor, is being developed by Terry Turner, former exploitation director of RKO Radio Pictures, for the owned and affiliated TV stations of the Mutual Broadcasting System. Turner took up his new duties this week at MBS.



Terry Turner

The plan, which is expected to get

(*Continued on page 3*)

## See RKO-Skouras in Day-and-Date Deal

The same day and dates booking for RKO Theatres and Skouras Theatres on featured films in New York has been evidenced in the wake of a long-time threatened anti-trust suit by Skouras Theatres against RKO Theatres, Metropolitan Playhouses and the majors.

The double bill of "The Miracle of Fatima" and "The Rose Bowl Story" recently played in virtually all New York houses of both circuits simul-

(*Continued on page 3*)

## *TOA Oklahoma Unit Okays Arbitration*

Theatre Owners of America disclosed here yesterday that its Oklahoma unit, Theatre Owners of Oklahoma, had endorsed in principle the industry's arbitration plan. The Oklahoma unit is the eighth TOA affiliate to approve the tentative formula.

The endorsement by Oklahoma and other TOA units, in effect, is a vote of confidence in arbitration and a gesture that they will go along with the national organization on any formal action it may take on the issue.

## *UPT Divests Itself of More Than 60 Theatres*

United Paramount Theatres has divested itself of over 60 theatres in conformity with its divestiture schedule requiring the sale of, or the end of joint interests in, 184 theatres by Sept. 3, 1953, a company official reported here yesterday.

UPT's report on the divestiture of the theatres came on yesterday's deadline date for divorcement of one-third of its remaining 184 theatres, which cannot be retained, according to the terms of its consent decree. The original deadline of Sept. 3, set last March by the New York Statutory Court, had been extended to Dec. 3.

According to the Statutory Court's ruling, which gave UPT 18 months to divorce itself of the 184 theatres, the next deadline is March 3 for the divestiture of another third. The ruling called for the divestiture of at least one-third of the remaining theatres in each six-month period.

UPT, when it obtained the March ruling, had already fulfilled its com-

(*Continued on page 3*)

## Two Rep. Senators Object to Early FCC Merger Okay

WASHINGTON, Dec. 3.—Two top-ranking Republican Senators who will occupy key positions in next year's Congress were reported today to have registered objections with the Federal Communications Commission against early approval of the proposed merger of American Broadcasting and United Paramount Theatres.

The two were Senator Tobey of New Hampshire, who will head the

(*Continued on page 3*)

## Indiana Allied Hits Price Increases

INDIANAPOLIS, Dec. 3.—Resolutions on price increases, print availability and film allocation practices were presented to the closing session of the Allied Theatre Owners of Indiana state convention in the Hotel Lincoln here today.

Election of a new president to suc-

(*Continued on page 3*)

## May Bid E. Pa. Unit Back to Allied

Allied States may make overtures in the near future to determine whether or not Allied Theatre Owners of Eastern Pennsylvania and Southern New Jersey can be reclaimed on an acceptable basis.

The exhibitor unit, headed by Sidney Samuelson, a past president of na-

(*Continued on page 3*)

## *Schary's 'Hoaxters' an Expose of Communism*

Hollywood, Dec. 3.—"The Hoaxters," a 37-minute documentary produced by Dore Schary for Metro-Goldwyn-Mayer release, previewed here last night, is composed of expertly selected and juxtaposed footage from many sources, both foreign and domestic, assembled in such a fashion as to trace Russian Communism's course from 1919 to the present. The film, which the producer describes as a personal product more than a year in work, is technically extraordinary, with adroitly matched scenes and utterances combining with crisp off-screen commentary and a dynamic music score to give the material maximum impact. The production is being offered to exhibitors, Schary said at the preview, on a documentary scale of prices, with the company "more interested in having it widely seen than in making money on it."

Using specially-filmed footage of an old-fashioned medicine

(*Continued on page 3*)

## Management of RKO Is Key To Atlas Plan

### *Would Provide Cash But Avoid Stock Purchase*

The Atlas Corp. proposal for re-entering RKO Pictures is limited to control of management of the latter company and not to acquisition of the controlling stock interest, now held by the Ralph Stolkin syndicate, it was learned yesterday.

**The Atlas plan is contained in a report to the board of directors of that company prepared by Floyd B. Odlum, president.**

The report suggests that the Atlas board might give consideration to taking over the operation of RKO Pictures and putting it in good condition "as Atlas did before." The procedure suggested for so doing is that Atlas would advance money to RKO Pictures as needed and take new debentures to be issued by RKO in return.

An initial deposit by Atlas of $1,000,000 with Chemical Bank & Trust Co. to RKO Pictures' credit is

(*Continued on page 6*)

## Decontrolling Date Still in the Air

WASHINGTON, Dec. 3.—National Production Authority officials said there was still a "good possibility" that the date for relaxing theatre construction controls would be advanced to Jan. 1, but that the chances were somewhat dimmer than they were just a few days ago.

Everything was all set for an order to be issued tomorrow advancing the date to Jan. 1, NPA officials declared, but there were last moment objections.

## *High Court to Hear Ad Film Case Dec. 8*

**Washington, Dec 3.—The U. S. Supreme Court has set Dec. 8 for argument on the Federal Trade Commission's appeal in the advertising film case**

**The Commission is appealing a Fifth Circuit Court decision concerning the Motion Picture Advertising Service Co. and other similarly situated companies.**

# Personal Mention

STEVE BRODY, Allied Artists president, will leave Hollywood Sunday for the COMPO meeting in Chicago.

•

GORDON WHITE of the Motion Picture Association of America here became a grandfather for the fourth time when his daughter-in-law, MRS. GORDON WHITE, JR., gave birth to a son, named GORDON WHITE, III.

•

M. METORI, Paramount's general manager in Japan, has arrived in Hollywood from Tokyo and will come to New York in mid-December.

•

PINCUS SOBER of the M-G-M home office legal department left San Francisco yesterday for Portland.

•

JACK GUNSKY, manager of the Fox and State theatres in Watsonville, Cal., is the father of his first child, a girl.

•

AL SCHUMAN, general manager of the Hartford Theatre Circuit, Hartford, and MRS. SCHUMAN are in Miami Beach on a vacation.

•

OTTO BRAEUNIG, RKO Radio office manager in Cleveland, and MRS. BRAEUNIG recently celebrated their 25th wedding anniversary.

•

NAT GOLDBERG has resigned as manager of the West Boyleston, Mass., Drive-in Theatre to join his son, STANLEY, in business in Brooklyn.

•

JAMES VELDE, United Artists' Western division manager, will visit the Midwest next week.

•

JOSEPH WALSH, Paramount's branch operations manager, is spending this week in Atlanta.

•

TOM GRADY, M-G-M home office master booker, is in San Francisco from New York.

•

ARTHUR LEEHAM, Jackson, Miss., exhibitor, is confined to a hospital there.

•

OLIVER BROUGHTON, M-G-M maintenance representative, is in San Francisco from New York.

## Screen Gems TV in Expansion Move

John Mitchell is leaving the vice-presidency of United Artists Television to join Screen Gems, Inc., on Monday as general sales manager, a new post.

Screen Gems produces the Ford Theatre, broadcast weekly over a 54-station NBC network, and about half of the programs in DuPont's "Cavalcade of America" series, carried over the same network. It is an affiliate of Columbia Pictures.

Mitchell and Ralph Cohn, general manager of Screen Gems, will expand the sales setup to handle packaged film programs to national advertisers, as well as a countrywide syndication organization.

# Rank Theatre Is Cleared Of Film Quota Default

LONDON, Dec. 3.—The summons against J. Arthur Rank's Circuits Management Association, charging the Haymarket Gaumont Theatre with failure to comply with the 25 per cent supporting film quota law, was dismissed by the Bow Street Magistrate's Court here today.

Rank personally had testified in the case at the hearing last Saturday, contending that there were not enough worthwhile British second features to meet the standard of entertainment expected of West End showplaces.

Dismissing the summons against Rank's theatre, Magistrate Sir Laurence Dunne was highly critical of the Board of Trade, which filed the complaint. In his judgment, the magistrate said, government ministers have a grave responsibility to consider all aspects before launching prosecutions such as this. "Clearly, the Board of Trade has not done that this time," he said.

The magistrate pointed out that the exhibitor's need is for films of sound, commercial practicability.

Exhibitors here are overjoyed at the verdict, saying that by his stand Rank has brought immeasurably nearer a revision of the generally repugnant supporting program quota.

## Oct. Tax Income 2nd Highest This Year

WASHINGTON, Dec. 3.—General admission tax collections in October, reflecting September business, were the second highest for any 1952 month, running only slightly behind the September high, the Bureau of Internal Revenue reported. October collections were far below those for October, 1951, however. The October collections were tops last year.

The bureau said collections in October amounted to $31,294,629, compared with $32,174,969 in September and $37,302,260 in October, 1951. September and October have been the only two months this year during which collections topped the $30,000,000 mark.

## Dismiss $1,300,000 Suit vs. Silverman

CHICAGO, Dec. 3.—Federal Judge Walter La Buy today dismissed the $1,300,000 suit brought by E. Stern and the Sidney Spiegel Estate against Edwin Silverman and associates for alleged "mismanagement" which led to the plaintiff (Stern and the Spiegel Estate) receiving $1,200,000 for the sale to Silverman of their stock in Essaness Theatres instead of the $2,500,000 to which they thought they should have been entitled. Judge La Buy's decision confirmed that of the Illinois court.

## Drop Ohio 'M' Action

COLUMBUS, O., Dec. 3.—The Ohio Supreme Court has dismissed an action filed by Superior Films, Inc., of New York, to compel Ohio's film censorship division to review the motion picture "M."

## JDA Fetes Rodgers And Hammerstein

Richard Rodgers and Oscar Hammerstein II were honor guests at a dinner given by the Joint Defense Appeal at the Hotel Pierre last night. They were cited for their outstanding contributions to "the enrichment of America's cultural legacy."

Dinner chairman Harry Brandt, 1951 JDA drive chairman, was presented with a scroll for his "pioneering leadership" of the drive. "Audition for Angels," a dramatic presentation produced by Morton Sunshine and enacted by a cast of notables was the high spot of the event. Proceeds of the affair are to further the programs of the American Jewish Committee and the Anti-Defamation League of B'nai B'rith.

## Name Frisch, Fabian, Balaban Drive Heads

Barney Balaban, Si Fabian, and Manny Frisch were chosen as co-chairmen of the amusement division for the 1952-53 campaign of the Federation of Jewish Philanthropies, at an FJP meeting held at the Astor Hotel here yesterday.

Among those present at the meeting were Balaban, Bernard Birnbaum, Harry Brandt, William Brenner, Sy Fabian, Frisch, William German, Leon Goldberg, Arthur Israel, Jr., Harry Mandel, Martin Newman, Walter Reade, Jr., Samuel Rinzler, Samuel Rosen, Adolph Schimel, Fred J. Schwartz and Sol Strausberg.

## BBC Documentary on Goldwyn Is Set

A full hour documentary radio program devoted to producer Samuel Goldwyn will be broadcast to British listeners on March 1, it was announced by John McMillan of the BBC "light programs" network, who is visiting in New York. The show will dramatize Goldwyn's characteristics, his ideals and his methods of working, he said.

McMillan said this will be the first time a motion picture producer has been the subject of a detailed documentary program on the BBC. McMillan will leave for Hollywood Sunday to work on the show and other projects.

## Name Sam Gillet Head of Tent No. 38

SALT LAKE CITY, Dec. 3.—Sam L. Gillett, Salt Lake City and Toole, Utah, exhibitor, was named president of Variety Tent No. 38. Giff Davison, RKO Radio branch manager, was named first assistant and Shirl Thayne, Universal salesman, second assistant. Other officers are Howard Pearson, secretary, and the following directors: Ralph Trathen, Sid Cohen, K. O. Lloyd, Jack Swonson, Dan Kostopulos and Bob Braby.

## McGee Says Only Congressmen Will See Tax Picture

The short subject which Senator Milliken of Colorado suggested as the best vehicle for telling the industry's tax story is to be shown only to Senators and Congressmen and is not to be made available to exhibitors, it was stressed yesterday by Pat McGee, co-chairman of the National Tax Repeal Campaign Committee.

McGee, who was one of a delegation of Colorado theatremen who conferred last week with Senator Milliken on the industry's tax problems, emphasized in a wire to the Council of Motion Picture Organizations yesterday that the Colorado Senator said that if such a picture could be shown in Washington to groups of Senators and Congressmen it would be of great help in the industry's tax campaign.

"Neither the Senator nor any of those at the conference," McGee wired, "made any mention of making the picture available to exhibitors for screening to the public, since from the beginning of our campaign we have carefully avoided making any appeal to the general public for support. This picture would be shown only to Senators and Congressmen, either in Washington or in their home districts."

## Spyros Skouras to Go To Rome from Athens

Spyros P. Skouras, president of 20th Century-Fox, will depart from his native Greece tomorrow for Rome by plane on final stops of his round-the-world trip to survey company and film industry conditions, the company reports here.

Skouras has been visiting Athens since Sunday, following stopovers at Cairo, Bombay and Calcutta. In each city he has held meetings with exhibitors, 20th-Fox representatives and government officials, as well as addressing groups in behalf of the extension committee of the World Brotherhood Movement.

## Ahrens Heads Film Editors Local 771

Motion Picture Film Editors, Local No. 771, IATSE, has elected Fred Ahrens, president; Leonard Hein, vice-president; Robert Dworsky, secretary; Lawrence F. Sherman, Jr., treasurer; Charles Wolfe, business agent, and Fred Edwards and Edward Wyant, Jr., sergeants-at-arms.

The following executive board was also elected: Ahrens, chairman, Hein, Dworsky, Sherman, John Oxton, James Molini, Frank Madden, Edwards, Wyant, Michael Prusch and Joseph Castilioni.

## New Beck Assignment

"Gilbert and Sullivan," London Films production starring Robert Morley and Maurice Evans, will be represented in the United States on advertising and publicity by the office of Myer P. Beck, it was announced by Lopert Films.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100 Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR 2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

# TV Promotion

(*Continued from page* 1)

into operation by next summer, is said be the most far-reaching in the so-called "wedding" of TV and the motion picture industry. Turner stressed the point here yesterday that the plan would not be applicable to all pictures, possibly only 10 a year, but that its potentialities would be the means of "harnessing TV" to bring millions of dollars back to the box-office.

Turner said that the power of television as a promotional factor in building theatre patronage was proved in the campaigns he used on "King Kong," "Snow White" and "Sudden Fear." In spots where TV was not used as an advertising medium, the grosses fell below those in areas where television was used, he said.

### Preliminary Talks

In preliminary talks with a few distributors, the sales chiefs were receptive to the proposed formula, Turner said. The idea may be tested first on reissues. The plan, in substance, will function like this: Turner will arrange with a distributor to reissue a series of pictures, with the same star, in selected areas, preferably in summer months, when the more important new films are being held back. Affiliated TV stations in the areas will saturate all available air time with specially prepared trailers, using scene clips and announcements as to where a picture is playing. Instead of being paid a flat rate for the "plugs," the stations will receive a percentage of the distributor's percentage of the film's gross in each theatre. There will be no cost to the theatre. The distributor will pay the stations an amount based on the business done by the picture as a result of the television campaign. In other words, the station's arrangement with the distributor would be on a sliding scale, just as the distributor's pact with the theatre calls for a remittance based on the gross.

RKO Radio's television campaign on "King Kong" in five territories—Detroit, Cleveland, Cincinnati, Indianapolis and Pittsburgh — cost $25,000 for a specific number of trailer announcements. Turner asserted that if the stations had been on a participating arrangement, they would have given a much more intensive drive to the picture, spotting the trailers in all un-sold spot announcement slots.

**Turner said the plan would be specially attractive to independent producers whose releasing contracts with national distributors are about to expire. Instead of disposing of the pictures to television, the independent producer will see the opportunity to derive further revenue from theatres, with the theatres cashing in on the TV campaign.**

In his contacts with TV stations, Turner said they were all cooperative, as the TV executives are eager to prove the value of the new advertising medium. If the stations can increase business in theatres through TV, they will be happy to do so, especially if they can benefit financially through the upswing in theatre patronage by means of the percentage arrangement.

While all stations in the Mutual network are not committed as yet to the plan, Turner said they will be ready to join when the plan becomes more concrete. Mutual TV outlets are in New York, Hollywood, Boston, Cincinnati, Dayton, Columbus, Chicago, Philadelphia, Washington, Baltimore, Buffalo, Syracuse, Cleveland, Detroit, San Antonio, Atlanta, Louisville and Minneapolis.

# *Schary's 'Hoaxters'*

(*Continued from page* 1)

show spieler as a connective device, the early portion of the film shows the rise and fall of Hitler's Nazism, Mussolini's Fascism, and Japan's Militarism, and likens Russia's Communism to them in essentials.

The latter portion of the picture traces Soviet Russia's seven changes of policy toward the United States since 1919. A great many world figures appear in the footage assembled, and original sound tracks are heard in effective alternation with commentary spoken by various actors and Schary. The over-all effect is an exposure and denouncement of Russian Communism in simple, graphic, dramatic terms, with incidental reference to the dangers of loose accusations and unwarranted condemnation, and with a rousing conclusion extolling freedom and liberty.

Associate producer Herman Hoffman wrote the story for the picture from material compiled and arranged by Victor Lasky and William Herbert, and a fine editing job is credited to Laurie Vejar and Harry Komer.

WILLIAM R. WEAVER

# E. Pa. Allied

(*Continued from page* 1)

tional Allied, withdrew from membership in the parent organization two years ago over what was reported at the time to be Samuelson's dissatisfaction with Allied's policy of cooperating in all-industry endeavors. With Allied again in its so-called "militant" role, and its participation in cooperative industry activities curtailed, some Allied figures feel that the national organization may once again be radical enough to conform with Samuelson's requirements, providing acceptable terms for its reinstatement can be agreed upon.

### Explore Possibilities

Irving Dollinger, chairman of New Jersey Allied, reportedly was instructed by the national Allied board at its Chicago meeting last month to explore the possibilities of a reinstatement of the Eastern Pennsylvania unit. A similar attempt at the New York national convention last year failed when Samuelson declined the proffered terms covering payment of dues for the period the unit was out of the national organization.

PHILADELPHIA, Dec. 3.—Sidney Samuelson today claimed he "knows nothing" of any Allied States plan to contact him on the return of Eastern Pennsylvania Allied to membership in the national organization.

# *US Marine Band at 'Stripes' Premiere*

For the first time in its history, the United States Marine Band has been granted Presidential approval to participate in the world premiere of a motion picture. The band, familiarly known as "The President's Own," will participate in the opening night ceremonies at the Roxy Theatre here for 20th Century-Fox's "Stars and Stripes Forever" on Monday, Dec. 22.

# Indiana Allied

(*Continued from page* 1)

ceed Trueman Rembusch, who announced that he was not a candidate after seven years at the post, and the officers was deferred until the January meeting of the board of directors.

### Urge Resistance

The convention adopted a resolution condemning increased admission pictures as "detrimental to theatre public relations" and urging exhibitors to resist them. It also passed a resolution calling distributor attention "again" to the "necessity of making a greater number of prints available in the exchange area." The number of situations to be serviced has been increased by the growth of outdoor operations in the past decade, while even fewer prints are available today, it was stated.

A third resolution, providing that Indiana Allied set up a system for the exchange of information on allocation and terms to aid exhibitors who are on their own in outlying situations, was tabled for subsequent action by the board. All three resolutions came out of the film clinics which occupied the convention's morning sessions both days. Attendance was light on account of bad weather.

# RKO-Skouras

(*Continued from page* 1)

taneously. Despite this, both RKO Theatres and Skouras spokesmen denied a settlement involving a move-up for Skouras Theatres. An official of Warner Brothers, which is releasing "The Miracle of Fatima," also denied existence of an agreement between WB and Skouras Theatres to avert the threatened suit.

Recently, Loew's and the Skouras Theatres reached a settlement on the threatened complaint, moving up play dates for a number of Skouras Theatres to match Loew's availability.

# *Hartford Film Opens*

"Face to Face," Huntington Hartford's initial production for RKO Radio, will have its world premiere today at the Studio Theatre in Salt Lake City. The picture is the first in a series to be produced by Hartford for release through RKO.

# Rep. Senators

(*Continued from page* 1)

Interstate Commerce Commission, with jurisdiction over the FCC, and Senator Langer of North Dakota, who will head the Judiciary Committee, which watches the administration of the anti-trust laws.

FCC hearing examiner Leo Resnick recently recommended approval of the merger and also found that nothing in the recent anti-trust record of either UPT or Paramount Pictures barred them from being TV licensees. The FCC staff has filed objections to Resnick's decision and suggested that the full Commission hold oral arguments on the case.

### Tobey in Paris

Tobey, who is now in Paris, cabled the Commission early this week. Both the FCC and Tobey's office refused to discuss the cablegram, but it was reliably reported that he suggested that the Commission withhold further action on the case until he returns late this month and has had a chance to study it in greater detail.

Langer wrote the FCC expressing opposition to the Commission's decision to ignore anti-trust violations more than three years old. He also argued that the merger would reduce competition in the entertainment industry.

### DuMont Files Exceptions In UPT-ABC Merger Case

WASHINGTON, Dec. 3.—Allen B. DuMont Laboratories today filed exceptions to the initial decision in the United Paramount Theatres-American Broadcasting Co. merger case, issued several weeks ago by Federal Communications Commission hearing examiner Leo Resnick.

DuMont's attorneys said the filing was purely formal and was for the purpose of keeping the record in the case complete.

# *Walker, FCC Head, Before House Group*

WASHINGTON, Dec. 3. — Federal Communications Commission chairman Paul A. Walker will testify on Friday before a House Interstate Commerce sub-committee investigating program content of radio and television programs.

Walker's appearance will wind up three days of hearings held this week by the Harris sub-committee, which has heard numerous witnesses on the subject periodically since last spring.

Today the committee heard from several local radio station managers. Tomorrow's witness will be Frederick R. Gamble, president of the American Association of Advertising Agencies.

# UPT Divests

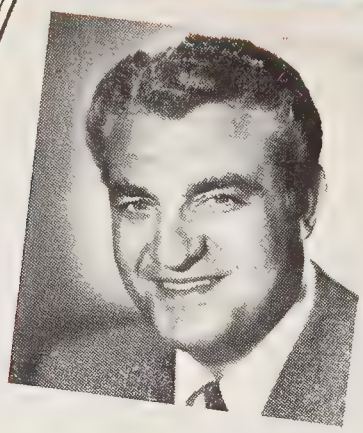
(*Continued from page* 1)

mitments on 888 theatres, as required by the consent decree, which affected a total of 1,071 theatres.

# *Pearce to Hollywood*

LONDON, Dec. 3.—Perce Pearce has left here for Hollywood with a rough-cut of Walt Disney's recently completed "The Sword and the Rose." While in Hollywood he will discuss with Disney pre-production plans for Disney's fourth all-live action picture, "Rob Roy."

# Why Bob Weitman is a happy guy!.....



UNITED PARAMOUNT THEATRES, INC.

MOUNT THEATRES, INC.

NEW YORK 36, N. Y. LONGACRE 3-1100

OFFICE OF
ROBERT M. WEITMAN
VICE PRESIDENT

November 28, 1952

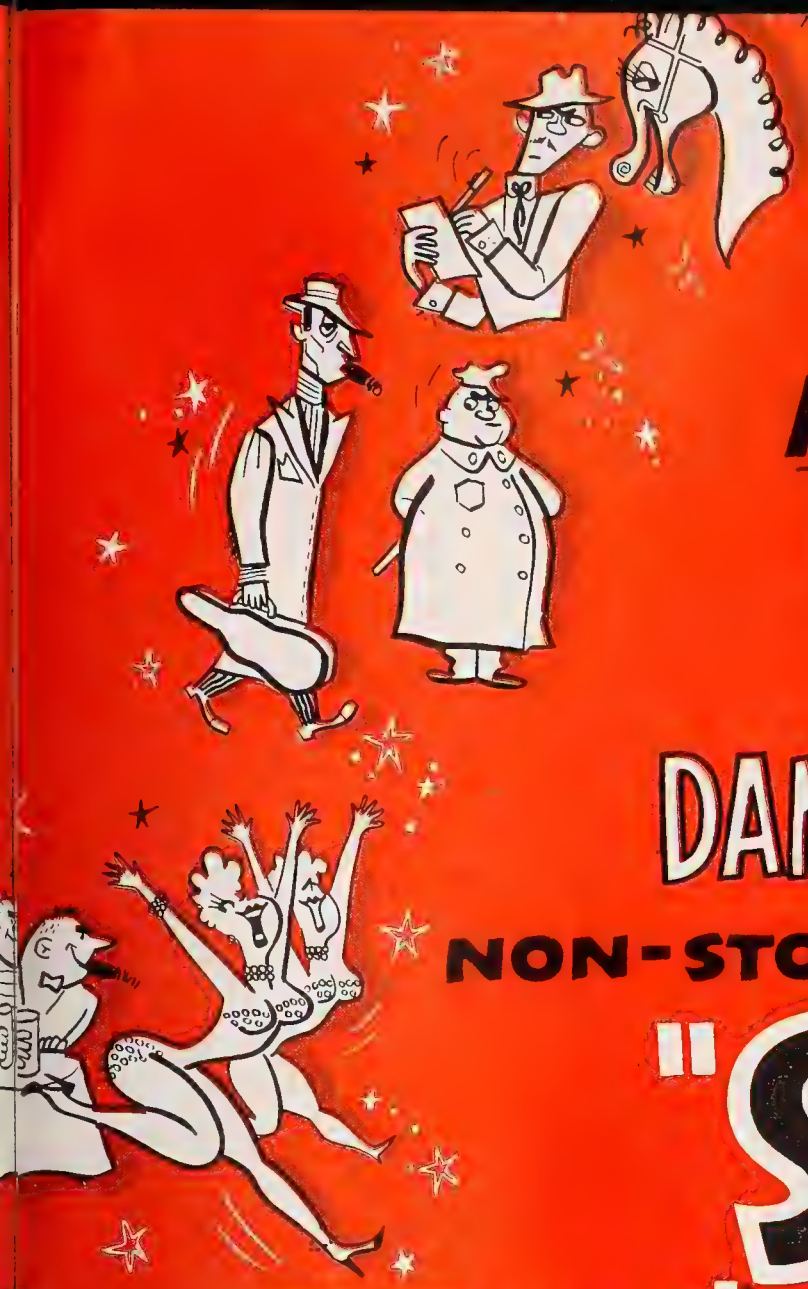
We at the New York Paramount have been hunting for a real laugh-out-loud attraction and you've sure got it in 'Stop, You're Killing Me'. To me it's the funniest Damon Runyon yarn I can remember--a terrific entertainment in every sense of the word!

While I know it's considerably ahead of your national release, you'd make me a very happy guy if we could book it into the Paramount immediately following the third week of 'Iron Mistress'. I assure you we'll give it a grand sendoff and you can look forward to a swell engagement!

Sincerely,

Robert M. Weitman

Robert M. Weitman



WARNER BROS.'
# NEXT ATTRACTION PARAMOUNT N.Y.

HAPPY FLASH FROM WALTER WINCHELL:
"It's a picture that will light up the heart of every Damon Runyon fan!"

## DAMON RUNYON'S
NON-STOP LAUGH SENSATION

# "Stop, You're Killing Me"

COLOR BY WARNERCOLOR





MUGGS, MOLLS AND HO-HO-HOMICIDE!



STARRING
BRODERICK CRAWFORD · CLAIRE TREVOR

WITH
VIRGINIA GIBSON · BILL HAYES AND CHARLIE CANTOR · SHELDON LEONARD
JOSEPH VITALE · HOWARD ST. JOHN · HENRY MORGAN · MARGARET DUMONT
HENRY SLATE · JACK PEPPER · STEPHEN CHASE · DON BEDDOE · LOUIS LETTIERI

SCREEN PLAY BY JAMES O'HANLON · FROM A PLAY BY DAMON RUNYON AND HOWARD LINDSAY · PRODUCED BY LOUIS F. EDELMAN · DIRECTED BY ROY DEL RUTH

MUSICAL NUMBERS STAGED AND DIRECTED BY LEROY PRINZ · MUSICAL DIRECTION BY RAY HEINDORF

# Atlas-RKO

(Continued from page 1)

understood to be included in the proposal. The Odlum report sidesteps completely the acquisition by it of the 29 per cent controlling stock interest in RKO Pictures, for which the Stolkin group agreed to pay Howard Hughes in excess of $7,000,000. Presumably, that would be left to members of the Stolkin group to resolve directly with Hughes.

### Substantial Profit

Hughes acquired the stock from Atlas, at a substantial profit to the latter, in 1948. Last September Hughes made the deal with the Stolkin group, which made an initial payment to him of $1,500,000. The Stolkin group is endeavoring to get out of the deal now and for the past several weeks has been negotiating with Hughes in Hollywood in an effort to reach some agreement under which it can be relieved of its purchase commitments.

Hughes appears willing, provided acceptable arrangements can be made, particularly with regard to the down payment made by the Stolkin group. In that event, it is reliably reported, RKO Pictures will go back to its pre-Stolkin status of last September, with Ned E. Depinet as president; Noah Dietrich, board chairman, and Hughes as head of production.

**The trade regards such an arrangement as a temporary one, designed to ward off the pending petition for appointment of a receiver for the company and to place it in good operating condition once more so that either the Stolkin group or Hughes could obtain an acceptable offer for the controlling stock interest.**

There appears to be little immediate prospect of the Odlum proposal fitting into this intention on the part of Hughes and the Stolkin group. Odlum's report is understood to be definitely averse to paying anything like the $7 per share for the controlling block that the Stolkin group is committed to pay.

### Doesn't Propose Depinet

Moreover, the Odlum report does not propose Depinet for president in the event Atlas succeeded in reentering RKO Pictures by obtaining management control. Rather, it refers to losses incurred by the company during Depinet's tenure as president. The report also refers to N. Peter Rathvon, Odlum's choice as president of RKO when he acquired control before. Odlum suggests that Rathvon might be enlisted as head of production, particularly in charge of organizing independent production units to release through RKO Radio.

The report does not specify, however, that Rathvon, in that capacity, would also be the chief executive of RKO Pictures.

### Not Associated with Odlum

Meanwhile, it was ascertained that Milton Gettinger, New York attorney who sometimes represents the Chemical Bank, and James A. Mulvey, president of Samuel Goldwyn Productions, which releases through RKO Radio, are in no way associated with the Odlum report and proposal to the Atlas board, contrary to earlier reports.

Efforts to contact Gettinger and Mulvey on Tuesday concerning the reports were unsuccessful. Yesterday, Gettinger's office said that he is in Florida for a brief visit and, while he, too, is working on a report of RKO Picture's current position, it is not associated in any way with Odlum's. Mulvey also denied any association with the Odlum report.

# Review

## "Bwana Devil"

*(Arch Oboler Production)* *Hollywood, Dec. 3*

THIS is the first feature-length dramatic narrative ever made for three-dimension motion picture purposes. It is therefore automatically the best, the worst and the average production of its kind. As it is not to be exhibited in two-dimensional form, within the predictable future at any rate, it cannot properly be rated on any existing scale of values. A purely personal opinion of it is that it is not so bad as Los Angeles newspaper critics said it is, nor as good as the first picture shot and exhibited by the Natural Vision method should have been; but is adequate for the purpose for which it was made—no more, no less.

"Bwana Devil" was produced in Ansco color by Arch Oboler, who also wrote the story and directed the performances. It is a story about Africa and animals, both of which are suitable subjects for three-dimension treatment, and it has Robert Stack, Barbara Britton and Nigel Bruce as its principal players. The story is based on a historical fact, which concerns a couple of lions which put a stop to the building of a railroad in Africa by devouring the native workmen until killed by an engineer, played by Stack.

The story is a relatively mild chronicle of some not very mild events—lion hunts, attacks, devourings, pursuits, escapes, etc.—and yet it managed to create perceptible suspense, about two thirds of its way through, in an audience seeing three-dimension exhibition for the first time in its life. The newness of the medium, the expectations of the audience, and the overwhelming camera effects inherent in "3-d," all were weighing against Oboler's chances of achieving story suspense. Although he shortly thereafter closes his picture with disappointing suddenness he has proved decisively that dramatic entertainment and "3-d" are compatible.

The picture is 79 minutes long, is obtainable for Natural Vision exhibition only, and is without a Production Code Administration seal due to a clinch sequence that is unnecessary to the story.

WILLIAM R. WEAVER

# SEC Rejects RKO Minority Request

The Securities and Exchange Commission has disclaimed authority to intervene in the RKO Pictures situation as requested by Louis Kipnis, attorney representing three minority stockholders seeking to put the company into receivership.

Kipnis said he received SEC's response in a letter yesterday, which said in part: "Please be advised that the Commission's statutory authority in a situation of the kind indicated by your letters runs only to the solicitation of proxies and matters incidental thereto. The Commission has no power under the Securities and Exchange Act of 1934 to intervene in matters of internal management."

Kipnis in two letters sent to the SEC asked the commission to investigate whether Howard Hughes was a bona fide candidate as a director, along with his nominees, when proxies were sent out last May. He also called upon the Commission to stop alleged dealings in the sale of the company's directors' and officers' posts. Kipnis contended that Hughes was negotiating for the sale of his 29 per cent stock interest to the Ralph Stolkin group when the proxies were sent out.

Meanwhile, Kipnis reported he has received no reply to his request for a change in the company's by-laws which was enclosed in a letter to the company. The attorney representing three stockholders, claiming to own 2,525 shares, proposed in his letter that 10 per cent of the stockholders should be granted the authority to call a special meeting of stockholders and that the quorum for the board be increased from two to three directors.

# RKO Foreign Post To Edwin Smith

Appointment of Edwin J. Smith, Jr., as assistant foreign sales manager of RKO Radio Pictures, was announced here yesterday by Alfred Crown, foreign manager. The post is a new one, created by the resignations of B. D. Lion and Ned Clarke, division managers in the foreign department. The appointment becomes effective on Monday.

Smith has been with the RKO organization for many years, having joined the domestic sales department in 1931. He rejoined RKO in 1946 after serving three years in the Army Signal Corps, becoming assistant treasurer and assistant secretary.

Crown also announced the promotions of Melvin Danheiser and Arthur Herskovitz to assist Smith with European-Australasian and Latin American-Far Eastern operations, respectively.

## Earle Hines Joins NT Directorate

WASHINGTON, Dec. 3. — Earle G. Hines, chairman of the board of General Precision Equipment Corp., has been elected to the expanded board of National Theatres, the Securities and Exchange Commission was informed here.

NT reported that its board has been enlarged from 11 to 12 directors and that its annual stockholders meetings will be held on the third Tuesday in February instead of the third Tuesday in November of each year.

## Berlo Promotes Hamilton

ALBANY, N. Y., Dec. 3. — Jack Hamilton, former Schine circuit manager in Syracuse, Glens Falls and Rochester, has been appointed Albany manager for Berlo Vending Co. He succeeds Vic Cohen, who was transferred to Los Angeles. Hamilton had been a Berlo supervisor in Washington for eight months.

## RKO Theatres Board Increases Dividend

**A dividend of 15 cents per share on the capital stock of RKO Theatres was declared here yesterday at a board of directors meeting, payable on Jan. 2 to stockholders of record on Dec. 15, Sol A. Schwartz, company president, reported.**

**The last dividend, of 10 cents per share, was declared on Sept. 15, 1951.**

# Find Giant Synchro Screen Impressive

An impressive demonstration of RCA's giant Synchro-Screen was held here yesterday at the RKO 58th Street Theatre, which will show the screen to the general public tomorrow.

The added dimensions of the screen and the "light surround" intensify the panoramic view of the film. It also heightens the color values of Technicolor. Presented at the demonstration were newsreel shots and scenes from "Way of A Gaucho" and "Lure of the Wilderness."

Sol Schwartz, president of RKO Theatres, who attended the demonstration, said the screen was especially advantageous to balcony viewers, bringing them closer to the picture.

The picture width of the new screen is 30 feet, 7 inches, with 12-foot wings on each side, heightening the effect of bigness. The RKO 58th Street installation is the first in the U. S. The screen, the largest ever made by RCA, filled the theatre's entire proscenium.

M. H.

### Roxy Installs Large Size Walker Screen

Installation of a new Walker screen, measuring 32 feet high and 24 feet wide, is underway at the shuttered Roxy Theatre, which will reopen Dec. 22.

Alterations also include the addition of three Ashcraft super-high projection lamps, plus new model Simplex X-L type projectors.

## 'Quiet Man' Boom Saves Doomed House

CHICAGO, Dec. 3.—Exhibitors Harry Sears and Dick Zazove, owners of the Park Theatre in suburban Austin, who last month were prepared to close the house and end their connection with the industry following a four-day run of Republic's "The Quiet Man," are now solidly entrenched at the Park with no intention of closing up shop. At the same time they are trying to hold their print of the picture.

What happened was this: The projected four-day run that started Nov. 9 is still running strong, with business 300 per cent above normal. But Republic has delivered an ultimatum that the print must be returned by next Tuesday, so that the exchange can service other theatres. The exhibitors feel that the film would be able to hold up until after the first of the year in their predominantly Irish neighborhood, but are now resigned to acceding to the distributor's demands. At the moment a "bicycling" arrangement has been worked out with the Balaban and Katz Senate Theatre.

NEWS WHILE IT IS NEWS

# MOTION PICTURE DAILY

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## TV Promotion Of Films On Percentage

### *Turner and MBS in New Plan for Advertising*

By AL STEEN

A plan whereby television stations will promote and advertise motion pictures in theatres on a percentage basis, the percentage to be paid by the distributor, is being developed by Terry Turner, former exploitation director of RKO Radio Pictures, for the owned and affiliated TV stations of the Mutual Broadcasting System. Turner took up his new duties this week at MBS.



Terry Turner

The plan, which is expected to get

(*Continued on page 3*)

## See RKO-Skouras in Day-and-Date Deal

The same day and dates booking for RKO Theatres and Skouras Theatres on featured films in New York has been evidenced in the wake of a long-time threatened anti-trust suit by Skouras Theatres against RKO Theatres, Metropolitan Playhouses and the majors.

The double bill of "The Miracle of Fatima" and "The Rose Bowl Story" recently played in virtually all New York houses of both circuits simul-

(*Continued on page 3*)

## *TOA Oklahoma Unit Okays Arbitration*

Theatre Owners of America disclosed here yesterday that its Oklahoma unit, Theatre Owners of Oklahoma, had endorsed in principle the industry's arbitration plan. The Oklahoma unit is the eighth TOA affiliate to approve the tentative formula.

The endorsement by Oklahoma and other TOA units, in effect, is a vote of confidence in arbitration and a gesture that they will go along with the national organization on any formal action it may take on the issue.

## *UPT Divests Itself of More Than 60 Theatres*

United Paramount Theatres has divested itself of over 60 theatres in conformity with its divestiture schedule requiring the sale of, or the end of joint interests in, 184 theatres by Sept. 3, 1953, a company official reported here yesterday.

UPT's report on the divestiture of the theatres came on yesterday's deadline date for divorcement of one-third of its remaining 184 theatres, which cannot be retained, according to the terms of its consent decree. The original deadline of Sept. 3, set last March by the New York Statutory Court, had been extended to Dec. 3.

According to the Statutory Court's ruling, which gave UPT 18 months to divorce itself of the 184 theatres, the next deadline is March 3 for the divestiture of another third. The ruling called for the divestiture of at least one-third of the remaining theatres in each six-month period.

UPT, when it obtained the March ruling, had already fulfilled its com-

(*Continued on page 3*)

## Indiana Allied Hits Price Increases

INDIANAPOLIS, Dec. 3.—Resolutions on price increases, print availability and film allocation practices were presented to the closing session of the Allied Theatre Owners of Indiana state convention in the Hotel Lincoln here today.

Election of a new president to suc-

(*Continued on page 3*)

## Two Rep. Senators Object to Early FCC Merger Okay

WASHINGTON, Dec. 3.—Two top-ranking Republican Senators who will occupy key positions in next year's Congress were reported today to have registered objections with the Federal Communications Commission against early approval of the proposed merger of American Broadcasting and United Paramount Theatres.

The two were Senator Tobey of New Hampshire, who will head the

(*Continued on page 3*)

## May Bid E. Pa. Unit Back to Allied

Allied States may make overtures in the near future to determine whether or not Allied Theatre Owners of Eastern Pennsylvania and Southern New Jersey can be reclaimed on an acceptable basis.

The exhibitor unit, headed by Sidney Samuelson, a past president of na-

(*Continued on page 3*)

## *Schary's 'Hoaxters' an Expose of Communism*

Hollywood, Dec. 3.—"The Hoaxters," a 37-minute documentary produced by Dore Schary for Metro-Goldwyn-Mayer release, previewed here last night, is composed of expertly selected and juxtaposed footage from many sources, both foreign and domestic, assembled in such a fashion as to trace Russian Communism's course from 1919 to the present. The film, which the producer describes as a personal product more than a year in work, is technically extraordinary, with adroitly matched scenes and utterances combining with crisp off-screen commentary and a dynamic music score to give the material maximum impact. The production is being offered to exhibitors, Schary said at the preview, on a documentary scale of prices, with the company "more interested in having it widely seen than in making money on it."

Using specially-filmed footage of an old-fashioned medicine

(*Continued on page 3*)

## Management of RKO Is Key To Atlas Plan

### *Would Provide Cash But Avoid Stock Purchase*

The Atlas Corp. proposal for re-entering RKO Pictures is limited to control of management of the latter company and not to acquisition of the controlling stock interest, now held by the Ralph Stolkin syndicate, it was learned yesterday.

**The Atlas plan is contained in a report to the board of directors of that company prepared by Floyd B. Odlum, president.**

The report suggests that the Atlas board might give consideration to taking over the operation of RKO Pictures and putting it in good condition "as Atlas did before." The procedure suggested for so doing is that Atlas would advance money to RKO Pictures as needed and take new debentures to be issued by RKO in return.

An initial deposit by Atlas of $1,000,000 with Chemical Bank & Trust Co. to RKO Pictures' credit is

(*Continued on page 6*)

## NEWS FLASHES

WASHINGTON, Dec. 3.--There was still a "good possibility" that the date for relaxing theatre construction controls would be advanced to Jan. 1, though chances were dimmer than they were a short while ago. An order was set to be issued tomorrow advancing the date, but other agencies entered last minute objections.

•

WASHINGTON, Dec. 3.--Dec. 8 has been set by the U. S. Supreme Court as the date for argument on the Federal Trade Commission's appeal in the advertising film case. The FTC is appealing a Fifth Circuit Court decision concerning the Motion Picture Advertising Service Co.

# Personal Mention

STEVE BROIDY, Allied Artists president, will leave Hollywood Sunday for the COMPO meeting in Chicago.

•

GORDON WHITE of the Motion Picture Association of America here became a grandfather for the fourth time when his daughter-in-law, MRS. GORDON WHITE, JR., gave birth to a son, named GORDON WHITE, III.

•

M. METORI, Paramount's general manager in Japan, has arrived in Hollywood from Tokyo and will come to New York in mid-December.

•

PINCUS SOBER of the M-G-M home office legal department left San Francisco yesterday for Portland.

•

JACK GUNSKY, manager of the Fox and State theatres in Watsonville, Cal., is the father of his first child, a girl.

•

AL SCHUMAN, general manager of the Hartford Theatre Circuit, Hartford, and MRS. SCHUMAN are in Miami Beach on a vacation.

•

OTTO BRAEUNIG, RKO Radio office manager in Cleveland, and MRS. BRAEUNIG recently celebrated their 25th wedding anniversary.

•

NAT GOLDBERG has resigned as manager of the West Boyleston, Mass., Drive-in Theatre to join his son, STANLEY, in business in Brooklyn.

•

JAMES VELDE, United Artists' Western division manager, will visit the Midwest next week.

•

JOSEPH WALSH, Paramount's branch operations manager, is spending this week in Atlanta.

•

TOM GRADY, M-G-M home office master booker, is in San Francisco from New York.

•

ARTHUR LEEHAM, Jackson, Miss., exhibitor, is confined to a hospital there.

•

OLIVER BROUGHTON, M-G-M maintenance representative, is in San Francisco from New York.

## Screen Gems TV in Expansion Move

John Mitchell is leaving the vice-presidency of United Artists Television to join Screen Gems, Inc., on Monday as general sales manager, a new post.

Screen Gems produces the Ford Theatre, broadcast weekly over a 54-station NBC network, and about half of the programs in DuPont's "Cavalcade of America" series, carried over the same network. It is an affiliate of Columbia Pictures.

Mitchell and Ralph Cohn, general manager of Screen Gems, will expand the sales setup to handle packaged film programs to national advertisers, as well as a countrywide syndication organization.

# Rank Theatre Is Cleared Of Film Quota Default

LONDON, Dec. 3.—The summons against J. Arthur Rank's Circuits Management Association, charging the Haymarket Gaumont Theatre with failure to comply with the 25 per cent supporting film quota law, was dismissed by the Bow Street Magistrate's Court here today.

Rank personally had testified in the case at the hearing last Saturday, contending that there were not enough worthwhile British second features to meet the standard of entertainment expected of West End showplaces.

Dismissing the summons against Rank's theatre, Magistrate Sir Laurence Dunne was highly critical of the Board of Trade, which filed the complaint. In his judgment, the magistrate said, government ministers have a grave responsibility to consider all aspects before launching prosecutions such as this. "Clearly, the Board of Trade has not done that this time," he said.

The magistrate pointed out that the exhibitor's need is for films of sound, commercial practicability.

Exhibitors here are overjoyed at the verdict, saying that by his stand Rank has brought immeasurably nearer a revision of the generally repugnant supporting program quota.

## Oct. Tax Income 2nd Highest This Year

WASHINGTON, Dec. 3.—General admission tax collections in October, reflecting September business, were the second highest for any 1952 month, running only slightly behind the September high, the Bureau of Internal Revenue reported. October collections were far below those for October, 1951, however. The October collections were tops last year.

The bureau said collections in October amounted to $31,294,629, compared with $32,174,969 in September and $37,302,260 in October, 1951. September and October have been the only two months this year during which collections topped the $30,000,000 mark.

## Dismiss $1,300,000 Suit vs. Silverman

CHICAGO, Dec. 3.—Federal Judge Walter La Buy today dismissed the $1,300,000 suit brought by E. Stern and the Sidney Spiegel Estate against Edwin Silverman and associates for alleged "mismanagement" which led to the plaintiff (Stern and the Spiegel Estate) receiving $1,200,000 for the sale to Silverman of their stock in Essaness Theatres instead of the $2,500,000 to which they thought they should have been entitled. Judge La Buy's decision confirmed that of the Illinois court.

## Drop Ohio 'M' Action

COLUMBUS, O., Dec. 3.—The Ohio Supreme Court has dismissed an action filed by Superior Films, Inc., of New York, to compel Ohio's film censorship division to review the motion picture "M."

## JDA Fetes Rodgers And Hammerstein

Richard Rodgers and Oscar Hammerstein II were honor guests at a dinner given by the Joint Defense Appeal at the Hotel Pierre last night. They were cited for their outstanding contributions to "the enrichment of America's cultural legacy."

Dinner chairman Harry Brandt, 1951 JDA drive chairman, was presented with a scroll for his "pioneering leadership" of the drive. "Audition for Angels," a dramatic presentation produced by Morton Sunshine and enacted by a cast of notables was the high spot of the event. Proceeds of the affair are to further the programs of the American Jewish Committee and the Anti-Defamation League of B'nai B'rith.

## Name Frisch, Fabian, Balaban Drive Heads

Barney Balaban, Si Fabian, and Manny Frisch were chosen as co-chairmen of the amusement division for the 1952-53 campaign of the Federation of Jewish Philanthropies, at an FJP meeting held at the Astor Hotel here yesterday.

Among those present at the meeting were Balaban, Bernard Birnbaum, Harry Brandt, William Brenner, Sy Fabian, Frisch, William German, Leon Goldberg, Arthur Israel, Jr., Harry Mandel, Martin Newman, Walter Reade, Jr., Samuel Rinzler, Samuel Rosen, Adolph Schimel, Fred J. Schwartz and Sol Strausberg.

## BBC Documentary on Goldwyn Is Set

A full hour documentary radio program devoted to producer Samuel Goldwyn will be broadcast to British listeners on March 1, it was announced by John McMillan of the BBC "light programs" network, who is visiting in New York. The show will dramatize Goldwyn's characteristics, his ideals and his methods of working, he said.

McMillan said this will be the first time a motion picture producer has been the subject of a detailed documentary program on the BBC. McMillan will leave for Hollywood Sunday to work on the show and other projects.

## Name Sam Gillet Head of Tent No. 38

SALT LAKE CITY, Dec. 3.—Sam L. Gillett, Salt Lake City and Toole, Utah, exhibitor, was named president of Variety Tent No. 38. Giff Davison, RKO Radio branch manager, was named first assistant and Shirl Thayne, Universal salesman, second assistant. Other officers are Howard Pearson, secretary, and the following directors: Ralph Trathen, Sid Cohen, K. O. Lloyd, Jack Swonson, Dan Kostopulos and Bob Braby.

## McGee Says Only Congressmen Will See Tax Picture

The short subject which Senator Milliken of Colorado suggested as the best vehicle for telling the industry's tax story is to be shown only to Senators and Congressmen and is not to be made available to exhibitors, it was stressed yesterday by Pat McGee, co-chairman of the National Tax Repeal Campaign Committee.

McGee, who was one of a delegation of Colorado theatremen who conferred last week with Senator Milliken on the industry's tax problems, emphasized in a wire to the Council of Motion Picture Organizations yesterday that the Colorado Senator said that if such a picture could be shown in Washington to groups of Senators and Congressmen it would be of great help in the industry's tax campaign.

"Neither the Senator nor any of those at the conference," McGee wired, "made any mention of making the picture available to exhibitors for screening to the public, since from the beginning of our campaign we have carefully avoided making any appeal to the general public for support. This picture would be shown only to Senators and Congressmen, either in Washington or in their home districts."

## Spyros Skouras to Go To Rome from Athens

Spyros P. Skouras, president of 20th Century-Fox, will depart from his native Greece tomorrow for Rome by plane on final stops of his round-the-world trip to survey company and film industry conditions, the company reports here.

Skouras has been visiting Athens since Sunday, following stopovers at Cairo, Bombay and Calcutta. In each city he has held meetings with exhibitors, 20th-Fox representatives and government officials, as well as addressing groups in behalf of the extension committee of the World Brotherhood Movement.

## Ahrens Heads Film Editors Local 771

Motion Picture Film Editors, Local No. 771, IATSE, has elected Fred Ahrens, president; Leonard Hein, vice-president; Robert Dworsky, secretary; Lawrence F. Sherman, Jr., treasurer; Charles Wolfe, business agent, and Fred Edwards and Edward Wyant, Jr., sergeants-at-arms.

The following executive board was also elected: Ahrens, chairman, Hein, Dworsky, Sherman, John Oxton, James Molini, Frank Madden, Edwards, Wyant, Michael Prusch and Joseph Castilioni.

## New Beck Assignment

"Gilbert and Sullivan," London Films production starring Robert Morley and Maurice Evans, will be represented in the United States on advertising and publicity by the office of Myer P. Beck, it was announced by Lopert Films.

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# TV Promotion

(Continued from page 1)

into operation by next summer, is said be the most far-reaching in the so-called "wedding" of TV and the motion picture industry. Turner stressed the point here yesterday that the plan would not be applicable to all pictures, possibly only 10 a year, but that its potentialities would be the means of "harnessing TV" to bring millions of dollars back to the box-office.

Turner said that the power of television as a promotional factor in building theatre patronage was proved in the campaigns he used on "King Kong," "Snow White" and "Sudden Fear." In spots where TV was not used as an advertising medium, the grosses fell below those in areas where television was used, he said.

### Preliminary Talks

In preliminary talks with a few distributors, the sales chiefs were receptive to the proposed formula, Turner said. The idea may be tested first on reissues. The plan, in substance, will function like this: Turner will arrange with a distributor to reissue a series of pictures, with the same star, in selected areas, preferably in summer months, when the more important new films are being held back. Affiliated TV stations in the areas will saturate all available air time with specially prepared trailers, using scene clips and announcements as to where a picture is playing. Instead of being paid a flat rate for the "plugs," the stations will receive a percentage of the distributor's percentage of the film's gross in each theatre. There will be no cost to the theatre. The distributor will pay the stations an amount based on the business done by the picture as a result of the television campaign. In other words, the station's arrangement with the distributor would be on a sliding scale, just as the distributor's pact with the theatre calls for a remittance based on the gross.

RKO Radio's television campaign on "King Kong" in five territories—Detroit, Cleveland, Cincinnati, Indianapolis and Pittsburgh — cost $25,000 for a specific number of trailer announcements. Turner asserted that if the stations had been on a participating arrangement, they would have given a much more intensive drive to the picture, spotting the trailers in all un-sold spot announcement slots.

**Turner said the plan would be specially attractive to independent producers whose releasing contracts with national distributors are about to expire. Instead of disposing of the pictures to television, the independent producer will see the opportunity to derive further revenue from theatres, with the theatres cashing in on the TV campaign.**

In his contacts with TV stations, Turner said they were all cooperative, as the TV executives are eager to prove the value of the new advertising medium. If the stations can increase business in theatres through TV, they will be happy to do so, especially if they can benefit financially through the upswing in theatre patronage by means of the percentage arrangement.

While all stations in the Mutual network are not committed as yet to the plan, Turner said they will be ready to join when the plan becomes more concrete. Mutual TV outlets are in New York, Hollywood, Boston, Cincinnati, Dayton, Columbus, Chicago, Philadelphia, Washington, Baltimore, Buffalo, Syracuse, Cleveland, Detroit, San Antonio, Atlanta, Louisville and Minneapolis.

# *Schary's 'Hoaxters'*

(Continued from page 1)

show spieler as a connective device, the early portion of the film shows the rise and fall of Hitler's Nazism, Mussolini's Fascism, and Japan's Militarism, and likens Russia's Communism to them in essentials.

The latter portion of the picture traces Soviet Russia's seven changes of policy toward the United States since 1919. A great many world figures appear in the footage assembled, and original sound tracks are heard in effective alternation with commentary spoken by various actors and Schary. The over-all effect is an exposure and denouncement of Russian Communism in simple, graphic, dramatic terms, with incidental reference to the dangers of loose accusations and unwarranted condemnation, and with a rousing conclusion extolling freedom and liberty.

Associate producer Herman Hoffman wrote the story for the picture from material compiled and arranged by Victor Lasky and William Herbert, and a fine editing job is credited to Laurie Vejar and Harry Komer.

WILLIAM R. WEAVER

# E. Pa. Allied

(Continued from page 1)

tional Allied, withdrew from membership in the parent organization two years ago over what was reported at the time to be Samuelson's dissatisfaction with Allied's policy of cooperating in all-industry endeavors. With Allied again in its so-called "militant" role, and its participation in cooperative industry activities curtailed, some Allied figures feel that the national organization may once again be radical enough to conform with Samuelson's requirements, providing acceptable terms for its reinstatement can be agreed upon.

### Explore Possibilities

Irving Dollinger, chairman of New Jersey Allied, reportedly was instructed by the national Allied board at its Chicago meeting last month to explore the possibilities of a reinstatement of the Eastern Pennsylvania unit. A similar attempt at the New York national convention last year failed when Samuelson declined the proffered terms covering payment of dues for the period the unit was out of the national organization.

PHILADELPHIA, Dec. 3.—Sidney Samuelson today claimed he "knows nothing" of any Allied States plan to contact him on the return of Eastern Pennsylvania Allied to membership in the national organization.

# *US Marine Band at 'Stripes' Premiere*

For the first time in its history, the United States Marine Band has been granted Presidential approval to participate in the world premiere of a motion picture. The band, familiarly known as "The President's Own," will participate in the opening night ceremonies at the Roxy Theatre here for 20th Century-Fox's "Stars and Stripes Forever" on Monday, Dec. 22.

# Indiana Allied

(Continued from page 1)

ceed Trueman Rembusch, who announced that he was not a candidate after seven years at the post, and the officers was deferred until the January meeting of the board of directors.

### Urge Resistance

The convention adopted a resolution condemning increased admission pictures as "detrimental to theatre public relations" and urging exhibitors to resist them. It also passed a resolution calling distributor attention "again" to the "necessity of making a greater number of prints available in the exchange area." The number of situations to be serviced has been increased by the growth of outdoor operations in the past decade, while even fewer prints are available today, it was stated.

A third resolution, providing that Indiana Allied set up a system for the exchange of information on allocation and terms to aid exhibitors who are on their own in outlying situations, was tabled for subsequent action by the board. All three resolutions came out of the film clinics which occupied the convention's morning sessions both days. Attendance was light on account of bad weather.

# RKO-Skouras

(Continued from page 1)

taneously. Despite this, both RKO Theatres and Skouras spokesmen denied a settlement involving a move-up for Skouras Theatres. An official of Warner Brothers, which is releasing "The Miracle of Fatima," also denied existence of an agreement between WB and Skouras Theatres to avert the threatened suit.

Recently, Loew's and the Skouras Theatres reached a settlement on the threatened complaint, moving up play dates for a number of Skouras Theatres to match Loew's availability.

# *Hartford Film Opens*

"Face to Face," Huntington Hartford's initial production for RKO Radio, will have its world premiere today at the Studio Theatre in Salt Lake City. The picture is the first in a series to be produced by Hartford for release through RKO.

# Rep. Senators

(Continued from page 1)

Interstate Commerce Commission, with jurisdiction over the FCC, and Senator Langer of North Dakota, who will head the Judiciary Committee, which watches the administration of the anti-trust laws.

FCC hearing examiner Leo Resnick recently recommended approval of the merger and also found that nothing in the recent anti-trust record of either UPT or Paramount Pictures barred them from being TV licensees. The FCC staff has filed objections to Resnick's decision and suggested that the full Commission hold oral arguments on the case.

### Tobey in Paris

Tobey, who is now in Paris, cabled the Commission early this week. Both the FCC and Tobey's office refused to discuss the cablegram, but it was reliably reported that he suggested that the Commission withhold further action on the case until he returns late this month and has had a chance to study it in greater detail.

Langer wrote the FCC expressing opposition to the Commission's decision to ignore anti-trust violations more than three years old. He also argued that the merger would reduce competition in the entertainment industry.

### DuMont Files Exceptions In UPT-ABC Merger Case

WASHINGTON, Dec. 3.—Allen B. DuMont Laboratories today filed exceptions to the initial decision in the United Paramount Theatres-American Broadcasting Co. merger case, issued several weeks ago by Federal Communications Commission hearing examiner Leo Resnick.

DuMont's attorneys said the filing was purely formal and was for the purpose of keeping the record in the case complete.

# *Walker, FCC Head, Before House Group*

WASHINGTON, Dec. 3.—Federal Communications Commission chairman Paul A. Walker will testify on Friday before a House Interstate Commerce sub-committee investigating program content of radio and television programs.

Walker's appearance will wind up three days of hearings held this week by the Harris sub-committee, which has heard numerous witnesses on the subject periodically since last spring.

Today the committee heard from several local radio station managers. Tomorrow's witness will be Frederick R. Gamble, president of the American Association of Advertising Agencies.

# UPT Divests

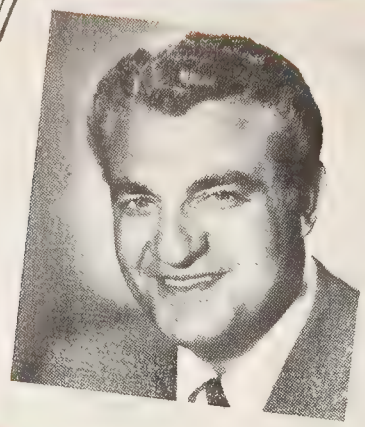
(Continued from page 1)

mitments on 888 theatres, as required by the consent decree, which affected a total of 1,071 theatres.

# *Pearce to Hollywood*

LONDON, Dec. 3.—Perce Pearce has left here for Hollywood with a rough-cut of Walt Disney's recently completed "The Sword and the Rose." While in Hollywood he will discuss with Disney pre-production plans for Disney's fourth all-live action picture, "Rob Roy."

# Why Bob Weitman is a happy guy!.....



UNITED PARAMOUNT THEATRES, INC.

## MOUNT THEATRES, INC.

NEW YORK 36, N. Y. LONGACRE 3-1100

OFFICE OF
ROBERT M. WEITMAN
VICE PRESIDENT

November 28, 1952

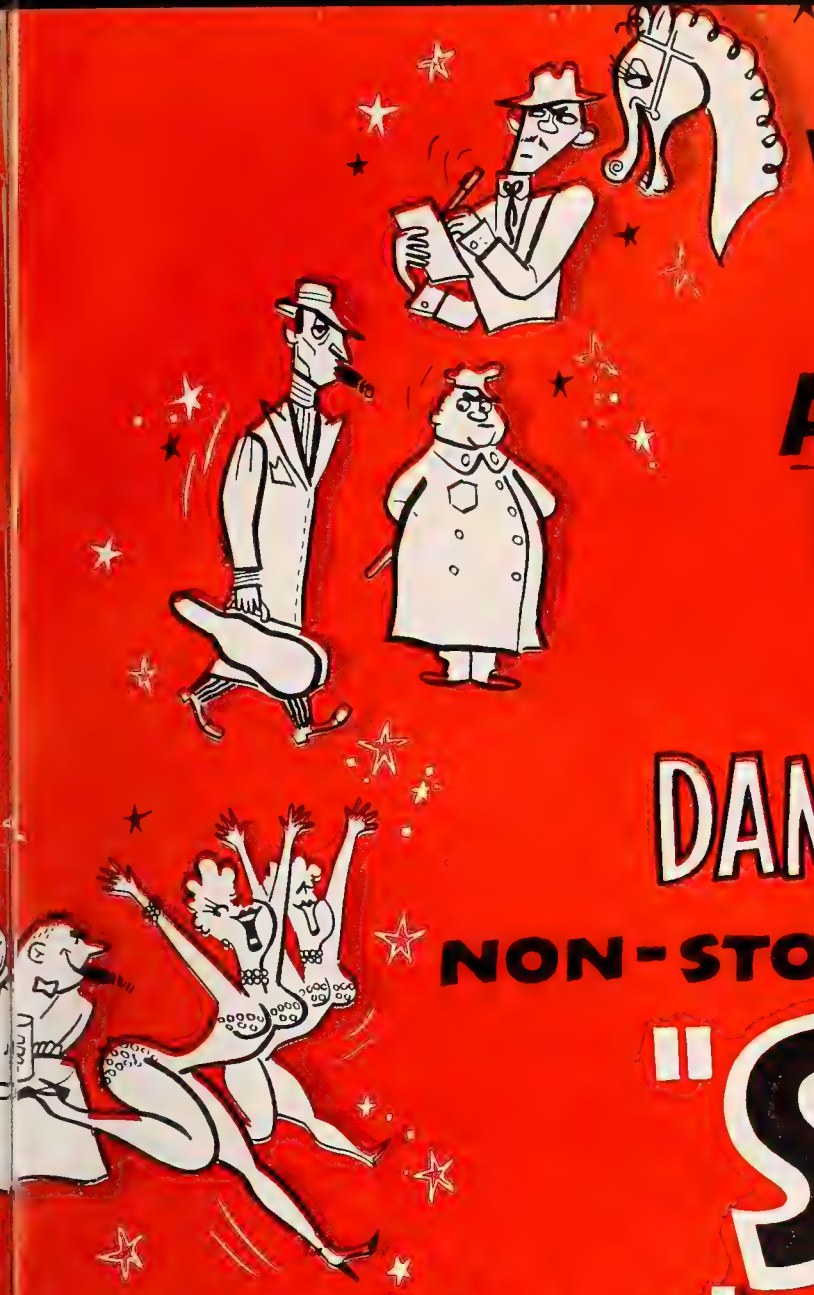
We at the New York Paramount have been hunting for a real laugh-out-loud attraction and you've sure got it in 'Stop, You're Killing Me'. To me it's the funniest Damon Runyon yarn I can remember--a terrific entertainment in every sense of the word!

While I know it's considerably ahead of your national release, you'd make me a very happy guy if we could book it into the Paramount immediately following the third week of 'Iron Mistress'. I assure you we'll give it a grand sendoff and you can look forward to a swell engagement!

Sincerely,

Robert M. Weitman

Robert M. Weitman



WARNER BROS.'
# NEXT ATTRACTION PARAMOUNT N.Y.

HAPPY FLASH FROM WALTER WINCHELL:
"It's a picture that will light up the heart of every Damon Runyon fan!"

## DAMON RUNYON'S
NON-STOP LAUGH SENSATION

# "Stop, You're Killing Me"

COLOR BY WARNERCOLOR

MUGGS, MOLLS AND HO-HO-HOMICIDE!







STARRING
BRODERICK CRAWFORD · CLAIRE TREVOR
WITH
VIRGINIA GIBSON · BILL HAYES AND CHARLIE CANTOR · SHELDON LEONARD
JOSEPH VITALE · HOWARD ST. JOHN · HENRY MORGAN · MARGARET DUMONT
HENRY SLATE · JACK PEPPER · STEPHEN CHASE · DON BEDDOE · LOUIS LETTIERI

SCREEN PLAY BY JAMES O'HANLON · FROM A PLAY BY DAMON RUNYON AND HOWARD LINDSAY · PRODUCED BY LOUIS F. EDELMAN · DIRECTED BY ROY DEL RUTH

MUSICAL NUMBERS STAGED AND DIRECTED BY LEROY PRINZ · MUSICAL DIRECTION BY RAY HEINDORF

# Atlas-RKO

(Continued from page 1)

understood to be included in the proposal. The Odlum report sidesteps completely the acquisition by it of the 29 per cent controlling stock interest in RKO Pictures, for which the Stolkin group agreed to pay Howard Hughes in excess of $7,000,000. Presumably, that would be left to members of the Stolkin group to resolve directly with Hughes.

### Substantial Profit

Hughes acquired the stock from Atlas, at a substantial profit to the latter, in 1948. Last September Hughes made the deal with the Stolkin group, which made an initial payment to him of $1,500,000. The Stolkin group is endeavoring to get out of the deal now and for the past several weeks has been negotiating with Hughes in Hollywood in an effort to reach some agreement under which it can be relieved of its purchase commitments.

Hughes appears willing, provided acceptable arrangements can be made, particularly with regard to the down payment made by the Stolkin group. In that event, it is reliably reported, RKO Pictures will go back to its pre-Stolkin status of last September, with Ned E. Depinet as president; Noah Dietrich, board chairman, and Hughes as head of production.

**The trade regards such an arrangement as a temporary one, designed to ward off the pending petition for appointment of a receiver for the company and to place it in good operating condition once more so that either the Stolkin group or Hughes could obtain an acceptable offer for the controlling stock interest.**

There appears to be little immediate prospect of the Odlum proposal fitting into this intention on the part of Hughes and the Stolkin group. Odlum's report is understood to be definitely averse to paying anything like the $7 per share for the controlling block that the Stolkin group is committed to pay.

### Doesn't Propose Depinet

Moreover, the Odlum report does not propose Depinet for president in the event Atlas succeeded in reentering RKO Pictures by obtaining management control. Rather, it refers to losses incurred by the company during Depinet's tenure as president. The report also refers to N. Peter Rathvon, Odlum's choice as president of RKO when he acquired control before. Odlum suggests that Rathvon might be enlisted as head of production, particularly in charge of organizing independent production units to release through RKO Radio.

The report does not specify, however, that Rathvon, in that capacity, would also be the chief executive of RKO Pictures.

### Not Associated with Odlum

Meanwhile, it was ascertained that Milton Gettinger, New York attorney who sometimes represents the Chemical Bank, and James A. Mulvey, president of Samuel Goldwyn Productions, which releases through RKO Radio, are in no way associated with the Odlum report and proposal to the Atlas board, contrary to earlier reports.

Efforts to contact Gettinger and Mulvey on Tuesday concerning the reports were unsuccessful. Yesterday, Gettinger's office said that he is in Florida for a brief visit and, while he, too, is working on a report of RKO Picture's current position, it is not associated in any way with Odlum's. Mulvey also denied any association with the Odlum report.

# Review

## "Bwana Devil"

*(Arch Oboler Production)* *Hollywood, Dec. 3*

THIS is the first feature-length dramatic narrative ever made for three-dimension motion picture purposes. It is therefore automatically the best, the worst and the average production of its kind. As it is not to be exhibited in two-dimensional form, within the predictable future at any rate, it cannot properly be rated on any existing scale of values. A purely personal opinion of it is that it is not so bad as Los Angeles newspaper critics said it is, nor as good as the first picture shot and exhibited by the Natural Vision method should have been; but is adequate for the purpose for which it was made—no more, no less.

"Bwana Devil" was produced in Ansco color by Arch Oboler, who also wrote the story and directed the performances. It is a story about Africa and animals, both of which are suitable subjects for three-dimension treatment, and it has Robert Stack, Barbara Britton and Nigel Bruce as its principal players. The story is based on a historical fact, which concerns a couple of lions which put a stop to the building of a railroad in Africa by devouring the native workmen until killed by an engineer, played by Stack.

The story is a relatively mild chronicle of some not very mild events—lion hunts, attacks, devourings, pursuits, escapes, etc.—and yet it managed to create perceptible suspense, about two thirds of its way through, in an audience seeing three-dimension exhibition for the first time in its life. The newness of the medium, the expectations of the audience, and the overwhelming camera effects inherent in "3-d," all were weighing against Oboler's chances of achieving story suspense. Although he shortly thereafter closes his picture with disappointing suddenness he has proved decisively that dramatic entertainment and "3-d" are compatible.

The picture is 79 minutes long, is obtainable for Natural Vision exhibition only, and is without a Production Code Administration seal due to a clinch sequence that is unnecessary to the story. WILLIAM R. WEAVER

# SEC Rejects RKO Minority Request

The Securities and Exchange Commission has disclaimed authority to intervene in the RKO Pictures situation as requested by Louis Kipnis, attorney representing three minority stockholders seeking to put the company into receivership.

Kipnis said he received SEC's response in a letter yesterday, which said in part: "Please be advised that the Commission's statutory authority in a situation of the kind indicated by your letters runs only to the solicitation of proxies and matters incidental thereto. The Commission has no power under the Securities and Exchange Act of 1934 to intervene in matters of internal management."

Kipnis in two letters sent to the SEC asked the commission to investigate whether Howard Hughes was a bona fide candidate as a director, along with his nominees, when proxies were sent out last May. He also called upon the Commission to stop alleged dealings in the sale of the company's directors' and officers' posts. Kipnis contended that Hughes was negotiating for the sale of his 29 per cent stock interest to the Ralph Stolkin group when the proxies were sent out.

Meanwhile, Kipnis reported he has received no reply to his request for a change in the company's by-laws which was enclosed in a letter to the company. The attorney representing three stockholders, claiming to own 2,525 shares, proposed in his letter that 10 per cent of the stockholders should be granted the authority to call a special meeting of stockholders and that the quorum for the board be increased from two to three directors.

# RKO Foreign Post To Edwin Smith

Appointment of Edwin J. Smith, Jr., as assistant foreign sales manager of RKO Radio Pictures, was announced here yesterday by Alfred Crown, foreign manager. The post is a new one, created by the resignations of B. D. Lion and Ned Clarke, division managers in the foreign department. The appointment becomes effective on Monday.

Smith has been with the RKO organization for many years, having joined the domestic sales department in 1931. He rejoined RKO in 1946 after serving three years in the Army Signal Corps, becoming assistant treasurer and assistant secretary.

Crown also announced the promotions of Melvin Danheiser and Arthur Herskovitz to assist Smith with European-Australasian and Latin American-Far Eastern operations, respectively.

## Earle Hines Joins NT Directorate

WASHINGTON, Dec. 3. — Earle G. Hines, chairman of the board of General Precision Equipment Corp., has been elected to the expanded board of National Theatres, the Securities and Exchange Commission was informed here.

NT reported that its board has been enlarged from 11 to 12 directors and that its annual stockholders meetings will be held on the third Tuesday in February instead of the third Tuesday in November of each year.

## Berlo Promotes Hamilton

ALBANY, N. Y., Dec. 3. — Jack Hamilton, former Schine circuit manager in Syracuse, Glens Falls and Rochester, has been appointed Albany manager for Berlo Vending Co. He succeeds Vic Cohen, who was transferred to Los Angeles. Hamilton had been a Berlo supervisor in Washington for eight months.

## RKO Theatres Board Increases Dividend

**A dividend of 15 cents per share on the capital stock of RKO Theatres was declared here yesterday at a board of directors meeting, payable on Jan. 2 to stockholders of record on Dec. 15, Sol A. Schwartz, company president, reported.**

**The last dividend, of 10 cents per share, was declared on Sept. 15, 1951.**

# Find Giant Synchro Screen Impressive

An impressive demonstration of RCA's giant Synchro-Screen was held here yesterday at the RKO 58th Street Theatre, which will show the screen to the general public tomorrow.

The added dimensions of the screen and the "light surround" intensify the panoramic view of the film. It also heightens the color values of Technicolor. Presented at the demonstration were newsreel shots and scenes from "Way of A Gaucho" and "Lure of the Wilderness."

Sol Schwartz, president of RKO Theatres, who attended the demonstration, said the screen was especially advantageous to balcony viewers, bringing them closer to the picture.

The picture width of the new screen is 30 feet, 7 inches, with 12-foot wings on each side, heightening the effect of bigness. The RKO 58th Street installation is the first in the U. S. The screen, the largest ever made by RCA, filled the theatre's entire proscenium.

M. H.

### Roxy Installs Large Size Walker Screen

Installation of a new Walker screen, measuring 32 feet high and 24 feet wide, is underway at the shuttered Roxy Theatre, which will reopen Dec. 22.

Alterations also include the addition of three Ashcraft super-high projection lamps, plus new model Simplex X-L type projectors.

## 'Quiet Man' Boom Saves Doomed House

CHICAGO, Dec. 3.—Exhibitors Harry Sears and Dick Zazove, owners of the Park Theatre in suburban Austin, who last month were prepared to close the house and end their connection with the industry following a four-day run of Republic's "The Quiet Man," are now solidly entrenched at the Park with no intention of closing up shop. At the same time they are trying to hold their print of the picture.

What happened was this: The projected four-day run that started Nov. 9 is still running strong, with business 300 per cent above normal. But Republic has delivered an ultimatum that the print must be returned by next Tuesday, so that the exchange can service other theatres. The exhibitors feel that the film would be able to hold up until after the first of the year in their predominantly Irish neighborhood, but are now resigned to acceding to the distributor's demands. At the moment a "bicycling" arrangement has been worked out with the Balaban and Katz Senate Theatre.

FIRST IN FILM NEWS

# MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 108 NEW YORK, U.S.A., FRIDAY, DECEMBER 5, 1952 TEN CENTS

# Hughes Gets RKO Stock; Depinet Again President

## *Chicago Group Waives $1,250,000 Payment In Return for Release from Commitments And Liabilities; Depinet Given Autonomy*

HOLLYWOOD, Dec. 4.—The Ralph Stolkin syndicate ended weeks of negotiations here today by forfeiting the $1,250,000 cash payment it made to Howard Hughes in September for the 29 per cent controlling stock interest in RKO Pictures. Hughes resumes ownership of the stock and control of the company in return for a waiver of liability to members of the Stolkin group and their release from all obligations under the stock purchase agreement which called for the further payment to Hughes of $6,000,000 during the next two years with provisions for interest and penalties in event of default.

As a result of the agreement Ned E. Depinet, who participated in the agreements here, again becomes president of RKO Pictures, effective immediately. Hughes has agreed to give Depinet complete autonomy in the management of the company. Presumably, this extends to the designation of a studio head, which accordingly need not necessarily be Hughes,

(Continued on page 8)

### *RKO Settlement*

*Herewith are the highlights of the agreement reached yesterday in Hollywood which returns RKO Pictures to normal operating status:*

**Stolkin's syndicate waived its $1,250,000 down payment and returned to Howard Hughes his 29 per cent controlling stock interest in RKO.**

**Hughes reappointed Ned E. Depinet president with complete autonomy. Appointment of top executives, including a studio head, will be up to Depinet.**

**Hughes releases Stolkin group members from further performance of their stock purchase contract and from liabilities arising pursuant to their administration of the company.**

## National Tour For COMPO's Film Exhibit

### *Texas Unit Plans 22-Car Train for Exposition*

DALLAS, Dec. 4. — A special streamlined 22-car railroad train will carry the "Motion Picture World Exposition," sponsored by the Texas Council of Motion Picture Organizations, on a nationwide tour next year, following its presentation at the State Fair of Texas, it was announced here today.

**The decision to transfer the exposition to a train resulted from the interest shown in the project by all branches of the film industry, as well as a large number of requests for its appearance from Chambers of Commerce, civic organizations and educational institutions, state COMPO headquarters reported.**

Paul Short, creator and designer of

(Continued on page 3)

## Reelect Roberts Cinerama Head

Dudley Roberts, Jr., was reelected president of Cinerama Productions, Inc., yesterday at a meeting here of the company's board of directors.

The reelection of Roberts and all other officers of the corporation came following Tuesday's annual meeting of stockholders. The number of stockholders in the company are approximately 50. Others reelected include Frank M. Smith, executive vice-president; Louis B. Mayer, chairman of the board; Lowell Thomas, vice-chair-

(Continued on page 3)

## 100 on Telethon For Palsy Funds

All theatrical unions, crafts and guilds are cooperating, as well as more than 100 entertainers and others, in putting on the 18-hour cerebral palsy telethon which starts here at 8:00 P. M. tomorrow over WJZ-TV, Channel No. 7. Robert Weitman is chairman of the talent committee.

The show will run continuously until two o'clock Sunday afternoon to raise funds to help cerebral palsied

(Continued on page 3)

## Set Early Test of Video Film Ad Percentage Plan

First tests of the television promotion plan under which TV stations will receive a percentage of the distributors' share of the gross on pictures advertised through the TV medium will be made in February or March, according to Terry Turner, who is developing the formula for the Mutual Broadcasting System. The tests will be made on one new picture and on one reissue.

**It is planned, Turner said, to conduct the campaigns in separated parts of the country.**

(Continued on page 3)

## Coast Meet Monday On Zukor Jubilee

LOS ANGELES, Dec. 4.—Invitations were sent out today to studio heads and industry leaders by Charles P. Skouras, chairman of the Variety Clubs International Hollywood dinner committee to honor Adolph Zukor's 80th birthday, to attend a luncheon-meeting Monday at the Bev-

(Continued on page 3)

# PLEDGES 'CAREFUL' UPT-ABC STUDY

### *FCC Replies to Senator Tobey's Letter in Opposition to Early Approval of Merger*

By J. A. OTTEN

WASHINGTON, Dec. 4.—The Federal Communications Commission has assured Senator Tobey that it will give "careful study and consideration" to all of the objections before reaching a final decision on the proposed merger of American Broadcasting Co. and United Paramount Theatres.

Both Tobey, who will head the Senate Interstate Commerce Committee next year, and Senator Langer, who will head the Judiciary Committee, have protested early approval of the merger as recently recommended by FCC hearing examiner Leo Resnick.

Today the FCC made public the letters from Tobey and Langer and also the Commission's replies. It also made public a letter from Senator Robertson, Virginia Democrat, urging the Commission to expedite action on the case. Robertson said he had some constituents operating

(Continued on page 3)

## New Building Code Nearer Completion

The liberalized building code in New York City that would permit theatres to be built in apartment or office buildings, legalize theatre erection above or below street level, allow construction over a theatre's stage level, and permit the sale of liquor in theatres has been drawn up by the technical committee of the League of New York Theatres in the form of 21 bills.

The proposed legislation, it is said, would make investments in new the-

(Continued on page 3)

## 20th to Release 51 Shorts Next Year

A program of 51 short subjects will be released during 1953 by 20th Century-Fox, Peter G. Levathes, short subjects sales manager, reports. The total compares with 50 subjects this year.

A series of seven Technicolor art

(Continued on page 3)

# Personal Mention

A. W. SCHWALBERG, president of Paramount Film Distributing Corp.; E. K. (TED) O'SHEA, sales vice-president, and JEROME PICKMAN, advertising-publicity vice-president, will return here today from Philadelphia.

•

JAMES PERKINS, Paramount managing director for the United Kingdom, will arrive here from London Dec. 13 aboard the *S. S. Queen Elizabeth*. He will return to London shortly after the first of the year. His son, ROBERT PERKINS, Paramount's Far Eastern manager, will arrive in New York from Hollywood on Monday.

•

BARNEY PITKIN, RKO Radio branch manager, and MRS. PITKIN have become grandparents, with the birth of a son to daughter-in-law MRS. MALCOLM PITKIN, also of New Haven.

•

HARRY MERSAYE, head of 20th Century-Fox's print department, will celebrate his 25th anniversary with the company today.

•

RICHARD CONDON, director of advertising-publicity for RKO Radio, will arrive in Washington today from Chicago.

•

MARTIN QUIGLEY, JR., and MRS. QUIGLEY announce the birth Wednesday of a son, KEVIN FRANCIS.

•

PAUL GRAETZ, European producer, will arrive in New York on Monday aboard the *S. S. Mauretania*.

## Shupert Joining UA-TV Affiliate

George T. Shupert has been appointed vice-president and general manager of United Artists Television Corp., a wholly-owned subsidiary of United Artists, it was announced by Robert Benjamin, chairman of the board. Shupert succeeds John Mitchell who resigned to join Columbia Pictures' Screen Gems-TV.

Shupert, currently vice-president of Peerless Film Productions, and formerly vice-president and director of commercial operations for Paramount Television Productions, will assume his new posts on Monday. United Artists Television distributes film programs made especially for television and does not handle United Artists' feature pictures, which are exhibited only in theatres, said a company statement.

A Detroit investment banker for 14 years before entering the visual media field, Shupert, in 1940, organized Paramount Pictures' industrial film division and served as its sales director for three years. He began his television activities in 1943 as assistant to Paul Raibourn, president of Paramount Television. In Oct., 1951, Shupert helped set up Peerless Films.

# Kansas City Holds Hearings On New Censor Ordinance

KANSAS CITY, Dec. 4.—A City Council committee held a hearing today on a substitute ordinance providing for the review of motion pictures, but also providing that the reviewer may give certificates of approval without reviewing pictures, in cases where the reviewer and welfare director accept the opinion on such pictures of national accredited reviewing organizations or associations.

The reviewer and director may, however, later modify a certificate or after 15 days notice revoke the certificate on further observation or information. Newsreels are exempted from review. A new feature beyond the present censorship ordinance now in force prohibits the offer or exhibition of posters, billboards or similar advertising of motion pictures that are considered objectionable on the same grounds as pictures are judged. Fees for certifiicates are unchanged.

Arthur Cole, president of the Motion Picture Association of Greater Kansas City, Senn Lawler, secretary, and R. R. Biechele, spoke. No major objections against the substitute ordinance was made by any interested group at the hearing except that censorship is itself deplored and that any such ordinance may be unconstitutional. Industry representatives have worked with other groups and city department people for several months developing this proposed ordinance.

## *Souvaine Position In Suit Explained*

The inclusion of Souvaine Selective Pictures as a defendant in Chesapeake Industries' Federal Court suit to exercise a chattel mortgage and promissory note against Lou Bunin Productions, Inc., producers and owners of "Alice in Wonderland," "is purely of a technical nature," explains David P. Wiener, comptroller of Souvaine.

Chesapeake is suing to recover $24,626 balance said to be due from Bunin, which, it is asserted, was advanced to Bunin to cover certain costs of "Alice" before the picture was given to Souvaine to distribute. "This indebtedness," continued Wiener, "is entirely a matter of the alleged liability of Bunin to Chesapeake, and not of Souvaine."

## *UA Opens Its First Exchange in Albany*

ALBANY, N. Y., Dec. 4.—United Artists has opened a film exchange here in quarters rented from National Screen Service. Established to provide better service for exhibitors of the district, it is the first to be operated by UA in Albany, which heretofore has been serviced out of New York City and Buffalo. Robert Adler, Monogram booker-salesman here for five years, has been appointed UA sales manager. Moe Dudelson, district manager, and Manny Brown, Buffalo branch manager, came here for the opening.

Dale Herman, former supervisor for Smith-Howell Film Delivery Service, succeeds Adler at Monogram.

## Says Publicity Aid Of Producers a Must

To assure maximum grosses in the current film market, a producer, along with the stars, must assist actively in publicity and exploitation campaigns, Frederick Brisson, producer, said here yesterday enroute to Washington.

In the Capital, he will discuss plans for the world premiere of Independent Artists' "Never Wave at A WAC," which he produced and is releasing through RKO Pictures. Conferences will be held with General Omar Bradley and Assistant Secretary of Defense Mrs. Anna Rosenberg. The premiere will be held in Washington in late January with President-elect and Mrs. Eisenhower as likely guests of honor, he said.

In order to insure the participation of stars, Brisson noted that he had included a clause in the contracts of Rosalind Russell, Paul Douglas and Marie Wilson, all featured in the film, requiring them to make a minimum of six personal appearances with the picture at key openings.

## *Delay Col. Minority Bond Counter-action*

A postponement until Dec. 15 was granted here yesterday on the show cause order calling upon Columbia minority stockholder William B. Weinberger of New York to post bond in connection with his anti-trust suit against the company.

The action in New York Supreme Court was brought by the company under a section in the general corporation law which requests the plaintiff in a minority suit to post a bond of $75,000 in cash or $50,000 worth of the company's securities to cover legal fees in case the suit is lost by the plaintiff. The minority suit seeks to enjoin the company and its officers from engaging in alleged anti-trust practices in connection with the production, distribution and exhibition of motion pictures.

## *Zukor Biography an Industry History*

The autobiography of Adolph Zukor, which will be told by biographer Dale Kramer, will also be a history of motion pictures besides conveying reminiscences of many of the famous personalities he encountered in his 50-year career in the industry.

The book will be published by G. P. Putnam's Sons in the fall of 1953, during the "Golden Jubilee" year of the board chairman of Paramount Pictures.

## *MPTOA of Virginia Favors Arbitration*

**Richmond, Dec. 4.—The Virginia Motion Picture Theatre Association today passed a resolution favoring arbitration that is favorable to exhibition-distribution and voted unanimously to have a more expanded grievance-conciliation program to assist all members on local and statewide problems.**

**The summer convention will be held at Old Point Comfort on May 4-6.**

## *Goldwyn on TV Show*

Samuel Goldwyn, who was to appear in person on the second of the two chapters of his film career on Ed Sullivan's "Toast of the Town" TV show on CBS, is now set to appear as Sullivan's guest on the first chapter this Sunday.

## *Ask Lower Projector Fee*

BOSTON, Dec. 4.—A bill has been filed for consideration by the 1953 Massachusetts legislature which would reduce fees for licensing motion picture projectors from $20 to $6 for new applicants and from $10 to $3 for renewals.


NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"MILLION DOLLAR MERMAID"
Esther WILLIAMS • Victor MATURE
Walter PIDGEON • David BRIAN
Color by TECHNICOLOR • An M-G-M Picture
& The Music Hall's Great Christmas Stage Show

ALAN LADD VIRGINIA MAYO in The Iron Mistress
Color by TECHNICOLOR
PARAMOUNT TIMES SQUARE
in person TONI ARDEN JACK E. LEONARD STEVE CONDOS & JERRY BRANDOW ART MOONEY And His ORCH
Midnight Feature

SAMUEL GOLDWYN presents Hans Christian Andersen
starring DANNY KAYE
CRITERION • PARIS
B'way & 45th St. 58th St. W. of 5th Ave.

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Can't be beat for Speed and Quality
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630 NINTH AVENUE, NEW YORK


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## *Snaper, Majors in Arbitration Talks*

**Wilbur Snaper, national Allied president, revealed here yesterday that he had discussed renewal of arbitration talks with both exhibitor and distributor leaders, but no decision had been reached. When asked what the nature of his discussions was, Snaper said, "Our talks were toward the goal of making arbitration a reality." He declined further comment.**

**Meanwhile, William F. Rodgers, chairman of the distributors' arbitration committee, leaves next week for an extended Florida vacation, which means that a key figure in the arbitration planning board will not be present if exhibitor-distributor negotiations for a mutually approved system should be resumed. Rodgers said here yesterday that he would not delay his trip in view of possible new conferences on the issue.**

## 100 on Telethon

(*Continued from page* 1)

children and adults in the Metropolitan New York area. It is estimated that 50,000 palsied persons are in the 75-mile radius covered by the telecast.

President-elect Dwight D. Eisenhower will launch the marathon program by answering (on film) little Vivian Principe of Bloomfield, N. J., six-year-old "National Poster Girl" for United Cerebral Palsy, who will be on stage with Yul Brynner, star of "The King and I."

Performers and others who will appear on "Celebrity Parade for Cerebral Palsy" will include:

Robert Merrill, Molly Picon, Morey Amsterdam, Arlene Francis, Dorothy Sarnoff, Red Buttons, Ed Sullivan, Frank Sinatra, Toni Arden, Skitch Henderson, Jan Peerce, Jack Carter, Maria Riva, Mindy Carson, Herb Shriner, Dennis James, Taylor Grant, Jan Murray, Jackie Gleason, Janis Paige, Art Mooney and band, Fred Waring and 23 singers, Guy Lombardo and orchestra, Irving Fields Trio.

Also, Joey Adams, Snooky Lanson, Johnny Johnston, Lanny Ross, Martha Wright, George Britton, Woody Herman, Vivian Blaine, Eileen Barton, Juanita Hall, Chester Morris, Freddie Robbins, Valentino, Buster Crabbe, Nancy Craig, Johnny Olsen, Jim Atkins, Rootie Kazootie, Garry Moore, Perry Como, Fontaine Sisters.

Also, Steven Allen, Al Bernie, Hazel Scott, Paul Whiteman, Henny Youngman, Sunny Gale, Yvette, Don Lowe, Nat (King) Cole, Billy Daniels, Constance Carpenter, Tex and Jinx McCrary, Condos and Brandow, Paul Winchell and Jerry Mahoney, Ann Jeffreys and Robert Sterling and Les Paul and Mary Ford.

## Building Code

(*Continued from page* 1)

atres more attractive. The bills are now being studied by the fire, building and housing departments. These agencies are represented on the technical committee and after approval of the bills' drafts, they will be submitted to the City Council by Councilman Hugh Quinn, Democrat, of Queens.

The technical committee of 12 drew up the 21 code revisions in 10 weeks. Members of the committee include architects and engineers. John Phillips of the Metropolitan Motion Picture Theatres Association, represents local theatre interests.

# Exhibit on National Tour

(*Continued from page* 1)

the exposition, will direct the State Fair engagement as well as the tour, assisted by his co-chairmen. He currently is conferring with officials of the American Association of Railroads regarding complete details and plans for the tour. The plans will be presented to the board of directors of national COMPO at its Chicago meeting on Dec. 10-11, by R. J. O'Donnell, national director of "Movietime U.S.A." and co-chairman of Texas COMPO with Col. H. A. Cole.

The streamliner will be designed in white, with a red, white and blue motif, each of the cars bearing the industry's "Movietime" trademark. Twelve of the cars will house Hollywood studio exhibits, which will include historical data, costumes, properties, miniature sets and material showing the growth of the industry from magic lantern days to Cinerama. The exhibits will total approximately 11,000 items.

One of the cars will be especially equipped to carry network radio broadcasts; another will present television programs in which audiences at the various stops of the tour will participate. Two cars will be equipped to serve the press, the executive staff and the crew.

Still another car will be converted into a miniature theatre for the showing of a 20-minute subject covering the history of the industry with much of the material taken from the archives of Hollywood studios which will be assembled by Hollywood writers, directors and producers.

**Another car will become a miniature motion picture studio for screen tests to execute the Leonard Goldenson plan for a national talent search, in which all theatres in the United States will have an opportunity to offer contestants and candidates. Tests will be made by noted Hollywood directors and writers who will be aboard for this particular assignment.**

One of the features of both the exposition and the tour will be a $5,000 contest in which awards will be made to persons submitting the closest estimates of the number of feet of film used by the industry in producing talking pictures and color pictures. The talking picture footage contest will be confined to the exposition at the Texas State Fair and the color film footage will be covered exclusively by the tour.

"This cavalcade," said a COMPO statement, "regarded as one of the most ambitious efforts to date in the motion picture field of public relations, will have the active cooperation and sponsorship of all Hollywood studios, guilds, organizations, stars and players, all of whom will be an important part of the venture. Fans throughout the entire country will be given the opportunity of meeting personally their favorites in acting, producing, directing, writing and all related fields of the cinema.

"We shall make every effort to visit all communities possible," Short declared. "We hope to cover some of the most remote territories as well as the large cities."

"There is a possibility for the motion picture industry to parade before 2,500,000 persons at the State Fair alone, with an additional 50,000,000 persons being given the opportunity of seeing, inspecting and enjoying the industry's caravan."

## Coast Meet Monday

(*Continued from page* 1)

erly Hills Hotel during which Jubilee plans will be reviewed.

Robert J. O'Donnell, international chairman of the Zukor birthday celebration, will come to Hollywood from Dallas to join Skouras in outlining plans for the event.

The 80th birthday dinner will be held at the Ambassador Hotel here on Jan. 7, and will be an invitational affair. It will also launch the world wide Adolph Zukor "Golden Jubilee" celebration marking the film veteran's 50 years in show business, which will be climaxed by a dinner and celebration in New York at the Hotel Waldorf-Astoria on March 4, the date on which he opened his first nickelodeon theatre in that city and started his film career.

Those receiving invitations to the Monday organizational luncheon here include Steve Broidy, Harry Cohn, Sherrill Corwin, Cecil B. DeMille, Ned Depinet, Walt Disney, Y. Frank Freeman, William Goetz, Samuel Goldwyn, Jesse L. Lasky, L. B. Mayer, Dore Schary, Joseph Schenck, Leo Spitz, Jack Warner, Herbert J. Yates, Darryl F. Zanuck and Eugene Zukor.

## *RKO to Distribute 'Heavy Water' Here*

RKO Radio Pictures will release in the U. S. and some foreign countries an English-dubbed Norwegian feature-length documentary, "Heavy Water," which tells about the battle of Norwegian and British saboteurs to prevent the Germans from developing an atomic bomb in World War II.

The film was photographed in the Norwegian locale where the story is laid.

## 51 20th Shorts

(*Continued from page* 1)

films dealing with the works and lives of renowned artists will be offered next year. Three of the subjects prereleased this year, "Curtain Call"—art of Degas, "I Rember the Glory"—art of Botticelli, and "Light in the Window"—art of Vermeer, will lead the series. Others are "Birth of Venus"—art of the Rennaissance, "Joy of Living"—art of Renoir, "The Young Immortal"—art of Raphael, and "The Night Watch"—art of Rembrandt. Marilyn Silverstone, as associate producer, headed a production unit that photographed the paintings in European and American art galleries and museums. Jean Oser directed for producer Boris Vermont.

Terrytoons will be represented by 30 in Technicolor. Twenty-six will be new, four will be reissues.

Six sport reels will come from Movietone News, with sportscaster Mel Allen narrating highlights of athletic competitions as well as sidelines of sport. Movietone will introduce a special series of six 10-minute shorts dealing with headline news events. Two Lew Lehr featurettes will be reissued.

# *Early Test*

(*Continued from page* 1)

**For example, the experiment on the new picture may be made in the West, while the test on the reissue may be held in the South or East. It may be, he added, that the new picture experiment will be tried with a single Broadway theatre.**

Possibly 30 theatres within a 50-mile orbit of a television station will be tied in on the initial tests. Turner said that he had received a number of inquiries from interested distributors after the announcement of the plan was reported yesterday in MOTION PICTURE DAILY. Titles of the pictures to be used in the tests will be revealed shortly.

Under the plan, television stations will saturate their areas with trailers on specific pictures playing at theatres within their orbit. Instead of receiving a flat fee for the time slots, the stations will share in the distributors' percentage of the gross. Eighteen stations, owned by, or affiliated with Mutual will participate in the plan.

## UPT-ABC Merger

(*Continued from page* 1)

radio stations with ABC programs and that they would appreciate an early decision. In reply the Commission said it would handle the case as expeditiously as consistent with the legal requirements and fairness to the various parties.

In his protest, Tobey said he was shocked that Resnick had ignored the recommendations of the FCC staff, who had opposed the merger. He said he hoped the Commission would consider these objections before reaching its decision.

In reply, acting chairman Hyde said that the Commission would give full consideration to all of the recommendations of the examiner and also to all of the exceptions filed by the FCC staff and other parties.

Langer, in his letter, also attacked Resnick's decision and said that he was protesting also to the Attorney General so that the Justice Department could make a thorough study of the anti-trust aspects of the case and submit recommendations both to the FCC and to the Judiciary Committee.

## Reelect Roberts

(*Continued from page* 1)

man of the board, and Ernest Scanlon, treasurer.

Meanwhile, it was disclosed that discussions on production and exhibition plans are continuing here among company executives, including Roberts and Mayer. Joseph Kaufman, director of exhibition and theatre operations for Cinerama Productions, announced that a series of seven special matinees has been scheduled for "This Is Cinerama" at the Broadway Theatre between Christmas and New Year's Day to take care of the heavy demand for tickets.

The extra performances were scheduled following the sell-out of all regular performances for the eight-day period and the denial of more than 100,000 applications for tickets.

The annual meeting of stockholders reelected the following to the board: Frank M. Smith, Paul W. Kesten, Marion C. Cooper, Thomas L. Perkins, Milo Sutliff and Alger B. Chapman.


SKY-HIGH WATER SLIDES!
SWINGS IN THE HEAVENS!
ESTHER WILLIAMS' SUPREME TRIUMPH!
THE FLAMING WATER CURTAIN!
HUNDREDS OF BATHING BEAUTIES!
NEPTUNE'S DAUGHTER'S MAMMOTH FISH BOWL!
M-G-M presents
ILLION DOLLAR
ERMAID" starring
sther Williams • Victor
Iature • Walter Pidgeon
David Brian • with
Donna Corcoran • Color
by Technicolor • Screen
Play by Everett Freeman
Directed by Mervyn
LeRoy • Produced by
Arthur Hornblow, Jr.




# EYES HAVE NEVER BEFORE BEHELD SUCH TECHNICOLOR WONDERS AS

## M-G-M's "MILLION DOLLAR MERMAID"

Movie theatres foresee
Millions of people and
Millions of dollars with
M-G-M's
Miracle Musical
"Million Dollar Mermaid"
M-m-m-m-m!

*Merry Xmas, Happy New Year!*

January is

# ALL-TECHNICOLOR Month from U-I!

COLOR BY TECHNICOLOR

OUTLAW QUEEN OF A RENEGADE LAIR!

## The REDHEAD from WYOMING



starring

Maureen O'HARA

Alex NICOL

with

ROBERT STRAUSS

ALEXANDER SCOURBY

THE STORY OF THE GREATEST GUN FIGHTER OF THEM ALL!



COLOR BY TECHNICOLOR

OH! THE SONGS THEY SANG!
THE FUN THEY HAD!
AND THE LOVIN' THEY GOT!



# "MEET ME AT THE FAIR"

and introducing
**CHET ALLEN** and
his unforgettable voice!

starring **DAN DAILEY · DIANA LYNN**

with HUGH O'BRIAN • CAROLE MATHEWS • "SCAT MAN" CROTHERS

COLOR BY TECHNICOLOR



RAOUL WALSH'S Director of "The World In His Arms"

# "THE LAWLESS BREED"



Starring **ROCK HUDSON**
**JULIA ADAMS**

*The sensational young stars of "Bend of the River"*





with JOHN McINTIRE

A RAOUL WALSH PRODUCTION

# RKO Stock

(*Continued from page* 1)

who was the head of the studio and managing director of production for four years prior to the sale of the Hughes and Depinet stock amounting to some 1,047,000 shares for $7 per share to the Stolkin group.

**Whether or not Noah Dietrich will again become chairman of the board of RKO Pictures was not immediately determined. Presumably, that too will be Depinet's decision to make.**

It was reported but not confirmed that Hughes accorded the Stolkin group some future rights to re-purchase a part of his RKO Pictures stockholdings at an equitable price, presumably for re-sale in the event the company is re-established on a profitable basis. In that eventuality, members of the Stolkin group would be in a position to dispose of the stock advantageously and thus recoup some part of the $1,250,000 down payment they are sacrificing now.

### Lengthy Negotiations

The agreement today came after lengthy negotiations here between the Stolkin group principals and Hughes. Members of the group in addition to Stolkin are A. L. Koolish, Ray Ryan, E. J. Burke and Sherrill Corwin. It was reported that an agreement calling merely for deferment of the syndicate's remaining payments to Hughes, with Hughes re-assuming management control of RKO, might have been reached earlier except for objections by Corwin. The latter, it is said, insisted upon being freed of all continuing obligations to which he was liable under the stock purchase agreement. Unable to swing Corwin, other members of the Stolkin syndicate, it is said, agreed to return the stock to Hughes and made the final agreement. Next week a further payment of $400,000 in interest reportedly was due Hughes from the Stolkin group. A payment of $1,500,000 in principal would come due next year and the balance in 1954.

**The settlement permits RKO attorneys to go into court in New York next Wednesday in a strong position to argue against the pending action there for appointment of a receiver for the company.**

Depinet may again offer positions to the RKO executives who were dismissed during the abortive two-month regime of Arnold Grant. Grant was installed by the Stolkin group as chief executive officer of RKO following the purchase of the Hughes stock. The replaced RKO executives include: Phil Reisman, vice-president in charge of foreign distribution; Robert Mochrie, domestic sales manager; J. Miller Walker, secretary, and a number of department heads. Whether or not all would respond to a recall is unknown. Reisman now is vice-president of Joseph P. Kennedy Industries, Mochrie is sales manager for Samuel Goldwyn Productions, and other former RKO executives are now in other posts. Alfred W. Crown holds the RKO foreign sales post now and Charles Boasberg the post of general sales manager.

Meanwhile, Hughes has obtained government approval for the release of his RKO Theatres stock from trusteeship, in which it was placed as a condition of the company's Federal consent decree prohibiting individual ownership of both picture and theatre interests. The theatre stock again would have to be returned to trusteeship by Hughes.

### Brief, Eventful And Unhappy

The Stolkin group's tenure in RKO was a brief, eventful and presumably unhappy one. Shortly after the purchase of the stock, the *Wall Street Journal* ran an expose of past business activities of Stolkin and Koolish which revealed them to have been cited by Better Business Bureaus, the Federal Trade Commission and the Postoffice Department for allegedly unethical practices in the mail order business and in distribution of punchboards. Ryan was revealed to have figured in the Kefauver Senate crime investigations of a year ago and to have numbered underworld figures among his acquaintances. The expose forced the resignations of Stolkin and Koolish and that of William Gorman, Ryan's representative on the RKO board. Grant, unable to reorganize the RKO board, could not proceed with the operation of the company and resigned last month.

# Review

## *"Meet Me at the Fair"*

*(Universal-International)*

FRESH personalities and the polished song-and-dance-man, Dan Dailey, have combined their talents in an impressive, engaging musical that is geared for strong box-office returns. In color by Technicolor, it has diversified appeal for any audience and is warmly and unpretentiously played by a trio of new performers, and Dailey and Diana Lynn.

Foremost of the trio is Chet Allen, a boy soprano who is well-known to TV viewers for his acclaimed performances in Gian-Carlo Menotti's Christmas opera, "Amahl and the Night Visitors." His beautiful voice is highlighted to fine advantage with "Ave Maria" and in several jazz-type duets. Noteworthy, too, are "Remember the Time," delivered by Dailey and Carole Matthews, and the latter's singing of the title song. Miss Matthews is a very smooth performer who sings, dances and acts a familiar role with surprising attractiveness. Pleasant "Scat Man" Crothers winningly portrays the assistant of Dailey, who plays the owner of a medicine show.

The screenplay, by Irving Wallace, and an adaptation by Martin Berkeley are derived from a Gene Markey novel, "The Great Companions." The story has Dailey pick up Allen, an escaped orphan from a viciously-run, corrupt detention home, and hide him from the incumbent political party which fears an election expose. Miss Lynn portrays an honest welfare representative who rejects her dishonest district attorney suitor for Dailey at the finale after Dailey exposes the graft and is assured of a properly run home.

Douglas Sirk's direction has maintained an even pace and producer Albert J. Cohen cleverly utilized backstage interiors while retaining the opulent facade. Others in the cast are Hugh O'Brian, Rhys Williams, Thomas E. Jackson, Russell Simpson, George Chandler and Doris Packer. Included in the score are "I Was There," "Ezekiel Saw De Wheel," "I Got the Shiniest Mouth in Town," "Bill Bailey, Won't You Please Come Home?," "All God's Chillun Got Wings" and "Sweet Genevieve."

Running time, 87 minutes. General audience classification. For January release.

WALTER PASHKIN

## *Masterpiece First In Realart Drive*

NEW ORLEANS, Dec. 4.—Masterpiece Pictures here has won first prize in the national Realart-Jack Broder "Employees Playdate Drive" which covered the six-month period from June 1 to Dec. 1, it was disclosed here by Milton Dureau, vice-president and general manager of the local Realart-Broder franchise exchange. All employes will share in the $1,000 prize.

## *Reelect Frank King*

HOLLYWOOD, Dec. 4.—King Brothers stockholders today reelected Frank King president, and all incumbent officers. Also, C. H. Van Camp, former comptroller of Monogram, joined King Brothers in the same capacity.

## *Stars Record for South African Fete*

John Schlesinger, head of the Schlesinger film interests in South Africa, has left the Coast for New York after conferring with Michael Silver about Hollywood's participation in the South African industry's "Golden Jubilee" during 1953. Silver, managing director of Commercial Radio Corp. of South Africa, Ltd., has recorded programs with numerous stars saluting African film dignitaries. They will be broadcast once a week throughout 1953, beginning on Jan. 1.

## *Ad Mechanics Topic Of AMPA Course*

"Ad Mechanics" was the topic under discussion last night at the Associated Motion Picture Advertisers showmanship course at the Paramount Caterers Hall. William Boley of the Buchanan Co., was chairman of the session.

Benjamin Keen of Ad-Set Service spoke on typography; Tom Walsh of Wilbar Photo Engraving on engraving; Frank Neubert of Riley Electrotype Co. on mats and types, and Richard T. Habel of Intaglio Printing, whose talk was on printing, was accompanied by a film.

## *Two More Tennessee Drive-in Operations*

NASHVILLE, Dec. 4.—Plans for two more Tennessee drive-ins have been disclosed here. Crescent Amusement intends to build one near here and Ed Burchfield has already begun work on a 400-car drive-in near Oak Ridge, to be completed for a March 1 opening.

## *Town Can Tax Video Sets*

BOSTON, Dec. 4.—Henry F. Long, Commissioner of Taxation for Massachusetts, has granted the assessors of the town of Merrimac permission to tax television sets.

## Set TOA Mid-winter Board Meeting for Jan. 25-27 in N. Y.

The mid-winter board meeting of the Theatre Owners of America has been set for Jan. 25-27 in New York. Charles P. Skouras, chairman, will preside at the sessions. The executive committee will convene on the afternoon of Sunday, Jan. 25, and the directors will continue their meetings Monday and Tuesday.

Although the agenda has not been prepared, it is expected that arbitration and the government's 16mm. antitrust suit will be the principal topics of discussion. Trade practices and general organization business also will be on the agenda. As a result of a questionnaire sent to members by general counsel Herman Levy, on the stand TOA should take on the 16mm. suit, a policy may be determined at the January meetings.

## *WB So. American Executives to Meet*

Wolfe Cohen, president of Warner International, and Karl Macdonald, vice-president, are en route to Lima, Peru for the company's annual Latin American sales meeting which opens there on Monday for a full week of sessions.

Attending the conferences will be division managers Armando Trucies, Pacific; Peter Colli, Caribbean, and Ary Lima, Atlantic. Managers of all Warner head offices in countries South of the border will be present. These include Americo Rosenberger, Mexico; Leo Green, Panama and Central America; Ira Beck, Colombia; Hugo Geri, Ecuador; Jack Mindis, Peru; Louis Lipsky, Chile; Cesar Aboaf, Argentine; Lester Cohen, Brazil; Richard Spierman, Trinidad; Geza Polaty, Cuba and John Jones, Puerto Rico.

## *H. Cohen, Abt Form Abtcon Pictures*

HOLLYWOOD, Dec. 4. — Herman Cohen, former vice-president of Jack Broder Productions and Realart, today announced the formation of Abtcon Pictures, Inc., to make exploitation features. Cohen is president, with William L. Abt, former president of Abt Laboratories, Chicago, secretary-treasurer.

## *Ky. Groups Meet on Tax Fight Issues*

LOUISVILLE, Dec. 4.—A joint meeting on the amusement tax situation was held here by representatives of the Kentucky Association of Theatre Owners and the Louisville Theatre Owners group. A discussion of ways and means of implementing the fight to repeal or reduce both the state and Federal admission taxes sparked the meeting.

## *Premiere of Wilde Story*

"The Importance of Being Earnest," J. Arthur Rank Organization British film based on the Oscar Wilde comedy, will have its American premiere at the Baronet Theatre in New York on Monday, Dec. 22, it was announced by Universal, American distributor of the film.

FIRST IN FILM NEWS

# MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 109 NEW YORK, U. S. A., MONDAY, DECEMBER 8, 1952 TEN CENTS

## *Tradewise . . .*

By SHERWIN KANE

THERE is no point in minimizing the significance of the rejection of the distributors' proposed arbitration draft by Western Theatre Owners.

Indeterminate as the organization's executive status (it has been without a president since Rotus V. Harvey resigned last summer) may be at the moment, WTO nevertheless manages to speak for quite a number of very active local and regional exhibitor organizations along the length of the Northern Pacific Coast and inland to the Rockies.

Geographically, WTO picks up where Allied States' affiliates leave off at the Texas, Oklahoma, Rocky Mountain boundaries. Thus, there is the appearance, if not the actuality, of Coast to Coast exhibitor opposition to the distributors' proposed draft. Add to that the fact that WTO again could become a fully organized regional association overnight by the simple expedient of calling a board meeting and electing officers, and you have a formidable appearing opposition bloc when coupled with Allied States as an opponent of the draft.

Numerically, it means two out of five exhibitor organization participants in the industry arbitration conference are opposed to the draft.

This much is clear: Any chance there may have been of obtaining Department of Justice and Federal court approval of an industry arbitration plan without the participation of Allied, has as good as disappeared as a result of WTO's action.

Accordingly, if there is to be an industry arbitration plan, it will have to be one other than that proposed by distributors.

Now is as good a time as any to start working on it.

• •

WHEN the industry arbitration conference was initiated in New York last spring, the Western Theatre Owners' representatives of record at the conference were Rotus Harvey and L. S. Hamm, the latter as WTO counsel.

In view of WTO's veto of the arbitration draft, it is curious now to note that Hamm is, and was, president of California Theatres Association, San Francisco, which is a member of Theatre Owners of America, vigorous champion of industry arbitration.

## Regular Use Of Theatre TV Seen in Offing

Regularity in theatre television programming, with additional programming agencies such as Theatre Network Television and Teleconference, Inc., being organized, is understood to be in the offing.

The prediction of opening up the floodgates of programming comes at a time when the number of theatre TV installations is approaching 100 or more, with nearly every key area in the country possessing a TV installation. The forecast is also bolstered by the three theatre TV events slated for this month, a milestone for the

(Continued on page 6)

## 2 Tri-Opticon Films Set by Sol Lesser

HOLLYWOOD, Dec. 7. — Sol Lesser will produce two feature-length films in three-dimension in the near future, Lesser told newsmen following the first American demonstration of Tri-Opticon, for which he holds the American rights, Friday afternoon. Lesser said he is considering "Runaway Train," an original melodrama featuring action, for the first, and may start shooting in a week or so.

For today's demonstration Lesser

(Continued on page 3)

# WIND-UP OF RKO DEAL IMMINENT

### *Lees Telecast Set Nationally Today*

**Eighteen TV-equipped theatres in 17 cities, from Coast-to-Coast, will participate in today's Lees Carpet dealers telecast, the first commercial program for the medium.**

**The one-hour program, booked by Tele-Sessions, a subsidiary of Theatre Network Television, will originate in the NBC studios in New York at noon. Locally, the show will be carried at the Guild and the Colonial Theatres.**

### *Stolkin Group, Hughes, Depinet Resume Talks After Weekend Hiatus*

HOLLYWOOD, Dec. 7.—Members of the Ralph Stolkin syndicate continued their discussions here on Friday with Howard Hughes and Ned E. Depinet, aiming for a wind-up of the agreement under which Hughes recovers ownership of the 29 per cent controlling stock interest in RKO Pictures from the syndicate and Depinet resumes as president of the company with complete autonomy.

**It was stated that no meetings were held yesterday or today and that there was a strong likelihood that the final conferences would be concluded tomorrow. Principals on both sides maintained official silence concerning the basic points on which agreements have been reached.**

In the absence of their official confirmation, it was not clear whether new problems had arisen or whether

(Continued on page 3)

## 'A-Bomb' in Color an Impressive Short

RKO-Pathe's "Operation A-Bomb," the first motion picture in color of an atomic bomb explosion, running 16 minutes, was screened for top state and city Civil Defense officials and film trade press representatives at the Johnny Victor Theatre here on Friday. It was photographed by U. S. Marine Corps cameramen in the new Eastman color process at Yucca Flat and is a well-made, strongly provoca-

(Continued on page 6)

## More Support for Ticket Tax Repeal

MINNEAPOLIS, Dec. 7.—U. S. Senator Hubert H. Humphrey of Minnesota has reversed his prior stand and committed himself to complete repeal of the 20 per cent Federal tax on theatre tickets. The Senator's backing considerably strengthens the anti-tax campaign in this area.

Elsewhere in the area the drive to win commitments from members of Congress continues.

## *Zukor Jubilee Getting Mass Exhibitor Support*

DALLAS, Dec. 7.—Pledges of "full and unbounded cooperation" in celebrating Adolph Zukor's "Golden Jubilee" in the motion picture industry next year are flooding the office of international Jubilee committee chairman Robert J. O'Donnell, "from every leading exhibitor organization," the latter disclosed here at the weekend. Variety Clubs International is sponsoring the world-wide event.

In approving the tribute, Rotus V. Harvey of the Western Theatre Owners Association, cited Zukor as "one of the motion picture industry's true pioneers."

Trueman T. Rembausch of Indiana, one of the triumvirate governing the Council of Motion Picture Organizations, said, "Variety by its action insures that the action is non-partisan, that all within the industry will cooperate and prove to the public that this great motion picture industry has stability and prestige and functions in the American tradition. Mr. Zukor's 50 years of devoted work toward the development of the industry, his rise from a poor immigrant boy to a dean of entertainment, is inspiring to the young men coming into the industry."

Wilbur Snaper, president of national Allied, wired assurances of "whole-hearted cooperation for the salute honoring Adolph Zukor."

Harry Brandt, president of the In-

(Continued on page 3)

### *Predict 'U' Gross To Top '51's High*

**Indications are that the 1952 domestic gross income of Universal will exceed the income from operations in 1951, which established an all-time high. For the 53 weeks ended Nov. 3, 1951, the income was $65,172,580, compared to $55,591,085 in 1950.**

**The books now are being audited for the annual statement which will be sent to stockholders late in January.**

# Personal Mention

SAMUEL GOLDWYN will leave here today for the Coast, accompanied by MRS. GOLDWYN.

•

N. PETER RATHVON, SR., president of Rathvon Overseas, Ltd., and former head of RKO Pictures, accompanied by MRS. RATHVON; FREDERICK MARCH and his wife, FLORENCE ELDRIDGE, and MADELEINE CARROLL and her husband, ANDREW HEISKELL, *Life* magazine publisher, will arrive here from Europe today aboard the *S. S. Liberte.*

•

JAMES R. GRAINGER, Republic executive vice-president, left here Friday for Chicago, first stopover on a trip which will take him to Milwaukee, Denver, Seattle, Portland, San Francisco and Los Angeles. He will spend the Christmas holidays at the Coast.

•

ROBERT J. O'DONNELL, international chairman of the ADOLPH ZUKOR birthday celebration, and LOU SMITH, Coast Movietime director, will leave Hollywood today for the COMPO meeting in Chicago on Wednesday.

•

LEON J. BAMBERGER, RKO Radio sales promotion manager, will leave here for Boston tomorrow to speak at the annual convention of the Independent Exhibitors of New England.

•

DAVID LEWIS, Loew's International regional director for Continental Europe, will arrive in New York from there tomorrow aboard the *S. S. Mauretania.*

•

RALPH COHN and JOHN H. MITCHELL, recently elected Screen Gems vice-presidents, will arrive in Hollywood today from New York.

•

RICHARD CONDON, RKO Radio director of advertising-publicity, and FREDERICK BRISSON, will return here today from Washington.

•

JOHN R. BUCKLEY, publisher of *Good Housekeeping* magazine, is celebrating his 25th anniversary with the Hearst Publications.

•

JULES LIVINGSTON, Republic exchange manager in New Haven, announces the birth of a son, BERNARD, to MRS. LIVINGSTON.

•

EDWARD L. HYMAN, United Paramount Theatres, and his assistant, BERNARD LEVY, will be in Detroit today and tomorrow.

•

WILLIAM PINE, Paramount producer, will sail from Naples for New York aboard the *S. S. Independence* on Dec. 13.

•

CHARLES EINFELD, 20th Century-Fox vice-president, will arrive in New York from the Coast by plane today.

•

E. Z. WALTERS, Altec comptroller, has arrived in New York from Beverly Hills, Cal.

# Universal to Meet Today On 'Top-Level' Policy

HOLLYWOOD, Dec. 7.—Universal Pictures' sales and promotion executives will open a week-long series of top-level policy and planning sessions with the company's production executives at the studios tomorrow morning, covering production, distribution and promotion for the coming year.

Heading the participants in the meetings are Milton R. Rackmil, president; N. J. Blumberg, chairman of the board; Alfred E. Daff, executive vice-president; William Goetz, in charge of production; Edward Muhl, vice-president and studio general manager; Charles J. Feldman, general sales manager, and David A. Lipton, vice-president in charge of advertising and publicity.

Division and district sales executives and promotion heads who are here for the meetings are scheduled to see six of the company's recently completed films, including "The Lone Hand," "City Beneath the Sea," "Seminole," "Desert Legion" and "Thunder Bay," all with color by Technicolor, as well as "Girls in the Night." There will also be a special screening of "The World's Most Beautiful Girls," two-reel special in Technicolor and a visit to the Walter Lantz Studio.

Sales executives attending besides Feldman include Ray Moon, F. J. A. McCarthy, P. T. Dana, Foster M. Blake, James J. Jordan, Harry Fellerman, John J. Scully, David A. Levy, P. F. Rosian, James Frew, Manie M. Gottlieb, Lester Zucker, Henry J. Martin, Barney Rose and A. W. Perry, head of Empire-Universal in Canada.

Promotion executives include Charles Simonelli, Philip Gerard, Jeff Livingston, Ben Katz and the West Coast promotional force headed by Al Horwits.

## Johnston Due from S. American Trip

WASHINGTON, Dec. 7.—Eric Johnston, president of the Motion Picture Association of America was scheduled to return today from his South American trip. It was not certain whether he would come directly here or stop off in New York.

Johnston is scheduled to report to the MPAA board within a few days on results of his trip which concerned film export problems in Brazil, Argentina and other South American countries, and blocked film revenue therein. He also is expected to take early action in getting an industry arbitration conference convened to discuss exhibitor objections to the distributors' proposed draft.

## Gualino Reelected Italian Unit Head

Dr. Renato Gualino was reelected president of the National Producers Union in Rome, it was reported here at the weekend by Italian Films Export. Gualino is director general of IFE and president of the IFE Releasing Corp.

## Allied Artists Has 13 Films in Backlog

HOLLYWOOD, Dec. 7.—Allied Artists is completing the year with a backlog of 13 pictures. Four are in color.

The color films are "Kansas Pacific," a Sterling Hayden starrer; "The Roar of the Crowd," starring Howard Duff; "Fort Vengeance," starring James Craig, and "Son of Belle Starr," with Keith Larsen starred.

The other films are "Cow Country," starring Edmond O'Brien; "Timber Wolf," starring Kirby Grant with Chinook, the canine star; "Star of Texas" and "The Marksman," each starring Wayne Morris; "Tangier Incident," George Brent; "The Homesteaders" and "Copperheads," both starring Wild Bill Elliott; "White Lightning," starring Stanley Clements, and the Bowery Boys' "Jalopy."

## Sullivan's Show to Emanate from Roxy

Ed Sullivan's CBS-TV show, "Toast of the Town," will emanate from the Roxy Theatre on Dec. 21 in a special hour-long salute to "Stars and Stripes Forever," the 20th Century-Fox film which will have its premiere at the theatre on the following day, when the house, following extensive alterations, will reopen with its "Ice Colorama" show.

Sonja Henie, on the new ice stage, will make her first TV appearance on the show, along with Lilli Palmer, Hume Cronyn and Jessica Tandy, Victoria De Los Angelos and the U. S. Marine Band. Also, the Roxy's corps of skaters will preview its "Colorama" show format.

### Roxy Sets Production Staff for Ice Show

The Roxy Theatre has assembled the following production staff to formulate and execute the "Ice-Colorama" revue opening Dec. 22:

Arthur Knorr, production chief, will be in charge of stage production, special sets and lighting, with Ron Fletcher as choreographer, assisted by Flo Walters; Michi, Japanese-American designer, will create the costumes; Bob Boucher will again conduct the orchestra, and Rae Porter will assemble a new group of singers.

## Movietone TV Show Set for Children

A new Movietone TV program especially prepared and filmed for children, titled "News Adventures for Young America," will be launched this week in 10 markets, it was announced at the weekend by Peter G. Levathes, director of television for 20th Century-Fox. The markets set are New Orleans, Houston, San Francisco, Seattle, Detroit, Kansas City, Minneapolis, Buffalo, Charlotte and Cleveland.

## Newsreel Parade

*MEXICO'S inauguration of Presi- Adolfo Ruiz Cortines is highlighted in current newsreels. Featured also are Walter Reuther's election to the CIO presidency, the Saar elections, Winston Churchill's 78th birthday celebration, and the British government's minting of a new Queen Elizabeth coin.*

**MOVIETONE NEWS, No. 99** — Cortines new president of Mexico. United Nations votes on India's peace plan. Ike names final Cabinet choices. Walter Reuther named CIO president. Gen. Van Fleet visits wounded in Korea. Air Force unveils new super jet, the "Thunderstreak." "Snows of Kilimanjaro" is inspiration for exotic styles. Heisman trophy to Billy Vessels. Slalom champs in dizzy drop.

**MOVIETONE NEWSREEL SPECIAL THEATRE SUPPLEMENT** — N. J. — Stevenson speaks at memorial session for Philip Murray. Ill.—24 of 42 scientists who began atomic energy experiments at Chicago site 10 years ago in anniversary observation. France—A flood in the town of Bergerac due to early snowfalls. Germany—Tombstone laid in Belsen for 5,000 Jews and anti-Nazi Germans slaughtered there. India—Celebration of 63rd birthday of Prime Minister Nehru. England—Celebration of Winston Churchill's 78th birthday at 10 Downing Street. N. Y.—Winner of "Most Beautiful Blind Girl" contest. Ill.—Contest to select the healthiest teen-ager in U. S. Penn.—Man perfects working model of multi-storied mechanized garage building. Oregon—W. L. Howard perched atop 54 foot flagpole breaks flagpole-sitting record.

**NEWS OF THE DAY, No. 229**—First decade of atomic energy marked by scientists in Chicago ceremonies. Stevenson visits Truman. Happy birthday No. 78 for Winston Churchill. New Mexican president, Adolfo Ruiz Cortines. New Elizabethan coins for Britain. Football award to Oklahoma star Billy Vessels. African Gold Coast inspires new styles. Walter Reuther new CIO chief. Yuletide message by Lionel Barrymore.

**PARAMOUNT NEWS, No. 32**—Inaugural of new president in Mexico. Battle for key outpost in Indo-China. CIO picks Walter Reuther as president. New Labor Secretary Dirken interviewed. A warming tale concerning puppies.

**TELENEWS DIGEST, No. 49B** — Adlai Stevenson honors Philip Murray at CIO national convention. Mexico celebrates as new president, Adolfo Ruiz Cortines is sworn in. Captured Russian arms and trucks in Indo-China prove their aid. New styles in cruise fashions for the sunny Southland.

**UNIVERSAL NEWS, No. 419**—Saar elections. Reuther chosen CIO president. Cortines new Mexican president. French attack in Indo-China. Royal minting of new Queen Elizabeth coin. F-84 jet a new jet fighter-bomber. Puppies in Germany. Santa Claus in Heidelberg. Billy Vessels gets Heisman grid trophy.

**WARNER PATHE NEWS, No. 34**—Mexican inauguration of new president Cortines. Stevenson addresses CIO convention in Atlantic City. Winston Churchill celebrates 78th birthday in London. Germans erect a memorial to Nazi victims in Belsen. Vital elections in Saar. Billy Vessels named grid star of the year. Cleveland-Browns-Washington Redskins football game.

## Dancigers Coming

Oscar Dancigers and Henry Ehrlich will fly to New York from Mexico City shortly after Jan. 1 to finalize negotiations for a major release for their Pathe color production, "Robinson Crusoe," being made there, it was reported by Alfred Katz, who will handle publicity and exploitation on the film, before he left here over the weekend for Mexico City to confer with the producers.

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## *Mass. Bill Would Curtail Workers*

**Boston, Dec. 7.—A bill has been filed with the clerk of the House of Representatives raising the compulsory school age from 16 to 18 years of age.**

**The bill if passed would mean that motion picture theatres could no longer employ 16 and 17-year-olders as ushers, candy stand girls, cashiers and doormen as they do at present. Some circuit offices also employ 16 and 17-year-olders as clerks, while distribution offices employ them as clerks and shippers.**

## *Beverly, Gettinger in Distribution Deal*

A deal has been consummated here between Oliver A. Unger's and Herbert Bregstein's Beverly Pictures, Inc., and Milton Gettinger whereby Beverly will handle national distribution of 16 former Film Classics features. Gettinger is of the law firm of Gettinger and Gettinger.

The features include "Daughter of the West," "The Crooked Way," "Guilty Bystander," "Miraculous Journey," "Devil's Cargo," "Money Madness," "Captain Sirocco," "For You I Die," "Blonde Ice," "Inner Sanctum," "The Lovable Cheat," "State Department—File 649," "Good Time Girl," "Sofia," "Four Days' Leave" and "C-Man."

## *Terrell Named MGM Publicity Head Here*

Dan S. Terrell, Metro-Goldwyn-Mayer's home office exploitation director for the past three years, was named Eastern publicity manager at the weekend by Howard Dietz, vice-president in charge of advertising, publicity and exploitation.

Terrell succeeds John Joseph, who resigned recently to move to California.

## *Paal Here on Deal For Two Pictures*

Alexander Paal, independent producer, has arrived here from London to arrange for the worldwide distribution of two films he recently completed there. They are "The Four-Sided Triangle," starring Barbara Payton and James Hayter, and "There's No Escape," with a cast headed by Paul Henreid, Lois Maxwell and Kieron Moore.

## Tri-Opticon

(*Continued from page* 1)

used five short subjects, produced and originally shown in England, which are now in engagement in Paris, London, Rotterdam and elsewhere abroad, and which he will use for the first American opening of Tri-Opticon. The place and date for that opening has not been selected.

## *Rites for Philip Bock*

CINCINNATI, Dec. 7.—Services were held here yesterday for Philip Bock, 87, president of the Royal Theatre Co. of this city. He is survived by two sons and two daughters.

# *Review*

## *"Invasion U.S.A."*

(*American Pictures Corp.-Columbia Pictures*)

EXCELLENT newsreel footage of the second world war and the Korean war has been cleverly interjected in this effective propaganda drama that deals with the possibility of the invasion of America in the next global conflict. A large amount of the footage depicts atomic and other destruction of planes, ships and buildings in a most convincing fashion. It is used to shock the audience into the realization of the dangers of an invasion by "the enemy," not otherwise identified but implied by the accents of the actors as Russian.

It is definitely an exploitable film although it suffers from a lack of dramatic plausibility. The screenplay by Robert Smith from a story which he co-authored with Franz Spencer follows the actions of a group of purportedly representative people. After their destruction and the enemy's victory is established at the climax, the trick is used of having it all labelled a dream-like look into the future. The characters were supposedly under the prophetic mass-hypnosis of forecaster Dan O'Herlihy. Given another chance, they vow to do everything possible to avoid such occurrences as the bombing of Alaska, California, and New York; the capturing of Washington, D. C. and New York, and the A-bombing of the Boulder Dam, all of which are shown.

Gerald Mohr and Peggy Castle supply the romantic interest. The cast also includes Robert Bice, Tom Kennedy, Wade Crosby, Erik Blythe, Phyllis Coates, Aram Katcher, Knox Manning and Edward G. Robinson, Jr.

It is a deft and economical production that Albert Zugsmith fashioned for his American Pictures Corp. with Robert Smith. Alfred E. Green directed adequately. It capitalizes on the war problems currently prevailing and exhibitors suitably exploiting it should acquire box-office profits.

Running time, 74 minutes. General audience classification. December release.

WALTER PASHKIN

## RKO Deal Near

(*Continued from page* 1)

the principals merely are engaged in wrapping up details of the agreement, which admittedly involves numerous complexities. However, observers close to the scene are inclined to accept the latter as the most likely explanation in view of the lack of urgency displayed by the principals in adjourning the meetings over the weekend.

The latter believed that legal work involving the preparation of releases of the Stolkin syndicate members from their commitments to Hughes and from liability are being prepared for signing and may be ready for tomorrow's session. Such releases are part of the agreement by which Hughes recovers the stock which was turned over to the syndicate last September, and for which syndicate members waive their $1,250,000 down payment to Hughes.

## *Harold Lloyd May Reissue Past Hits*

Harold Lloyd may reissue others of his past successful feature comedies if "The Freshman" is favorably received at the Paris Theatre here. Under consideration for re-release are "Grandma's Boy" and "Safety Last."

"The Freshman," originally released in 1925, will have its re-release "premiere" at the Paris following the current engagement of Samuel Goldwyn's "Hans Christian Andersen." With "Andersen" in for a long run, there is no indication when the Lloyd picture will open.

Lippert Productions is handling the distribution of "The Freshman."

## *Trailer for Red Cross*

HOLLYWOOD, Dec. 7. — A trailer which will be used by the American Red Cross as an aid in its fund solicitation next year has been filmed at Warner Brothers with John Wayne starred. Michael Curtiz, currently directing the star in WB's "Trouble Along the Way," does an acting bit in the trailer.

## Zukor Jubilee

(*Continued from page* 1)

dependent Theatre Owners Association of New York, said his group "is most anxious to participate in the series of events planned."

After commending O'Donnell for his part in promoting the tribute, Abram F. Myers, general counsel of national Allied said: "In honoring Adolph Zukor, father of feature films, the industry not only will pay just tribute to a worthy pioneer, but will launch an effective public relations campaign to put the industry in a proper light for all the world to see. I know we can trust you to see to it that there is substance along with the hoop-la, and that attention is fastened on those features of our business which are enduring and good so as to erase from the public mind that which is transient and trivial."

"There is no greater name in show business" than Zukor's, "and all exhibitors everywhere are delighted to have a part in this fine testimonial to him," wired Alfred Starr, president of the Theatre Owners of America.

Emanuel Frisch, president of the Metropolitan Motion Picture Theatre Owners of New York, said he is certain that "all segments of our industry will enthusiastically join in paying tribute to one who can truly be called "Mr. Motion Pictures."

## *Ballet Sequence on Hall's Magnascope*

The Radio City Music Hall here is using its full Magnascope screen for the water ballet sequence of the current attraction, "Million Dollar Mermaid," giving a Cinerama effect. This optical device has been used regularly by the Music Hall for its newsreel presentations, with the screen frame 45 feet wide.

The difference in the present use is in the dimensions. Ordinarily, the picture on the Music Hall screen is approximately 31 feet in which, but for the water ballet scenes the picture is 50 feet wide.

# *In the THEATRE* Equipment World . . .

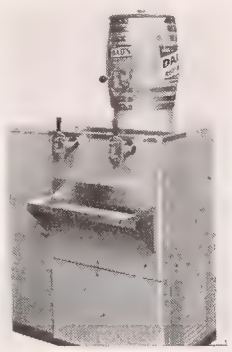
## . . . *with RAY GALLO*

A NEW bulletin describing its retractile cords, which can be used on in-car speakers and heaters in drive-in theatres, has been released by Koiled Kords, Inc., of New Haven. Explained in the illustrated, eight-page catalogue are how the cords are made, where they are used and the specific features making their use advantageous. In drive-in theatres, "they eliminate the danger of cords catching on door handles and breaking," the bulletin states. Also, "they are compact and stay out of the way when not in use, yet extend to the desired length when needed."

•

**The United States Air Conditioning Corp. of Minneapolis has named as its manufacturer's representative for Eastern Tennessee the Mechanical Equipment Co. of Knoxville. The firm will handle usAIRco's air conditioning, heating and ventilating line.**

•



*A new drink dispensing unit, incorporating a Dad's Root Beer barrel on tap and two faucets below for other beverages, has been designed by the Dad's Root Beer Co. of Chicago in collaboration with the Uniflow Manufacturing Co. of Erie, Pa. The other beverages can be either four carbonated and CO (both coarse and fine stream) or two carbonated from one faucet and two flat from the other. Other models available have the barrel and only one faucet below to dispense either two or three extra drinks. The dispensing cabinet has a pebble-tone finish with sinks and drain plates of stainless steel. A syrup cabinet with storage tanks is optional. The complete unit (including the syrup cabinet) is 35 inches long; 19¾ wide, and 42 high. Without the cabinet, it is 24 inches long.*

•

Appointment of Smith H. Cady, Jr. as sales promotion and advertising manager of the Schutter Candy Co., Chicago, has been announced by W. A. Fette, vice-president and director of sales. Cady resigned as merchandise manager of the Chase Candy Co., St. Louis, to take the new post. He is well known to the candy trade, particularly through his speeches and articles on candy merchandising.

## *8mm. Films Duty-free*

MEXICO CITY, Dec. 7. — Duty-free importation of eight-mm. films has been authorized by the National Cinematographic Board. It is no longer necessary to obtain permits from the board to bring in that type of film.

# Something Happened to N. Y. Critics w

# Hans Christi

Color by

★ ★ ★ ★ Highest rating from **KATE CAMERON,** *Daily News:*

"A charming, delightful, tuneful, amusing, touching, colorful, lavish, eye-filling entertainment. All this and more is 'Hans Christian Andersen'."

●

**ROSE PELSWICK,** *Journal-American:*

"Lovely to look at and enchanting to hear. Made with taste and skill, a blend of charm and romance and humor, of beautiful ballets, rhythmic songs, glowing colors and gorgeous sets. It's delightful entertainment!"

●

**OTIS GUERNSEY,** *Herald Tribune:*

"Big, merry and tuneful! Samuel Goldwyn has created a Hollywood fairyland. There is so much spread across the screen that one hardly knows where to begin. A bona fide Goldwyn dazzler!"

●

**FRANK QUINN,** *Mirror:*

"Hurrah for Goldwyn!! Everything about this film is laudatory. Rich humor, great warmth and delightful charm. Frank Loesser contributes a score that will have you humming when you leave!"

# Wonderful
# 7 out of 7
# hen they saw

# an Andersen

TECHNICOLOR

**BOSLEY CROWTHER,** *Times:*

"As pretty and graceful a picture as has come down the rocky pike this year. Samuel Goldwyn's reputation as a maker of quality films, full of exquisite production and pains-taking craftsmanship should receive further elevation!"

●

**ALTON COOK,** *World-Telegram & Sun:*

"The masterwork of the long producing career of Samuel Goldwyn. Danny Kaye leaves an audience with the feeling that everyone in the place has just had something as nice as a birthday party. Good feeling radiates from the screen. Probably the most enduring songs in the memory of man!"

●

**IRENE THIRER,** *Post:*

"It's out of this world! A new star is born—Jeanmaire, who is enchanting and a charming actress, besides being grace personified. The underwater ballet is breath-takingly lovely, the production is lavish and grand and replete with melodies. A resplendent song and dance show!"

DISTRIBUTED BY RKO RADIO PICTURES, INC.

## TV-Radio Content Report Is in Work

WASHINGTON, Dec. 7.—The Harris sub-committee of the House Interstate Commerce Committee wound up its hearings on radio and television program content over the weekend and settled down to writing a report.

Due to come out about Jan. 1, the report will probably say that the broadcasting industry should be given a chance to operate under its recently adopted standards of practice code, without government interference but that the standards adopted could be higher than they are.

Final witness before the committee was Federal Communications Commission chairman Paul A. Walker, who said that it would be dangerous to give a censorship power over radio and television programs to any government agency. He pointed out that the FCC was specifically forbidden by law to exercise any censorship and added that he thought this was "wise."

Walker declared that the public had the responsibility of making its likes and dislikes known to the broadcasters who were licensed to serve it.

## *Lippert Sales Meet In Chicago Jan. 10-11*

HOLLYWOOD, Dec. 7.—Robert Lippert called the first meeting of the new Lippert Franchise holders for Jan. 10-11 at the Blackstone Hotel, Chicago, with Arthur Greenblatt, general sales manager, presiding.

## *Theatre TV*

(*Continued from page* 1)

medium as to the number in a 30-day period.

One major theatre TV circuit executive said that he currently knows of a number of public relations firms and TV packaging outfits which are working on closed-circuit theatre TV deals. He also mentioned that the sports field is being scouted by persons interested in promoting theatre TV deals.

Theatre Network Television and its subsidiary, Tele-sessions, are working on a number of projects, while Teleconference, Inc., the new agency which broke into the field with a deal for the Dec. 30 Bendix telecast, says that there are a number of other deals coming up. Aaron Feinsot, Teleconference vice-president, told MOTION PICTURE DAILY that following the Bendix announcement his company received "a lot of inquiries" from potential clients.

Meanwhile, circuits with a number of TV installations are holding exploratory talks on individual projects, both in the commercial "off-hour" period and in the entertainment field.

The three TV events this month will be kicked off today by TNT's Lees Carpet telecast, followed by TNT's Wednesday "Carmen" telecast, and Teleconference's Dec. 30 Bendix program.

## *Administer Legion Oath*

HOLLYWOOD, Dec. 7.—Pastors in all Catholic parishes here today administered the pledge of the Legion of Decency at all masses.

## Mexican Control Law Challenged

MEXICO CITY, Dec. 7.—Enactment of the highly controversial cinematographic law with its publication in the *"Diario Oficial"* (*"Official Gazette"*), generally displeases the trade, although the measure was somewhat modified after conferences between industry representatives and officials of the Ministry of the Interior.

Studio operators and some distributors are about the only ones now who like the law. Those opposing it plan to seek injunctions against its enforcement, fearing that the measure will have the same result as a similar law in the Argentine where it practically established government control of the industry.

Besides demanding 50 per cent playing time for Mexican pictures, the law places the Ministry of the Interior in charge of the industry, "to assure its moral, artistic and economic elevation." It gives the Ministry complete charge of national censorship of Mexican and imported pictures, their importation, exportation, distribution and exhibition, and also over the production of all films in Mexico, whether in Spanish or other languages. The Ministry is to have a special budget allowance yearly to help the Mexican trade.

The law also provides for the establishment of a cinematographic library to which all producers in Mexico must donate one copy of every picture they make; prohibits the export of any Mexican film that the Ministry considers unfit in theme and development for exhibition abroad; regulates the distribution of Mexican pictures in the public interest, and classes the trade as being in the public interest, like electrical firms, communications, railroads, mining and oil. Also, Mexican trade disputes must be arbitrated by the National Cinematographic Art Council.

## *'A-Bomb'*

(*Continued from page* 1)

tive subject.

Burton Benjamin supervised the production and wrote a simple commentary that effectively sticks to the basic facts and allows the footage of the explosions to provide the powerful impact. Bob Considine does the narration which aides in depicting the state of mind of the 2,100 Marines in foxholes less than four miles from the explosion.

First, the Marines watch a prior explosion set off for Army troops and there is a delay before their own test, because of wind and rain storms. They are more impressed after the detonation when they view the havoc done to heavy armored equipment.

There are many fine shots, perhaps the most notable being the opening picture of the "mushroom" and the closing one which was taken with the camera aimed directly at the moment of explosion, capturing the initial blinding flash.

The tests prove that only exceedingly deep foxholes and shelter are safeguards against A-bombing. Jay Bonafield has fashioned a compact production. It is a short that is sure to create tremendous attraction wherever it is played. It will be released nationally on Jan. 16. W.P.


PARAMOUNT TRADE SHOWS

Monday, Dec. 15, 1952

• • •

RONALD REAGAN · RHONDA FLEMING

ESTELITA

in

"Tropic Zone"

with

NOAH BEERY · GRANT WITHERS

Color by TECHNICOLOR

Written for the Screen and Directed by LEWIS R. FOSTER

Based on a novel by Tom Gill

Produced by WILLIAM H. PINE and WILLIAM C. THOMAS

| CITY | PLACE OF SCREENING | TIME |
|---|---|---|
| ALBANY | FOX SCREENING ROOM, 1052 Broadway | 2:30 P.M. |
| ATLANTA | PARAMOUNT PROJ. ROOM, 154 Walton St., N. W. | 2 P.M. |
| BOSTON | PARAMOUNT PROJ. ROOM, 58-62 Berkeley Street | 10:30 A.M. |
| BUFFALO | PARAMOUNT PROJ. ROOM, 464 Franklin Street | 2 P.M. |
| CHARLOTTE | PARAMOUNT PROJ. ROOM, 305-7 South Church Street | 10 A.M. |
| CHICAGO | PARAMOUNT PROJ. ROOM, 1306 South Michigan Avenue | 1:30 P.M. |
| CINCINNATI | FOX SCREENING ROOM, 1638 Central Parkway | 2:30 P.M. |
| CLEVELAND | PARAMOUNT PROJ. ROOM, 1735 East 23rd Street | 8 P.M. |
| DALLAS | PARAMOUNT PROJ. ROOM, 401 N. Pearl Expressway | 2 P.M. |
| DENVER | PARAMOUNT PROJ. ROOM, 2100 Stout Street | 2 P.M. |
| DES MOINES | PARAMOUNT PROJ. ROOM, 1125 High Street | 1 P.M. |
| DETROIT | PARAMOUNT PROJ. ROOM, 479 Ledyard Avenue | 2 P.M. |
| INDIANAPOLIS | PARAMOUNT PROJ. ROOM, 116 West Michigan Street | 10:30 A.M. |
| JACKSONVILLE | FLORIDA THEATRES SCREENING ROOM, Florida Thea. Bldg. | 2 P.M. |
| KANSAS CITY | PARAMOUNT PROJ. ROOM, 1800 Wyandotte Street | 2 P.M. |
| LOS ANGELES | PARAMOUNT PROJ. ROOM, 1613 West 20th Street | 1:30 P.M. |
| MEMPHIS | PARAMOUNT PROJ. ROOM, 362 South Second Street | 12:15 NOON |
| MILWAUKEE | PARAMOUNT PROJ. ROOM, 1121 North Eighth Street | 2 P.M. |
| MINNEAPOLIS | PARAMOUNT PROJ. ROOM, 1201 Currie Avenue | 2 P.M. |
| NEW HAVEN | PARAMOUNT PROJ. ROOM, 82 State Street | 2 P.M. |
| NEW ORLEANS | PARAMOUNT PROJ. ROOM, 215 South Liberty Street | 2:30 P.M. |
| NEW YORK CITY | PARAMOUNT PROJ. ROOM, 1501 Broadway (9th Fl.) | 2:30 P.M. |
| OKLAHOMA CITY | PARAMOUNT PROJ. ROOM, 701 West Grand Avenue | 10:30 A.M. |
| OMAHA | FOX SCREENING ROOM, 1502 Davenport Street | 1:30 P.M. |
| PHILADELPHIA | PARAMOUNT PROJ. ROOM, 248 North 12th Street | 2 P.M. |
| PITTSBURGH | PARAMOUNT PROJ. ROOM, 1727 Boulevard of Allies | 2 P.M. |
| PORTLAND | PARAMOUNT PROJ. ROOM, 909 N. W. 19th Avenue | 2 P.M. |
| ST. LOUIS | PARAMOUNT PROJ. ROOM, 2949-2953 Olive Street | 1 P.M. |
| SALT LAKE CITY | PARAMOUNT PROJ. ROOM, 270 East 1st South Street | 1:30 P.M |
| SAN FRANCISCO | PARAMOUNT PROJ. ROOM, 205 Golden Gate Ave. | 2 P.M. |
| SEATTLE | MODERN THEATRE SUPPLY PROJ. ROOM, 2400 Third Ave. | 1:30 P.M. |
| WASHINGTON | PARAMOUNT PROJ. ROOM, 306 H Street, N.W. | 8 P.M. |

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NATIONAL *Screen* SERVICE

*PRIZE BABY OF THE INDUSTRY*




"The Steel Trap
is a superior
shocker that
features shivers—
except when
Teresa Wright
is around to
keep you warm!"
—*Walter Winchell*

***Smash Business***

*New York*
*Miami*
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*Washington*
*Seattle*
*Pittsburgh*
*Cleveland*
*Los Angeles*
***...Everywhere!***

A BERT E. FRIEDLOB PRODUCTION · RELEASED BY 20TH CENTURY-FOX

NEWS WHILE IT IS NEWS

# MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 72. NO. 109 NEW YORK, U. S. A., MONDAY, DECEMBER 8, 1952 TEN CENTS

## *Tradewise . . .*

By SHERWIN KANE

THERE is no point in minimizing the significance of the rejection of the distributors' proposed arbitration draft by Western Theatre Owners.

Indeterminate as the organization's executive status (it has been without a president since Rotus V. Harvey resigned last summer) may be at the moment, WTO nevertheless manages to speak for quite a number of very active local and regional exhibitor organizations along the length of the Northern Pacific Coast and inland to the Rockies.

Geographically, WTO picks up where Allied States' affiliates leave off at the Texas, Oklahoma, Rocky Mountain boundaries. Thus, there is the appearance, if not the actuality, of Coast to Coast exhibitor opposition to the distributors' proposed draft. Add to that the fact that WTO again could become a fully organized regional association overnight by the simple expedient of calling a board meeting and electing officers, and you have a formidable appearing opposition bloc when coupled with Allied States as an opponent of the draft.

Numerically, it means two out of five exhibitor organization participants in the industry arbitration conference are opposed to the draft.

This much is clear: Any chance there may have been of obtaining Department of Justice and Federal court approval of an industry arbitration plan without the participation of Allied, has as good as disappeared as a result of WTO's action.

Accordingly, if there is to be an industry arbitration plan, it will have to be one other than that proposed by distributors.

Now is as good a time as any to start working on it.

• •

WHEN the industry arbitration conference was initiated in New York last spring, the Western Theatre Owners' representatives of record at the conference were Rotus Harvey and L. S. Hamm, the latter as WTO counsel.

In view of WTO's veto of the arbitration draft, it is curious now to note that Hamm is, and was, president of California Theatres Association, San Francisco, which is a member of Theatre Owners of America, vigorous champion of industry arbitration.

## Regular Use Of Theatre TV Seen in Offing

Regularity in theatre television programming, with additional programming agencies such as Theatre Network Television and Teleconference, Inc., being organized, is understood to be in the offing.

The prediction of opening up the floodgates of programming comes at a time when the number of theatre TV installations is approaching 100 or more, with nearly every key area in the country possessing a TV installation. The forecast is also bolstered by the three theatre TV events slated for this month, a milestone for the

(Continued on page 6)

## 2 Tri-Opticon Films Set by Sol Lesser

HOLLYWOOD, Dec. 7. — Sol Lesser will produce two feature-length films in three-dimension in the near future, Lesser told newsmen following the first American demonstration of Tri-Opticon, for which he holds the American rights, Friday afternoon. Lesser said he is considering "Runaway Train," an original melodrama featuring action, for the first, and may start shooting in a week or so.

For today's demonstration Lesser

(Continued on page 3)

# WIND-UP OF RKO DEAL IMMINENT

### *Lees Telecast Set Nationally Today*

**Eighteen TV-equipped theatres in 17 cities, from Coast-to-Coast, will participate in today's Lees Carpet dealers telecast, the first commercial program for the medium.**

**The one-hour program, booked by Tele-Sessions, a subsidiary of Theatre Network Television, will originate in the NBC studios in New York at noon. Locally, the show will be carried at the Guild and the Colonial Theatres.**

### *Stolkin Group, Hughes, Depinet Resume Talks After Weekend Hiatus*

HOLLYWOOD, Dec. 7.—Members of the Ralph Stolkin syndicate continued their discussions here on Friday with Howard Hughes and Ned E. Depinet, aiming for a wind-up of the agreement under which Hughes recovers ownership of the 29 per cent controlling stock interest in RKO Pictures from the syndicate and Depinet resumes as president of the company with complete autonomy.

**It was stated that no meetings were held yesterday or today and that there was a strong likelihood that the final conferences would be concluded tomorrow. Principals on both sides maintained official silence concerning the basic points on which agreements have been reached.**

In the absence of their official confirmation, it was not clear whether new problems had arisen or whether

(Continued on page 3)

## 'A-Bomb' in Color an Impressive Short

RKO-Pathe's "Operation A-Bomb," the first motion picture in color of an atomic bomb explosion, running 16 minutes, was screened for top state and city Civil Defense officials and film trade press representatives at the Johnny Victor Theatre here on Friday. It was photographed by U. S. Marine Corps cameramen in the new Eastman color process at Yucca Flat and is a well-made, strongly provoca-

(Continued on page 6)

## *Zukor Jubilee Getting Mass Exhibitor Support*

DALLAS, Dec. 7.—Pledges of "full and unbounded cooperation" in celebrating Adolph Zukor's "Golden Jubilee" in the motion picture industry next year are flooding the office of international Jubilee committee chairman Robert J. O'Donnell, "from every leading exhibitor organization," the latter disclosed here at the weekend. Variety Clubs International is sponsoring the world-wide event.

In approving the tribute, Rotus V. Harvey of the Western Theatre Owners Association, cited Zukor as "one of the motion picture industry's true pioneers."

Trueman T. Rembausch of Indiana, one of the triumvirate governing the Council of Motion Picture Organizations, said, "Variety by its action insures that the action is non-partisan, that all within the industry will cooperate and prove to the public that this great motion picture industry has stability and prestige and functions in the American tradition. Mr. Zukor's 50 years of devoted work toward the development of the industry, his rise from a poor immigrant boy to a dean of entertainment, is inspiring to the young men coming into the industry."

Wilbur Snaper, president of national Allied, wired assurances of "whole-hearted cooperation for the salute honoring Adolph Zukor."

Harry Brandt, president of the In-

(Continued on page 3)

## NEWS FLASHES

MINNEAPOLIS, Dec. 7.--U. S. Senator Hubert H. Humphrey of Minnesota has committed himself to complete repeal of the 20 per cent Federal tax on theatre tickets, reversing his previous stand and thereby considerably strengthening the anti-tax campaign in the North-Central area.

•

The 1952 domestic gross income of Universal will exceed the income from operations in the 1951 fiscal year, which established an all-time high, according to present indications. For the 53 weeks ended Nov. 3, 1951, the company's income was $65,172,580 compared to $55,591,085 for the 1950 fiscal year.

# Personal Mention

SAMUEL GOLDWIN will leave here today for the Coast, accompanied by MRS. GOLDWYN.

•

N. PETER RATHVON, SR., president of Rathvon Overseas, Ltd., and former head of RKO Pictures, accompanied by MRS. RATHVON; FREDERICK MARCH and his wife, FLORENCE ELDRIDGE, and MADELEINE CARROLL and her husband, ANDREW HEISKELL, *Life* magazine publisher, will arrive here from Europe today aboard the *S. S. Liberte.*

•

JAMES R. GRAINGER, Republic executive vice-president, left here Friday for Chicago, first stopover on a trip which will take him to Milwaukee, Denver, Seattle, Portland, San Francisco and Los Angeles. He will spend the Christmas holidays at the Coast.

•

ROBERT J. O'DONNELL, international chairman of the ADOLPH ZUKOR birthday celebration, and LOU SMITH, Coast Movietime director, will leave Hollywood today for the COMPO meeting in Chicago on Wednesday.

•

LEON J. BAMBERGER, RKO Radio sales promotion manager, will leave here for Boston tomorrow to speak at the annual convention of the Independent Exhibitors of New England.

•

DAVID LEWIS, Loew's International regional director for Continental Europe, will arrive in New York from there tomorrow aboard the *S. S. Mauretania.*

•

RALPH COHN and JOHN H. MITCHELL, recently elected Screen Gems vice-presidents, will arrive in Hollywood today from New York.

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RICHARD CONDON, RKO Radio director of advertising-publicity, and FREDERICK BRISSON, will return here today from Washington.

•

JOHN R. BUCKLEY, publisher of *Good Housekeeping* magazine, is celebrating his 25th anniversary with the Hearst Publications.

•

JULES LIVINGSTON, Republic exchange manager in New Haven, announces the birth of a son, BERNARD, to MRS. LIVINGSTON.

•

EDWARD L. HYMAN, United Paramount Theatres, and his assistant, BERNARD LEVY, will be in Detroit today and tomorrow.

•

WILLIAM PINE, Paramount producer, will sail from Naples for New York aboard the *S. S. Independence* on Dec. 13.

•

CHARLES EINFELD, 20th Century-Fox vice-president, will arrive in New York from the Coast by plane today.

•

E. Z. WALTERS, Altec comptroller, has arrived in New York from Beverly Hills, Cal.

# Universal to Meet Today On 'Top-Level' Policy

HOLLYWOOD, Dec. 7.—Universal Pictures' sales and promotion executives will open a week-long series of top-level policy and planning sessions with the company's production executives at the studios tomorrow morning, covering production, distribution and promotion for the coming year.

Heading the participants in the meetings are Milton R. Rackmil, president; N. J. Blumberg, chairman of the board; Alfred E. Daff, executive vice-president; William Goetz, in charge of production; Edward Muhl, vice-president and studio general manager; Charles J. Feldman, general sales manager, and David A. Lipton, vice-president in charge of advertising and publicity.

Division and district sales executives and promotion heads who are here for the meetings are scheduled to see six of the company's recently completed films, including "The Lone Hand," "City Beneath the Sea," "Seminole," "Desert Legion" and "Thunder Bay," all with color by Technicolor, as well as "Girls in the Night." There will also be a special screening of "The World's Most Beautiful Girls," two-reel special in Technicolor and a visit to the Walter Lantz Studio.

Sales executives attending besides Feldman include Ray Moon, F. J. A. McCarthy, P. T. Dana, Foster M. Blake, James J. Jordan, Harry Fellerman, John J. Scully, David A. Levy, P. F. Rosian, James Frew, Manie M. Gottlieb, Lester Zucker, Henry J. Martin, Barney Rose and A. W. Perry, head of Empire-Universal in Canada.

Promotion executives include Charles Simonelli, Philip Gerard, Jeff Livingston, Ben Katz and the West Coast promotional force headed by Al Horwits.

## Johnston Due from S. American Trip

WASHINGTON, Dec. 7.—Eric Johnston, president of the Motion Picture Association of America was scheduled to return today from his South American trip. It was not certain whether he would come directly here or stop off in New York.

Johnston is scheduled to report to the MPAA board within a few days on results of his trip which concerned film export problems in Brazil, Argentina and other South American countries, and blocked film revenue therein. He also is expected to take early action in getting an industry arbitration conference convened to discuss exhibitor objections to the distributors' proposed draft.

## Gualino Reelected Italian Unit Head

Dr. Renato Gualino was reelected president of the National Producers Union in Rome, it was reported here at the weekend by Italian Films Export. Gualino is director general of IFE and president of the IFE Releasing Corp.

## Allied Artists Has 13 Films in Backlog

HOLLYWOOD, Dec. 7.—Allied Artists is completing the year with a backlog of 13 pictures. Four are in color.

The color films are "Kansas Pacific," a Sterling Hayden starrer; "The Roar of the Crowd," starring Howard Duff; "Fort Vengeance," starring James Craig, and "Son of Belle Starr," with Keith Larsen starred.

The other films are "Cow Country," starring Edmond O'Brien; "Timber Wolf," starring Kirby Grant with Chinook, the canine star; "Star of Texas" and "The Marksman," each starring Wayne Morris; "Tangier Incident," George Brent; "The Homesteaders" and "Copperheads," both starring Wild Bill Elliott; "White Lightning," starring Stanley Clements, and the Bowery Boys' "Jalopy."

## Sullivan's Show to Emanate from Roxy

Ed Sullivan's CBS-TV show, "Toast of the Town," will emanate from the Roxy Theatre on Dec. 21 in a special hour-long salute to "Stars and Stripes Forever," the 20th Century-Fox film which will have its premiere at the theatre on the following day, when the house, following extensive alterations, will reopen with its "Ice Colorama" show.

Sonja Henie, on the new ice stage, will make her first TV appearance on the show, along with Lilli Palmer, Hume Cronyn and Jessica Tandy, Victoria De Los Angelos and the U. S. Marine Band. Also, the Roxy's corps of skaters will preview its "Colorama" show format.

### Roxy Sets Production Staff for Ice Show

The Roxy Theatre has assembled the following production staff to formulate and execute the "Ice-Colorama" revue opening Dec. 22:

Arthur Knorr, production chief, will be in charge of stage production, special sets and lighting, with Ron Fletcher as choreographer, assisted by Flo Walters; Michi, Japanese-American designer, will create the costumes; Bob Boucher will again conduct the orchestra, and Rae Porter will assemble a new group of singers.

## Movietone TV Show Set for Children

A new Movietone TV program especially prepared and filmed for children, titled "News Adventures for Young America," will be launched this week in 10 markets, it was announced at the weekend by Peter G. Levathes, director of television for 20th Century-Fox. The markets set are New Orleans, Houston, San Francisco, Seattle, Detroit, Kansas City, Minneapolis, Buffalo, Charlotte and Cleveland.

# Newsreel Parade

*MEXICO'S inauguration of Presi- Adolfo Ruiz Cortines is highlighted in current newsreels. Featured also are Walter Reuther's election to the CIO presidency, the Saar elections, Winston Churchill's 78th birthday celebration, and the British government's minting of a new Queen Elizabeth coin.*

**MOVIETONE NEWS, No. 99** — Cortines new president of Mexico. United Nations votes on India's peace plan. Ike names final Cabinet choices. Walter Reuther named CIO president. Gen. Van Fleet visits wounded in Korea. Air Force unveils new super jet, the "Thunderstreak." "Snows of Kilimanjaro" is inspiration for exotic styles. Heisman trophy to Billy Vessels. Slalom champs in dizzy drop.

**MOVIETONE NEWSREEL SPECIAL THEATRE SUPPLEMENT** — N. J. — Stevenson speaks at memorial session for Philip Murray. Ill.—24 of 42 scientists who began atomic energy experiments at Chicago site 10 years ago in anniversary observation. France—A flood in the town of Bergerac due to early snowfalls. Germany—Tombstone laid in Belsen for 5,000 Jews and anti-Nazi Germans slaughtered there. India—Celebration of 63rd birthday of Prime Minister Nehru. England—Celebration of Winston Churchill's 78th birthday at 10 Downing Street. N. Y.—Winner of "Most Beautiful Blind Girl" contest. Ill.—Contest to select the healthiest teen-ager in U. S. Penn.—Man perfects working model of multi-storied mechanized garage building. Oregon—W. L. Howard perched atop 54 foot flagpole breaks flagpole-sitting record.

**NEWS OF THE DAY, No. 229**—First decade of atomic energy marked by scientists in Chicago ceremonies. Stevenson visits Truman. Happy birthday No. 78 for Winston Churchill. New Mexican president, Adolfo Ruiz Cortines. New Elizabethan coins for Britain. Football award to Oklahoma star Billy Vessels. African Gold Coast inspires new styles. Walter Reuther new CIO chief. Yuletide message by Lionel Barrymore.

**PARAMOUNT NEWS, No. 32**—Inaugural of new president in Mexico. Battle for key outpost in Indo-China. CIO picks Walter Reuther as president. New Labor Secretary Dirken interviewed. A warming tale concerning puppies.

**TELENEWS DIGEST, No. 49B** — Adlai Stevenson honors Philip Murray at CIO national convention. Mexico celebrates as new president, Adolfo Ruiz Cortines is sworn in. Captured Russian arms and trucks in Indo-China prove their aid. New styles in cruise fashions for the sunny Southland.

**UNIVERSAL NEWS, No. 419**—Saar elections. Reuther chosen CIO president. Cortines new Mexican president. French attack in Indo-China. Royal minting of new Queen Elizabeth coin. F-84 jet a new jet fighter-bomber. Puppies in Germany. Santa Claus in Heidelberg. Billy Vessels gets Heisman grid trophy.

**WARNER PATHE NEWS, No. 34**—Mexican inauguration of new president Cortines. Stevenson addresses CIO convention in Atlantic City. Winston Churchill celebrates 78th birthday in London. Germans erect a memorial to Nazi victims in Belsen. Vital elections in Saar. Billy Vessels named grid star of the year. Cleveland-Browns-Washington Redskins football game.

## Dancigers Coming

Oscar Dancigers and Henry Ehrlich will fly to New York from Mexico City shortly after Jan. 1 to finalize negotiations for a major release for their Pathe color production, "Robinson Crusoe," being made there, it was reported by Alfred Katz, who will handle publicity and exploitation on the film, before he left here over the weekend for Mexico City to confer with the producers.

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## *Mass. Bill Would Curtail Workers*

**Boston, Dec. 7.—A bill has been filed with the clerk of the House of Representatives raising the compulsory school age from 16 to 18 years of age.**

**The bill if passed would mean that motion picture theatres could no longer employ 16 and 17-year-olders as ushers, candy stand girls, cashiers and doormen as they do at present. Some circuit offices also employ 16 and 17-year-olders as clerks, while distribution offices employ them as clerks and shippers.**

## *Beverly, Gettinger in Distribution Deal*

A deal has been consummated here between Oliver A. Unger's and Herbert Bregstein's Beverly Pictures, Inc., and Milton Gettinger whereby Beverly will handle national distribution of 16 former Film Classics features. Gettinger is of the law firm of Gettinger and Gettinger.

The features include "Daughter of the West," "The Crooked Way," "Guilty Bystander," "Miraculous Journey," "Devil's Cargo," "Money Madness," "Captain Sirocco," "For You I Die," "Blonde Ice," "Inner Sanctum," "The Lovable Cheat," "State Department—File 649," "Good Time Girl," "Sofia," "Four Days' Leave" and "C-Man."

## *Terrell Named MGM Publicity Head Here*

Dan S. Terrell, Metro-Goldwyn-Mayer's home office exploitation director for the past three years, was named Eastern publicity manager at the weekend by Howard Dietz, vice-president in charge of advertising, publicity and exploitation.

Terrell succeeds John Joseph, who resigned recently to move to California.

## *Paal Here on Deal For Two Pictures*

Alexander Paal, independent producer, has arrived here from London to arrange for the worldwide distribution of two films he recently completed there. They are "The Four-Sided Triangle," starring Barbara Payton and James Hayter, and "There's No Escape," with a cast headed by Paul Henreid, Lois Maxwell and Kieron Moore.

## Tri-Opticon

(*Continued from page* 1)

used five short subjects, produced and originally shown in England, which are now in engagement in Paris, London, Rotterdam and elsewhere abroad, and which he will use for the first American opening of Tri-Opticon. The place and date for that opening has not been selected.

## *Rites for Philip Bock*

CINCINNATI, Dec. 7.—Services were held here yesterday for Philip Bock, 87, president of the Royal Theatre Co. of this city. He is survived by two sons and two daughters.

# *Review*

## *"Invasion U.S.A."*

(*American Pictures Corp.-Columbia Pictures*)

EXCELLENT newsreel footage of the second world war and the Korean war has been cleverly interjected in this effective propaganda drama that deals with the possibility of the invasion of America in the next global conflict. A large amount of the footage depicts atomic and other destruction of planes, ships and buildings in a most convincing fashion. It is used to shock the audience into the realization of the dangers of an invasion by "the enemy," not otherwise identified but implied by the accents of the actors as Russian.

It is definitely an exploitable film although it suffers from a lack of dramatic plausibility. The screenplay by Robert Smith from a story which he co-authored with Franz Spencer follows the actions of a group of purportedly representative people. After their destruction and the enemy's victory is established at the climax, the trick is used of having it all labelled a dream-like look into the future. The characters were supposedly under the prophetic mass-hypnosis of forecaster Dan O'Herlihy. Given another chance, they vow to do everything possible to avoid such occurrences as the bombing of Alaska, California, and New York; the capturing of Washington, D. C. and New York, and the A-bombing of the Boulder Dam, all of which are shown.

Gerald Mohr and Peggy Castle supply the romantic interest. The cast also includes Robert Bice, Tom Kennedy, Wade Crosby, Erik Blythe, Phyllis Coates, Aram Katcher, Knox Manning and Edward G. Robinson, Jr.

It is a deft and economical production that Albert Zugsmith fashioned for his American Pictures Corp. with Robert Smith. Alfred E. Green directed adequately. It capitalizes on the war problems currently prevailing and exhibitors suitably exploiting it should acquire box-office profits.

Running time, 74 minutes. General audience classification. December release.

WALTER PASHKIN

## RKO Deal Near

(*Continued from page* 1)

the principals merely are engaged in wrapping up details of the agreement, which admittedly involves numerous complexities. However, observers close to the scene are inclined to accept the latter as the most likely explanation in view of the lack of urgency displayed by the principals in adjourning the meetings over the weekend.

The latter believed that legal work involving the preparation of releases of the Stolkin syndicate members from their commitments to Hughes and from liability are being prepared for signing and may be ready for tomorrow's session. Such releases are part of the agreement by which Hughes recovers the stock which was turned over to the syndicate last September, and for which syndicate members waive their $1,250,000 down payment to Hughes.

## *Harold Lloyd May Reissue Past Hits*

Harold Lloyd may reissue others of his past successful feature comedies if "The Freshman" is favorably received at the Paris Theatre here. Under consideration for re-release are "Grandma's Boy" and "Safety Last."

"The Freshman," originally released in 1925, will have its re-release "premiere" at the Paris following the current engagement of Samuel Goldwyn's "Hans Christian Andersen." With "Andersen" in for a long run, there is no indication when the Lloyd picture will open.

Lippert Productions is handling the distribution of "The Freshman."

## *Trailer for Red Cross*

HOLLYWOOD, Dec. 7. — A trailer which will be used by the American Red Cross as an aid in its fund solicitation next year has been filmed at Warner Brothers with John Wayne starred. Michael Curtiz, currently directing the star in WB's "Trouble Along the Way," does an acting bit in the trailer.

## Zukor Jubilee

(*Continued from page* 1)

dependent Theatre Owners Association of New York, said his group "is most anxious to participate in the series of events planned."

After commending O'Donnell for his part in promoting the tribute, Abram F. Myers, general counsel of national Allied said: "In honoring Adolph Zukor, father of feature films, the industry not only will pay just tribute to a worthy pioneer, but will launch an effective public relations campaign to put the industry in a proper light for all the world to see. I know we can trust you to see to it that there is substance along with the hoop-la, and that attention is fastened on those features of our business which are enduring and good so as to erase from the public mind that which is transient and trivial."

"There is no greater name in show business" than Zukor's, "and all exhibitors everywhere are delighted to have a part in this fine testimonial to him," wired Alfred Starr, president of the Theatre Owners of America.

Emanuel Frisch, president of the Metropolitan Motion Picture Theatre Owners of New York, said he is certain that "all segments of our industry will enthusiastically join in paying tribute to one who can truly be called "Mr. Motion Pictures."

## *Ballet Sequence on Hall's Magnascope*

The Radio City Music Hall here is using its full Magnascope screen for the water ballet sequence of the current attraction, "Million Dollar Mermaid," giving a Cinerama effect. This optical device has been used regularly by the Music Hall for its newsreel presentations, with the screen frame 45 feet wide.

The difference in the present use is in the dimensions. Ordinarily, the picture on the Music Hall screen is approximately 31 feet in which, but for the water ballet scenes the picture is 50 feet wide.

# *In the THEATRE* Equipment World . . .

## . . . *with RAY GALLO*

A NEW bulletin describing its retractile cords, which can be used on in-car speakers and heaters in drive-in theatres, has been released by Koiled Kords, Inc., of New Haven. Explained in the illustrated, eight-page catalogue are how the cords are made, where they are used and the specific features making their use advantageous. In drive-in theatres, "they eliminate the danger of cords catching on door handles and breaking," the bulletin states. Also, "they are compact and stay out of the way when not in use, yet extend to the desired length when needed."

•

**The United States Air Conditioning Corp. of Minneapolis has named as its manufacturer's representative for Eastern Tennessee the Mechanical Equipment Co. of Knoxville. The firm will handle usAIRco's air conditioning, heating and ventilating line.**

•



*A new drink dispensing unit, incorporating a Dad's Root Beer barrel on tap and two faucets below for other beverages, has been designed by the Dad's Root Beer Co. of Chicago in collaboration with the Uniflow Manufacturing Co. of Erie, Pa. The other beverages can be either four carbonated and CO (both coarse and fine stream) or two carbonated from one faucet and two flat from the other. Other models available have the barrel and only one faucet below to dispense either two or three extra drinks. The dispensing cabinet has a pebble-tone finish with sinks and drain plates of stainless steel. A syrup cabinet with storage tanks is optional. The complete unit (including the syrup cabinet) is 35 inches long; 19¾ wide, and 42 high. Without the cabinet, it is 24 inches long.*

•

Appointment of Smith H. Cady, Jr. as sales promotion and advertising manager of the Schutter Candy Co., Chicago, has been announced by W. A. Fette, vice-president and director of sales. Cady resigned as merchandise manager of the Chase Candy Co., St. Louis, to take the new post. He is well known to the candy trade, particularly through his speeches and articles on candy merchandising.

## *8mm. Films Duty-free*

MEXICO CITY, Dec. 7. — Duty-free importation of eight-mm. films has been authorized by the National Cinematographic Board. It is no longer necessary to obtain permits from the board to bring in that type of film.

# Something Happened to N.Y. Critics w

# Hans Christi

Color by

★ ★ ★ ★ Highest rating from **KATE CAMERON,** *Daily News:*

"A charming, delightful, tuneful, amusing, touching, colorful, lavish, eye-filling entertainment. All this and more is 'Hans Christian Andersen'."

●

**ROSE PELSWICK,** *Journal-American:*

"Lovely to look at and enchanting to hear. Made with taste and skill, a blend of charm and romance and humor, of beautiful ballets, rhythmic songs, glowing colors and gorgeous sets. It's delightful entertainment!"

●

**OTIS GUERNSEY,** *Herald Tribune:*

"Big, merry and tuneful! Samuel Goldwyn has created a Hollywood fairyland. There is so much spread across the screen that one hardly knows where to begin. A bona fide Goldwyn dazzler!"

●

**FRANK QUINN,** *Mirror:*

"Hurrah for Goldwyn!! Everything about this film is laudatory. Rich humor, great warmth and delightful charm. Frank Loesser contributes a score that will have you humming when you leave!"

# Wonderful
# 7 out of 7
# hen they saw

# an Andersen

TECHNICOLOR

**BOSLEY CROWTHER,** *Times:*

"As pretty and graceful a picture as has come down the rocky pike this year. Samuel Goldwyn's reputation as a maker of quality films, full of exquisite production and pains-taking craftsmanship should receive further elevation!"

●

**ALTON COOK,** *World-Telegram & Sun:*

"The masterwork of the long producing career of Samuel Goldwyn. Danny Kaye leaves an audience with the feeling that everyone in the place has just had something as nice as a birthday party. Good feeling radiates from the screen. Probably the most enduring songs in the memory of man!"

●

**IRENE THIRER,** *Post:*

"It's out of this world! A new star is born—Jeanmaire, who is enchanting and a charming actress, besides being grace personified. The underwater ballet is breathtakingly lovely, the production is lavish and grand and replete with melodies. A resplendent song and dance show!"

DISTRIBUTED BY RKO RADIO PICTURES, INC.

## TV-Radio Content Report Is in Work

WASHINGTON, Dec. 7.—The Harris sub-committee of the House Interstate Commerce Committee wound up its hearings on radio and television program content over the weekend and settled down to writing a report.

Due to come out about Jan. 1, the report will probably say that the broadcasting industry should be given a chance to operate under its recently adopted standards of practice code, without government interference but that the standards adopted could be higher than they are.

Final witness before the committee was Federal Communications Commission chairman Paul A. Walker, who said that it would be dangerous to give a censorship power over radio and television programs to any government agency. He pointed out that the FCC was specifically forbidden by law to exercise any censorship and added that he thought this was "wise."

Walker declared that the public had the responsibility of making its likes and dislikes known to the broadcasters who were licensed to serve it.

## *Lippert Sales Meet In Chicago Jan. 10-11*

HOLLYWOOD, Dec. 7.—Robert Lippert called the first meeting of the new Lippert Franchise holders for Jan. 10-11 at the Blackstone Hotel, Chicago, with Arthur Greenblatt, general sales manager, presiding.

## *Theatre TV*

(Continued from page 1)

medium as to the number in a 30-day period.

One major theatre TV circuit executive said that he currently knows of a number of public relations firms and TV packaging outfits which are working on closed-circuit theatre TV deals. He also mentioned that the sports field is being scouted by persons interested in promoting theatre TV deals.

Theatre Network Television and its subsidiary, Tele-sessions, are working on a number of projects, while Teleconference, Inc., the new agency which broke into the field with a deal for the Dec. 30 Bendix telecast, says that there are a number of other deals coming up. Aaron Feinsot, Teleconference vice-president, told MOTION PICTURE DAILY that following the Bendix announcement his company received "a lot of inquiries" from potential clients.

Meanwhile, circuits with a number of TV installations are holding exploratory talks on individual projects, both in the commercial "off-hour" period and in the entertainment field.

The three TV events this month will be kicked off today by TNT's Lees Carpet telecast, followed by TNT's Wednesday "Carmen" telecast, and Teleconference's Dec. 30 Bendix program.

## *Administer Legion Oath*

HOLLYWOOD, Dec. 7.—Pastors in all Catholic parishes here today administered the pledge of the Legion of Decency at all masses.

## Mexican Control Law Challenged

MEXICO CITY, Dec. 7.—Enactment of the highly controversial cinematographic law with its publication in the *"Diario Oficial"* (*"Official Gazette"*), generally displeases the trade, although the measure was somewhat modified after conferences between industry representatives and officials of the Ministry of the Interior.

Studio operators and some distributors are about the only ones now who like the law. Those opposing it plan to seek injunctions against its enforcement, fearing that the measure will have the same result as a similar law in the Argentine where it practically established government control of the industry.

Besides demanding 50 per cent playing time for Mexican pictures, the law places the Ministry of the Interior in charge of the industry, "to assure its moral, artistic and economic elevation." It gives the Ministry complete charge of national censorship of Mexican and imported pictures, their importation, exportation, distribution and exhibition, and also over the production of all films in Mexico, whether in Spanish or other languages. The Ministry is to have a special budget allowance yearly to help the Mexican trade.

The law also provides for the establishment of a cinematographic library to which all producers in Mexico must donate one copy of every picture they make; prohibits the export of any Mexican film that the Ministry considers unfit in theme and development for exhibition abroad; regulates the distribution of Mexican pictures in the public interest, and classes the trade as being in the public interest, like electrical firms, communications, railroads, mining and oil. Also, Mexican trade disputes must be arbitrated by the National Cinematographic Art Council.

## *'A-Bomb'*

(Continued from page 1)

tive subject.

Burton Benjamin supervised the production and wrote a simple commentary that effectively sticks to the basic facts and allows the footage of the explosions to provide the powerful impact. Bob Considine does the narration which aides in depicting the state of mind of the 2,100 Marines in foxholes less than four miles from the explosion.

First, the Marines watch a prior explosion set off for Army troops and there is a delay before their own test, because of wind and rain storms. They are more impressed after the detonation when they view the havoc done to heavy armored equipment.

There are many fine shots, perhaps the most notable being the opening picture of the "mushroom" and the closing one which was taken with the camera aimed directly at the moment of explosion, capturing the initial blinding flash.

The tests prove that only exceedingly deep foxholes and shelter are safeguards against A-bombing. Jay Bonafield has fashioned a compact production. It is a short that is sure to create tremendous attraction wherever it is played. It will be released nationally on Jan. 16. W.P.


PARAMOUNT TRADE SHOWS

Monday, Dec. 15, 1952

• • •

RONALD REAGAN · RHONDA FLEMING

ESTELITA

in

"Tropic Zone"

with

NOAH BEERY · GRANT WITHERS

Color by TECHNICOLOR

Written for the Screen and Directed by LEWIS R. FOSTER

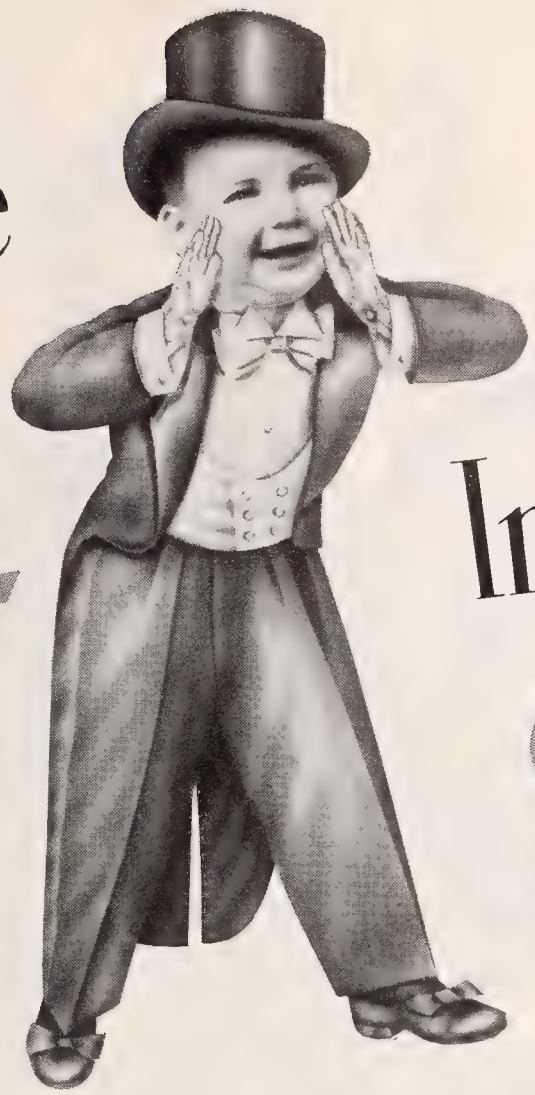
Based on a novel by Tom Gill

Produced by WILLIAM H. PINE and WILLIAM C. THOMAS

| CITY | PLACE OF SCREENING | TIME |
|---|---|---|
| ALBANY | FOX SCREENING ROOM, 1052 Broadway | 2:30 P.M. |
| ATLANTA | PARAMOUNT PROJ. ROOM, 154 Walton St., N. W. | 2 P.M. |
| BOSTON | PARAMOUNT PROJ. ROOM, 58-62 Berkeley Street | 10:30 A.M. |
| BUFFALO | PARAMOUNT PROJ. ROOM, 464 Franklin Street | 2 P.M. |
| CHARLOTTE | PARAMOUNT PROJ. ROOM, 305-7 South Church Street | 10 A.M. |
| CHICAGO | PARAMOUNT PROJ. ROOM, 1306 South Michigan Avenue | 1:30 P.M. |
| CINCINNATI | FOX SCREENING ROOM, 1638 Central Parkway | 2:30 P.M. |
| CLEVELAND | PARAMOUNT PROJ. ROOM, 1735 East 23rd Street | 8 P.M. |
| DALLAS | PARAMOUNT PROJ. ROOM, 401 N. Pearl Expressway | 2 P.M. |
| DENVER | PARAMOUNT PROJ. ROOM, 2100 Stout Street | 2 P.M. |
| DES MOINES | PARAMOUNT PROJ. ROOM, 1125 High Street | 1 P.M. |
| DETROIT | PARAMOUNT PROJ. ROOM, 479 Ledyard Avenue | 2 P.M. |
| INDIANAPOLIS | PARAMOUNT PROJ. ROOM, 116 West Michigan Street | 10:30 A.M. |
| JACKSONVILLE | FLORIDA THEATRES SCREENING ROOM, Florida Thea. Bldg. | 2 P.M. |
| KANSAS CITY | PARAMOUNT PROJ. ROOM, 1800 Wyandotte Street | 2 P.M. |
| LOS ANGELES | PARAMOUNT PROJ. ROOM, 1613 West 20th Street | 1:30 P.M. |
| MEMPHIS | PARAMOUNT PROJ. ROOM, 362 South Second Street | 12:15 NOON |
| MILWAUKEE | PARAMOUNT PROJ. ROOM, 1121 North Eighth Street | 2 P.M. |
| MINNEAPOLIS | PARAMOUNT PROJ. ROOM, 1201 Currie Avenue | 2 P.M. |
| NEW HAVEN | PARAMOUNT PROJ. ROOM, 82 State Street | 2 P.M. |
| NEW ORLEANS | PARAMOUNT PROJ. ROOM, 215 South Liberty Street | 2:30 P.M. |
| NEW YORK CITY | PARAMOUNT PROJ. ROOM, 1501 Broadway (9th Fl.) | 2:30 P.M. |
| OKLAHOMA CITY | PARAMOUNT PROJ. ROOM, 701 West Grand Avenue | 10:30 A.M. |
| OMAHA | FOX SCREENING ROOM, 1502 Davenport Street | 1:30 P.M. |
| PHILADELPHIA | PARAMOUNT PROJ. ROOM, 248 North 12th Street | 2 P.M. |
| PITTSBURGH | PARAMOUNT PROJ. ROOM, 1727 Boulevard of Allies | 2 P.M. |
| PORTLAND | PARAMOUNT PROJ. ROOM, 909 N. W. 19th Avenue | 2 P.M. |
| ST. LOUIS | PARAMOUNT PROJ. ROOM, 2949-2953 Olive Street | 1 P.M. |
| SALT LAKE CITY | PARAMOUNT PROJ. ROOM, 270 East 1st South Street | 1:30 P.M |
| SAN FRANCISCO | PARAMOUNT PROJ. ROOM, 205 Golden Gate Ave. | 2 P.M. |
| SEATTLE | MODERN THEATRE SUPPLY PROJ. ROOM, 2400 Third Ave. | 1:30 P.M. |
| WASHINGTON | PARAMOUNT PROJ. ROOM, 306 H Street, N.W. | 8 P.M. |

Put more

YELL



Into your

SELL

Your

# BOXOFFICE

is *Only*

as good as your

# SHOWMANSHIP!

NATIONAL *Screen* SERVICE

*PRIZE BABY OF THE INDUSTRY*




"The Steel Trap
is a superior
shocker that
features shivers—
except when
Teresa Wright
is around to
keep you warm!"
—*Walter Winchell*

***Smash Business***

*New York*
*Miami*
*Boston*
*Washington*
*Seattle*
*Pittsburgh*
*Cleveland*
*Los Angeles*
***...Everywhere!***

A BERT E. FRIEDLOB PRODUCTION · RELEASED BY 20TH CENTURY-FOX

NEWS WHILE IT IS NEWS

# MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 72. NO. 110 NEW YORK, U. S. A., TUESDAY, DECEMBER 9, 1952 TEN CENTS

## Lees' Toppers Enthusiastic Over Telecast

### *Lack of Color Noted; Field Reports Good*

Executives of James Lees and Sons, Inc., sponsors of the first commercial theatre telecast, expressed satisfaction following yesterday's one-hour telecast here of the carpet manufacturer's national sales convention, according to Theatre Network Television, which booked the event.

Victor Ratner, director of Tele-Sessions, a subsidiary of TNT, said that Lees management was enthusiastic about the new medium and expressed complete satisfaction after the performance, which was seen in 18 theatres in 17 major cities from Coast-to-Coast.

As seen at the Colonial Theatre here, the telecast appeared to carry an effective sales message and was technically almost without fault. Most viewers at the Colonial expressed regret that the carpets on the screen could not be shown in their true colors, rather than in black-and-white. How-

(Continued on page 5)

## Paramount Host at Zukor Jubilee Fete

Los Angeles, Dec. 8.—Paramount Pictures will be the host for the Adolph Zukor 80th Birthday Dinner Celebration sponsored by the Variety Clubs International to be held in Hollywood Jan. 7, it was announced today by committee chairman Charles P. Skouras, who revealed that A. W. Schwalberg, Paramount Film Distributing Corp. president, requested the privilege for his firm in a wire.

The invitational dinner will be held

(Continued on page 4)

## UA Theatre Circuit Net Up to $491,013

Net income of United Artists Theatre Circuit and subsidiary companies for the year ended Aug. 31, 1952, was $491,013. This was an increase over the corresponding 1951 fiscal period when the net was $402,290, but it was below the 1950 earnings of $614,383.

The circuit's net before deducting interest, depreciation, amortization and provision for Federal income taxes

(Continued on page 4)

## RKO Receivership Hearing Postponed For Another Week

The hearing on a petition for appointment of a receiver for RKO Pictures which had been scheduled for tomorrow before New York Supreme Court Justice Henry Clay Greenberg has been postponed to Dec. 17 at the request of the company.

The petition was brought by several RKO Pictures stockholders represented by Louis Kipnis, attorney. At a hearing before Justice Greenberg on Nov. 21, Albert R. Connelly, attorney for the company, said it was expected the RKO Pictures board of directors would be re-constituted within two weeks. Justice Greenberg indicated at that time that if all the parties involved were not ready for a hearing by tomorrow he would entertain petitions for a further postponement.

## Bronx Independent Files Trust Suit

An anti-trust suit, brought under New York State's Donnelly Act, was filed here yesterday by the 1948 Holding Corp. and Nathan Steinberg, operating the Square Theatre in Westchester Square, The Bronx, against five theatre companies, three distributors and three individuals. The plaintiffs are asking for an injunction and damages allegedly resulting from

(Continued on page 4)

# HUGHES RESUMING RKO MANAGEMENT

## Einfeld Sees Top Grosser in 'Madam'

A prediction that 20th Century-Fox's "Call Me Madam" will rank as "one of the all-time top grossers in the history of the industry" was voiced yesterday by vice-president Charles Einfeld, upon his return to New York from a visit to the company's Hollywood studios.



Charles Einfeld

Three other 20th-Fox productions to reach the screens next year were also reported on by Ein-

(Continued on page 4)

## *Johnston Meets With MPAA Board Today*

Eric Johnston, president of the Motion Picture Association of America, will make a report here today on his South American tour to the MPAA board of directors. Johnston returned from Latin America over the week-

(Continued on page 4)

## *Grants Extensions to Stolkin Group; Report Depinet Not Returning*

Hollywood, Dec. 8.—The deal providing for Howard Hughes' return to RKO Pictures went into the final stages with the preparation of legal documents here today. The company is expected to make a formal announcement of the new agreement tomorrow.

Under the deal Hughes will have management control of the company in return for granting members of the Ralph Stolkin syndicate extensions of time on their commitments to purchase his 29 per cent controlling stock interest in the company. The extension, it is understood, covers dates on which payments to Hughes of the more than $6,000,000 unpaid balance of the purchase price fall due. The extensions are regarded as additional periods of grace during which the Stolkin group can carry on negotiations for the sale of its RKO Pictures stock.

**At the same time, it is re-**

(Continued on page 4)

# TV WINS OUT IN KOREA COVERAGE

### *Video Outlets Pool Resources for Eisenhower's Tour and Beat Newsreels in Race to the Public*

The newsreel coverage of President-Elect Eisenhower's Korean tour developed into the most heated race between motion pictures and television since the latter medium became a competitive factor. And TV was the winner in bringing the event to the public, nosing out theatres by a 24-hour margin. This was made possible by four TV networks pooling their own resources and working independently of the pooled film industry newsreel's representative, Dave Oliver of Warner-Pathe News, insofar as President-elect Eisenhower's activities on Korean soil was concerned.

When the television companies were informed, a week before the President-elect's departure, that there would be room for only one newsreel camera-

(Continued on page 5)

## Fine $140,000 for 'Mermaid' at Hall

The Christmas attraction at Radio City Music Hall, "Million Dollar Mermaid," coupled with the Hall's traditional holiday show, opened to a fine $140,000 for its first week. Business at most other first-run houses in New York was from excellent to fair.

(Continued on page 4)

## NEWS FLASHES

WASHINGTON, Dec. 8. -- United Paramount Theatres, American Broadcasting and Balaban and Katz in a joint petition today asked the Federal Communications Commission to make final the FCC examiner's favorable decision in the ABC-UPT merger case without oral argument. If the Commission thinks argument is necessary, they continued, it should set an immediate date. A similar petition was filed by Paramount.

•

WASHINGTON, Dec. 8. -- The NPA's decision to end its theatre construction ban on Jan. 1 will be announced this week, probably on Wednesday. At present, the ban is slated to end next May 1.

# Personal Mention

ARTHUR LOEW, president of Loew's International, has returned here from the Coast.

•

CARL DUDLEY of Dudley Pictures Corp. and Dudley Television Corp., will arrive here tomorrow from Hollywood.

•

MAXWELL ALDERMAN of Allied Theatres of Connecticut has been named to the board of directors of the New Haven Jewish Community Council.

•

PRINCE FRANCESCO ALLIATA DE VILLAFRANCA, Italian producer, arrived here yesterday from Europe aboard the *S.S. Liberte.*

•

KENNETH MACKENNA, M-G-M studio story head, will leave here for the Coast at the weekend.

•

JOSEPH WALSH, Paramount's branch operations manager, will be in Dallas tomorrow through the weekend.

•

FREDERICK BRISSON, producer, and publicist PHIL GERSDORF returned to Hollywood yesterday from New York.

•

HARRY GOLDSTEIN, Allied Artists Eastern publicity representative, has returned here from Chicago.

•

AL LEWIN, M-G-M producer, will leave here today by plane for London.

## *Harry Wessel Dies at 80*

CINCINNATI, Dec. 8.—Harry J. (Pop) Wessel, 80, who in 1912 founded the Film Service Co., the first film delivery service in this area, died Saturday at his home following a long illness. He was a past chief barker of the Cincinnati Variety Club, in which organization he held a life membership. He is survived by three daughters and a son.

## *UA Booker Killed*

Norman Letarte, United Artists booker at the New York exchange, was killed in an automobile accident near Daytona Beach, Fla., while on his honeymoon last week, the local office learned yesterday. His bride, Clara, was injured seriously. Letarte, who had been with UA for eight years, was married two weeks ago.

## *Jack Levin's Mother*

Services were held here yesterday at the Park West Chapel for Mrs. Sarah Levin, mother of Jack Levin, president of Jack M. Levin Associates, who died Sunday at the age of 75. She was the widow of Benjamin Levin, founder of the Lenox Film Exchange.

## *Services for Mark Kelly*

HOLLYWOOD, Dec. 8. — Funeral services will be held here tomorrow morning for Mark Kelly, 59, former newspaper sports editor and member of the 20th-Fox studio publicity staff for the past 12 years, who died Friday night from a stroke.

# *20% Tax Fight to Highlight Compo Chicago Meeting*

A report on the industry's drive for repeal of the 20 per cent Federal admission tax will be the chief topic of discussion at the special meeting of the executive committee and board of directors of the Council of Motion Picture Organizations tomorrow at the Blackstone Hotel in Chicago. Nearly 50 are expected to attend the sessions which may extend through Thursday. Col. H. A. Cole and Pat McGee, co-chairman of the National Tax Repeal Campaign Committee, will report on results to date on the campaign and lead a discussion on methods to be pursued in obtaining favorable action on the tax question by Congress.

Robert J. O'Donnell, national director of "Movietime, U.S.A.," will report on results obtained so far by this COMPO project, and there will be a report on plans for a second industry round table discussion between producers and exhibitors in Hollywood next February.

### Arnall to Report

The agenda also provides for reports by officers, a report of the membership committee by Ellis Arnall, plans for a speakers bureau, a motion picture exposition and a presentation of a plan for industry participation "in National Health Week" by Mrs. Albert D. Lasker.

Others at the meeting, which will be presided over by Trueman T. Rembusch, one of COMPO's three co-chairmen, will be Al Lichtman, Sam Pinanski, the two other co-chairmen; Herman Robbins, treasurer; Sidney Schreiber, secretary; S. H. Fabian, Richard Brous, Harry Brandt, Ben Shlyen, Ben Berger, Wilbur Snaper, Lauritz Garman, Marvin Faris, Robert Livingston, Jack Kirsch, Ben Marcus, Henderson Richey, Allen Johnson, Emanuel Frisch, Herman Levy, Leo Brecher, Art Arthur, Steve Broidy, George Murphy, Irving Long, Norman Winter, S. J. Goldberg, Ray Colvin, Lou Smith, Roy Cooper, Charles Niles, James Costen, John Balaban, LaMar Sarra, Robert W. Coyne, Charles E. McCarthy, Sam Shain, Duke Clark, Dave Wallerstein, Charles McBreen, Joyce O'Hara, Ralph Hetzel, William K. Hollander and Lou Abramson.

## *Para.-International's Rose to State Dept.*

Gilbert Rose, service manager of Paramount-International for the last seven years, is resigning to join the U. S. State Department's International Information Administration of the Motion Picture Bureau.

Rose, who has been in the industry since 1927, takes over his new duties on Monday in the New York office of the State Department.

## *Files for Injunction*

CHICAGO, Dec. 8.—Attorney Richard Orlikoff today filed for an injunction on behalf of the American Civil Liberties Union in Federal Court here, asking that the Chicago Police Censor Board be enjoined from preventing exhibition of "The Mircle." Banning of the film by the Censor Board was upheld by Mayor Kennelly, to whom the ACLU appealed the decision, leaving no further recourse but court action.

## Paramount Confabs Begin on the Coast

A new series of territory-by-territory merchandising and promotion conferences with the West Coast as the focal point are being conducted today and tomorrow by A. W. Schwalberg, president of Paramount Film Distributing Corp.; E. K. O'Shea, sales vice-president; and Jerome Pickman, vice-president in charge of advertising-publicity.

The trio are slated to arrive today in Los Angeles from Dallas. Meetings were held in Dallas with branch executives yesterday and Sunday under a new plan devised to lend special emphasis to more intensive promotion policies adapted to the specific needs of each individual regional territory. They will hold similar discussions today and tomorrow with Western division manager George A. Smith and Pacific Coast sales personnel.

## Klune Named 20th Executive Producer

HOLLYWOOD, Dec. 8.—Raymond A. Klune has been named 20th Century-Fox executive producer by Darryl Zanuck. He will assume duties formerly performed by Julian Blaustein. Klune has been executive production manager at 20th Century-Fox since 1943, joining the company from the Selznick organization.

At the same time Zanuck announced that Michael Abel would be an associate to Klune in his new post. Producers operating within Klune's sphere include Robert Bassler, William Bloom, Otto Lang, Frank McCarthy, Frank Rosenberg and Stanley Rubin.

Blaustein's contract has been renewed, but he will return to individual production.

## *'Cinerama' Is Named Tops of '10 Best'*

Top place on the first annual list of the 10 best films of the year, as compiled by Frank Quinn, motion picture editor of the New York *Mirror,* went to "This Is Cinerama," first production in the new multi-dimensional, curved-screen medium, now in its third month at the Broadway Theatre here.

*The Mirror* cited "Cinerama" as the most important cinema contribution of the year "for its revolutionary technique and for its unprecedented entertainment quality." The other nine films signled out by Quinn were, respectively, "High Noon," "Sudden Fear," "Come Back Little Sheba," "The Quiet Man," "Hans Christian Andersen," "The Greatest Show on Earth," "Walk East on Beacon," "Breaking the Sound Barrier" and "The Promoter."

## *NCA Studies Berger Plan for Distribution*

**Minneapolis, Dec. 8.—The North Central Allied board today instructed executive counsel Stan Kane to investigate the legality of president Ben Berger's plan to seek legislation in Minnesota placing film distribution under public utilities regulations.**

## *N.Y. Variety Selects Piccadilly Quarters*

The New York Variety Club selected the Piccadilly Hotel as its headquarters beginning next month, at a meeting of the members held here yesterday. The membership is slated to meet frequently to accelerate program activities and dispose of problems accumulated over the past year.

Among the activities thus far decided are the official sponsorship of the Adolph Zukor testimonial dinner here next year, and the revitalization of the copper salvage drive for the benefit of the Heart Fund. Monroe Kaplan is chairman of the fund.

## *N. Y. Cinema Lodge Membership Drive*

New York's Cinema Lodge of B'nai B'rith has launched a 12-week new membership drive, with the member bringing in the most in excess of 10 becoming eligible for a one-week free vacation for two at the North Shore Manor in Miami Beach, Martin Levine, president of the lodge announced. Mort Sunshine, Cinema membership chairman, and Robert K. Shapiro, co-chairman, are handling details.


NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"MILLION DOLLAR MERMAID"
Esther WILLIAMS • Victor MATURE
Walter PIDGEON • David BRIAN
Color by TECHNICOLOR • An M-G-M Picture
& The Music Hall's Great Christmas Stage Show

ALAN LADD VIRGINIA MAYO in The Iron Mistress
Color by TECHNICOLOR
PARAMOUNT TIMES SQUARE
in person TONI ARDEN JACK E. LEONARD STEVE CONDOS & JERRY BRANDOW ART MOONEY And His ORCH.
Midnight Feature

SAMUEL GOLDWYN presents
Hans Christian Andersen
starring DANNY KAYE

CRITERION • PARIS
B'way & 45th St. 58th St. W. of 5th Ave.


MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100 Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR 2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

# Oh man, this really hits!



Over 1000 spots played and playing and nothing but smash, smash, smash in every one! They hold over, they move over, they're bowling 'em over with

**ALAN LADD**

**VIRGINIA MAYO**

IN WARNER BROS.

# "THE IRON MISTRESS"

WITH JOSEPH CALLEIA • SCREEN PLAY BY JAMES R. WEBB FROM THE NOVEL BY PAUL I. WELLMAN MUSIC BY MAX STEINER PRODUCED BY HENRY BLANKE DIRECTED BY GORDON DOUGLAS

COLOR BY TECHNICOLOR

**RKO RADIO PICTURES, Inc.**

**TRADE SHOWINGS of**

**FREDERICK BRISSON'S**

**presentation of**

**"NEVER WAVE AT A WAC"**

| | | | |
|---|---|---|---|
| ALBANY<br>Fox Scr. Rm.<br>1052 B'way | Tues. | 12/16 | 2:00 P.M. |
| ATLANTA<br>RKO Scr. Rm.<br>195 Luckie St., N.W. | Tues. | 12/16 | 2:30 P.M. |
| BOSTON<br>RKO Scr. Rm.<br>122-28 Arlington St. | Tues. | 12/16 | 10:30 A.M. |
| BUFFALO<br>Mo. Pic. Oper.<br>Scr. Rm.<br>498 Pearl St. | Tues. | 12/16 | 2:00 P.M. |
| CHARLOTTE<br>Fox Sch. Rm.<br>308 S. Church St. | Tues. | 12/16 | 2:00 P.M. |
| CHICAGO<br>RKO Scr. Rm.<br>1300 S. Wabash Ave. | Tues. | 12/16 | 2:00 P.M. |
| CINCINNATI<br>Palace Scr. Rm.<br>12 East 6th St. | Tues. | 12/16 | 8:00 P.M. |
| CLEVELAND<br>Fox Scr. Rm.<br>2219 Payne Ave. | Tues. | 12/16 | 2:30 P.M. |
| DALLAS<br>Rep. Scr. Rm.<br>412 S. Harwood St. | Tues. | 12/16 | 2:30 P.M. |
| DENVER<br>Para. Scr. Rm.<br>2100 Stout St. | Tues. | 12/16 | 2:00 P.M. |
| DES MOINES<br>Fox Scr. Rm.<br>1300 High St. | Tues. | 12/16 | 1:00 P.M. |
| DETROIT<br>Blumenthals<br>Scr. Rm.<br>2310 Cass Ave. | Tues. | 12/16 | 2:30 P.M. |
| INDIANAPOLIS<br>Univ. Scr. Rm.<br>517 N. Illinois St. | Tues. | 12/16 | 1:00 P.M. |
| KANSAS CITY<br>Para. Scr. Rm.<br>1800 Wyandotte St. | Wed. | 12/17 | 2:30 P.M. |
| LOS ANGELES<br>RKO Scr. Rm.<br>1980 S. Vermont Ave. | Tues. | 12/16 | 2:00 P.M. |
| MEMPHIS<br>Fox Scr. Rm.<br>151 Vance Ave. | Tues. | 12/16 | 12:15 P.M. |
| MILWAUKEE<br>Warner Scr.<br>Rm.<br>212 W. Wisconsin Ave. | Tues. | 12/16 | 2:00 P.M. |
| MINNEAPOLIS<br>Fox Scr. Rm.<br>1015 Currie Ave. | Tues. | 12/16 | 1:30 P.M. |
| NEW HAVEN<br>Fox Scr. Rm.<br>40 Whiting St. | Tues. | 12/16 | 2:00 P.M. |
| NEW ORLEANS<br>Fox Scr. Rm.<br>200 S. Liberty St. | Tues. | 12/16 | 2:30 P.M. |
| NEW YORK<br>RKO Scr. Rm.<br>630 Ninth Ave. | Tues. | 12/16 | 2:30 P.M. |
| OKLAHOMA<br>Fox Scr. Rm.<br>10 North Lee St. | Tues. | 12/16 | 10:30 A.M. |
| OMAHA<br>Fox Scr. Rm.<br>1502 Davenport St. | Tues. | 12/16 | 1:30 P.M. |
| PHILADELPHIA<br>RKO Scr. Rm.<br>250 N. 13th St. | Tues. | 12/16 | 2:30 P.M. |
| PITTSBURGH<br>RKO Scr. Rm.<br>1809-13 Blvd. of Allies | Tues. | 12/16 | 1:30 P.M. |
| PORTLAND<br>Star Scr. Rm.<br>925 N.W. 19th Ave. | Tues. | 12/16 | 2:00 P.M. |
| ST. LOUIS<br>RKO Scr. Rm.<br>3143 Olive St. | Tues. | 12/16 | 1:00 P.M. |
| SALT LAKE CITY<br>Fox Scr. Rm.<br>216 E. 1st St. South | Tues. | 12/16 | 1:30 P.M. |
| SAN FRANCISCO<br>Fox Scr. Rm.<br>245 Hyde St. | Tues. | 12/16 | 2:00 P.M. |
| SEATTLE<br>Jewel Box<br>Scr. Rm.<br>2318 2nd Ave. | Tues. | 12/16 | 1:00 P.M. |
| SIOUX FALLS<br>Hollyw'd Thea.<br>212 N. Philips Ave. | Tues. | 12/16 | 9:30 A.M. |
| WASHINGTON<br>Film Center<br>Scr. Rm.<br>932 New Jersey Ave. | Tues. | 12/16 | 10:00 A.M. |

**Also Showing RKO Pathe's**

**"OPERATION A-BOMB"—*Eastman Color***


# N.Y. Grosses

(*Continued from page* 1)

"Hans Christian Andersen" continued its record-breaking pace at the Criterion and the off-Broadway Paris. For the second week at the Criterion a sturdy $46,500 was registered while the Paris racked up a solid $19,400.

Land-office business is still the rule of the day at the Broadway Theatre, where "This Is Cinerama" is featured. A capacity $40,000 was due there for the 10th week of the Cinerama show. At the Paramount, a pretty good $50,000 was forecast for the third and final week of "Iron Mistress," which will be replaced tomorrow by "Stop, You're Killing Me."

"Because of You" opened to a nice $31,000 for its initial seven days at the Capitol. At the Rivoli, a fair $12,000 is indicated for the 12th week of "Snows of Kilimanjaro," while at Loew's State a moderate $15,000 is seen for the second and final week of "Outpost in Malaya." "Hangman's Knot" will have its premiere there tomorrow.

"Limelight" is still holding up fairly well at the Astor and the two-a-day 60th Street Trans-Lux. The Astor expects $18,000, for the seventh week of the film, while $7,000 is indicated for the 60th Street Trans-Lux. On Friday, "Pony Soldier" will have its premiere at the Globe Theatre, replacing "Kansas City Confidential" which is forecast to bow out at a fair $14,500 for its second and final week.

At the Mayfair, a moderate $15,000 is indicated for the second week of "The Thief of Venice." "Breaking Through the Sound Barrier" dropped somewhat but a more than satisfactory $15,000 is indicated for its fifth week.

Among off-Broadway theatres, a solid $9,600 is predicted for the sixth week of "The Promoter" at the Fine Arts, while a steady $7,100 is seen for the eighth week of "The Fourposter" at the Sutton. "O. Henry's Full House" at the 52nd Street Trans-Lux is expected to register a fine $6,200 for its eighth week. At the Beekman, a satisfactory $4,500 is forecast for the third week of "Under the Red Sea."

"Hiawatha" will have its premiere at the Bijou Theatre, now shuttered, on Christmas Day and "The Importance of Being Earnest" will open at the Baronet on Dec. 22.

### Hall Slates Extra Performances

To accommodate weekend audiences, Radio City Music Hall has scheduled extra performances of its traditional Christmas show on Saturday, with doors opening at 8:00 A.M.

# Einfeld Sees

(*Continued from page* 1)

feld who saw rough cuts of them on the Coast. The pictures are: "Niagara," which stars Marilyn Monroe, Joseph Cotten, and Jean Peters; "Man on A Tightrope," directed by Elia Kazan in Germany and starring Frederic March, Gloria Grahame, and Terry Moore, and "The Star," a Bert E. Friedlob production starring Bette Davis.

Einfeld's agenda at the studios included discussions with Darryl F. Zanuck, production chief, and Harry Brand, studio publicity head, to formulate promotional plans on the films viewed along with other attractions scheduled for release during the new year.

## *Management Heads Can Join Academy*

**Hollywood, Dec. 8.—Academy of Motion Picture Arts and Sciences president Charles Brackett reports that the organization's board of governors has approved the establishment of a new branch of the Academy to consist of "top management executives." The addition brings the number of academy branches to 13.**

# UATC Net Up

(*Continued from page* 1)

was $749,360, with the deductible items totalling $494,313. To the remaining $255,046 was added $235,966, representing the proportion of undistributed net profits, less the proportion of net losses of companies not owned 100 per cent.

It was pointed out in the consolidated balance sheet that "there are remaining important theatre operations in which the company and its partly-owned companies and major producing companies are interested which are to be terminated as a result of the government's anti-trust litigation brought against certain film producing companies. The effect which these matters may have upon the financial position of the company and its partly-owned companies cannot be determined at this time."

UATC operates 20 theatres in California, Michigan, Oregon and New York. It is interested in, but does not operate, Metropolitan Playhouses which holds an interest in two circuits operating 128 theatres in and around New York City; United California Theatres, with 99 theatres; Rowley United Theatres, 127 theatres, and Penn-Federal Enterprises, seven theatres.

# Files Trust Suit

(*Continued from page* 1)

the exclusion of the Square in a move-up of clearances in the area.

It is charged in the complaint that Loew's settled a threatened litigation by Skouras Theatres Corp. for $600,000 at a time when Skouras was in a "straightened financial position."

Until 1950, Skouras operated the Square Theatre which then was taken over by Steinberg and the 1948 Holding Co. The plaintiffs charge that until September of this year, the Square and Skouras' Interboro and Pilgrim Theatres played day-and-date seven days after Loew's American, but that last month the two Skouras houses were moved up by Paramount and United Artists to day-and-date with the American. The Square, it is charged, was excluded from the improvement in clearance. Monroe Stein is attorney for the plaintiffs.

Defendants in the Steinberg suit are Loew's, Parkchester Amusement Co., Number 26 Theatres, Inc., Skouras Theatres Corp., Metropolitan Playhouses, United Artists Theatre Circuit, Paramount, United Artists, George Skouras and Nicholas and Joseph M. Schenck.

# Johnston Meets

(*Continued from page* 1)

end and went direct to his home in Washington.

Johnston yesterday declined to comment on arbitration until he had been briefed on developments during his absence.

This afternoon, Johnston will speak at a luncheon for the National Association of Insurance Commissioners at the Hotel Commodore here.

# Zukor Fete

(*Continued from page* 1)

at the Ambassador Hotel on Zukor's birthday. R. J. O'Donnell, international chairman, who arrived from Dallas this morning, announced that the event will be followed by similar celebrations later in Dallas, Chicago and other key cities, climaxed by a dinner March 4 at the Hotel Waldorf-Astoria in New York.

Skouras met with studio and industry leaders at a Beverly Hills Hotel luncheon today to formulate plans for the dinner. Among those invited to attend were Steve Broidy, Harry Cohn, Sherrill Corwin, Cecil B. DeMille, Ned Depinet, Walt Disney, Y. Frank Freeman, William Goetz, Samuel Goldwyn, Jesse L. Lasky, L. B. Mayer, Dore Schary, Joseph Schenck, Leo Spitz, Jack Warner, Herbert J. Yates, Darryl F. Zanuck and Eugene Zukor.

### Film Trade Unions Behind Zukor Celebration, Jubilee

DALLAS, Dec. 8.—Trade unions affiliated with the industry in Hollywood are swinging in line behind Variety Clubs International with pledges of support of the all-industry Adolph Zukor 80th Birthday Celebration and Golden Jubilee which Variety is sponsoring in 1953.

Behind the forthcoming event are the executive board of the Motion Picture Industry Council and its affiliated membership, which includes Artists Managers Guild, Association of Motion Picture Producers Association, Independent Office Workers, Screen Actors Guild, Screen Producers Guild, Screen Story Analysts' Guild, Screen Writers' Guild, Society of Independent Motion Picture Producers, Society of Motion Picture Art Directors and Unit Production Managers' Guild.

# Hughes Resuming

(*Continued from page* 1)

**ported that last minute hitches developed in working out the status of Ned E. Depinet, who had been slated to return as president of RKO Pictures with full autonomy. That plan is said to have broken down, with no agreement concerning Depinet having been reached.**

It is understood that Noah Dietrich, who served as RKO board chairman in the previous Hughes regime, is interested and may be named president.

The statement scheduled to be issued tomorrow is expected to include the announcement of new directors of the company, as well as the new chief executive officers.

The final agreement on the major phases of the re-transfer of control of the company came late today following nearly four weeks of discussions here between Hughes and members of the Chicago group. The latter include, in addition to Stolkin, A. L. Koolish, E. J. Burke, Ray Ryan and Sherrill Corwin. Depinet was a participant in the talks during the past nine days.

# TV Wins

(Continued from page 1)

man aboard the planes carrying the party to Korea, the TV firms decided on their own coverage. They drew lots to decide which company would designate a cameraman. National Broadcasting "won" and it selected Julius Zenier, an NBC cameraman in Korea. Zenier shot the scenes of Eisenhower's tour on land, although Oliver's flight footage was available to the video outlets.

Zenier's pooled footage was flown via Pan American Airways from Tokyo and arrived in San Francisco at 6:15 A.M. (EST) Sunday. After two hours in San Franciso, where the film was viewed by security censors, the footage was rushed to New York where prints were made for the TV stations. NBC hit the TV screens at 5:30 Sunday afternoon, with CBS following an hour later. Others in the pool were DuMont and American Broadcasting.

### Other Stories Excluded

The regular newsreel companies processed their negatives here yesterday and the films reached New York theatre screens late in the afternoon. The Eisenhower-Korea scenes comprise the entire issue, with all other news stories excluded.

Oliver is reported to be on the *U.S.S. Helena,* covering the sessions between Eisenhower and military leaders.

## 7 'Bali' TV Trailers Set By Paramount

Paramount reports that CBS and NBC networks across the country will carry seven special video trailers to an estimated 60,000,000 persons for "Road to Bali," forthcoming Hope-Crosby-Lamour comedy. This marks the first time, the company claims, that such a saturation campaign designed for television has been devised by a film company.

The trailers do not contain scenes from the picture but are titled "Great Moments in History with Bing Crosby and Bob Hope" and are seven short subjects that were written by Leonard Neubauer and directed by Phil Pemberton, head of Paramount's trailer department.

## Hits Undesirable Films for Children

ALBANY, N. Y., Dec. 8.—"Millions of American children" are being exposed weekly to undesirable motion pictures, "not only those sexually bad, but those which incite to crime, contain horrible thoughts or terrible fantasies," the Rev. Edward J. Lareau, director of the Catholic Radio Guild of the Albany Diocese, said in a sermon at the Church of the Sacred Heart yesterday.

Father Lareau credited the Legion of Decency with doing a great deal "to clean up motion pictures."




# Television--Radio

## with Pinky Herman

ED SULLIVAN entered the Flower Hospital last night for a complete physical check-up (he's been suffering from ulcers) and the second chapter of the "Samuel Goldwyn Story," on "Toast of the Town," scheduled for this coming CBSunday, will probably be postponed until sometime in January. Incidentally, last Sunday's portion of the Goldwyn story, with flashes of S.G.'s memorable films, was easily the *piece de resistance* of the day's TV fare. Pending "the smiling Irishman's" return "T.O.T.T." will be hosted by guest emcees. . . . Bob Goldstein, in town for a few days en route to Italy where he plans to produce a series of TV films. . . . REUNION IN CLEVELAND:—Henry (Hot Lips) Levine has signed a one year pact to become musical director of WTAM's radio and TV starting January 15. He'll join his former boss Norman Cloutier who is now production chief; Lee Sullivan, formerly heard on NBC, and Johnny Andrews, formerly co-starred on "Easy Does It," NBTVehicle, for which Hot Lips provided hot licks. . . . Lon Clark will guest as "Santa Claus" on WOR's "20 Questions," Dec. 20, making this his sixth annual visit to the program (and after so many years as that famous radio sleuth, Lon'll probably be called "St. Nick" Carter on the show).

☆ ☆ ☆



Bill Harrington

*Former "Hit Parade" NBChanter Bill Harrington, whose current series over WNEW tabs him as a triple-threat (singer, emcee, accordionist), has been signed to make a telefilm series by Bob Savini. In the TV musicals, titled, "Meet the Composer," Bill sings old and new song hits and will present the writers of these compositions. . . . The program "Movie Matinee," formerly heard via Mutual, has been revised by producers Wilbur Stark and Jerry Layton and MBStarting Jan. 9 (8:00 to 8:30 P.M.) will be titled "Movie Payoff" and heard via a 500 station hook-up over Mutual. The series, based entirely on motion picture data and personnel, will be co-sponsored by General Mills and General Tire and will feature Johnny Olsen, as emcee.*

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**Travelers Insurance Co. for the third successive year will NBCommercialize on the annual year-end round up of news highlights program, "Voices and Events," which will be aired Sunday, Dec. 21, from 7:00 to 8:00 P.M. Kenneth Banghart will be narrator. . . . Bob Hope will be honored next February with a national salute to celebrate his fifteenth anniversary with Paramount Pictures and NBC. . . . Blake Edwards, CBScripter of Dick Powell's two "Singer Four Star Playhouse" telecasts, will make his debut as a director with "Knockout" which will star Broderick Crawford on the series. Edwards also authored the teleplay. . . . Tip to ad agencies: Latch on to ex GI Merrill E. Joel's talents. His sparkling characterizations make this Joel a jewel. . . . Duff Baking Mix (a Pillsbury Mills product) and Deepfreeze (Motors Products Corp.) are the sixth and seventh sponsors, respectively, to CBSign up for participation in the "Garry Moore Show" telecasts. (Oh well, the Moore the merrier. Ouch!) . . . With seven major sponsors already set to spend $10,000,000 with MBS (radio) in 1953, that net's execs see a record $20,000,000 gross, a neat 11% increase over 1952. WOR-TV likewise appears headed for a new gross with the addition of Coca-Cola, Whelan Drugs and Piel's beer to their list of 1953 sponsors.**

☆ ☆ ☆

After 30 years with NBC, during which he served as president, chairman of the board and member of the board of RCA, Niles Trammell has resigned to become prexy of the newly formed Biscayne TV Corp., which has filed an application with FCC for a TV station grant on Channel 7 at Miami, Fla. . . . Beautiful Kathi Norris, who relinquished the title of "TV's busiest femcee," in August for the arrival of her second child, is getting ready to resume her radio and TV career. . . . Jimmy Rich, who discovered and coached among others Dinah Shore, Dick Brown and Jeff Clark, is managing a newcomer, Herb George, who is ready to warble on a major record label. . . . With last nite's show "Voice of Firestone," NBCommenced its 25th consecutive year. Program not only was the first commercial in radio but it is also the first to have been simulcast.

# Lees TV

(Continued from page 1)

ever, this was compensated somewhat by a carpet display in the lobby, where the multi-colored patterns could be seen.

Initial reports from the field on the telecast, which originated in NBC studios here, were on the whole excellent. Hundreds of carpet dealers, retailers and sales personnel across the nation attended theatres to participate in the event, which kicked off at 12:00 noon (EST).

Many of the United Paramount Theatre managers, whose houses carried the program, also commented on the absence of color, Robert O'Brien, UPT vice-president, said in reporting reactions of representatives canvassed. O'Brien pointed out, however, that the lack of color will be less noticeable in the case of the Bendix sales conference, to be held on theatre TV later, due to the lack of color emphasis and importance in the presentation of Bendix products.

The UPT managers felt, according to a consensus, that the Lees program further demonstrated the practicability and value of off-hours theatre TV. Reception was good, for the most part, marred only infrequently by light fadings. Interest was maintained throughout the telecast and all of the aims of the event were realized, it was said.

### Received Well in Chicago

The telecast was well received by the dealers, the salesmen and retailers who attended the Telenews Theatre in Chicago. The only adverse comment was that the pictures of the carpeting were not too effective in black-and-white. Those in attendance at the Telenews felt, however, that it was in some respects better than a regular sales meeting, which does not afford them a chance to meet or see top company executives, as heard and viewed at yesterday's telecast. Quality of the picture itself was marred by what seemed to be poor lighting. The sound was excellent and the engineers seemed to feel that the picture would have been better had the telecast been carried micro-wave rather than cable.

In Boston, the telecast was well received at the Pilgrim Theatre. Many of the 300 dealers who attended the sales meeting termed it a very big success.

In Atlanta, 750 dealers and spectators saw the "off-hour" commercial show at the Paramount Theatre. Transmission on the whole was fair, but at times the picture was too light, making it difficult in certain instances to distinguish the speakers clearly. The sound came over very good, however. Salesmen expressed regret at the lack of color.

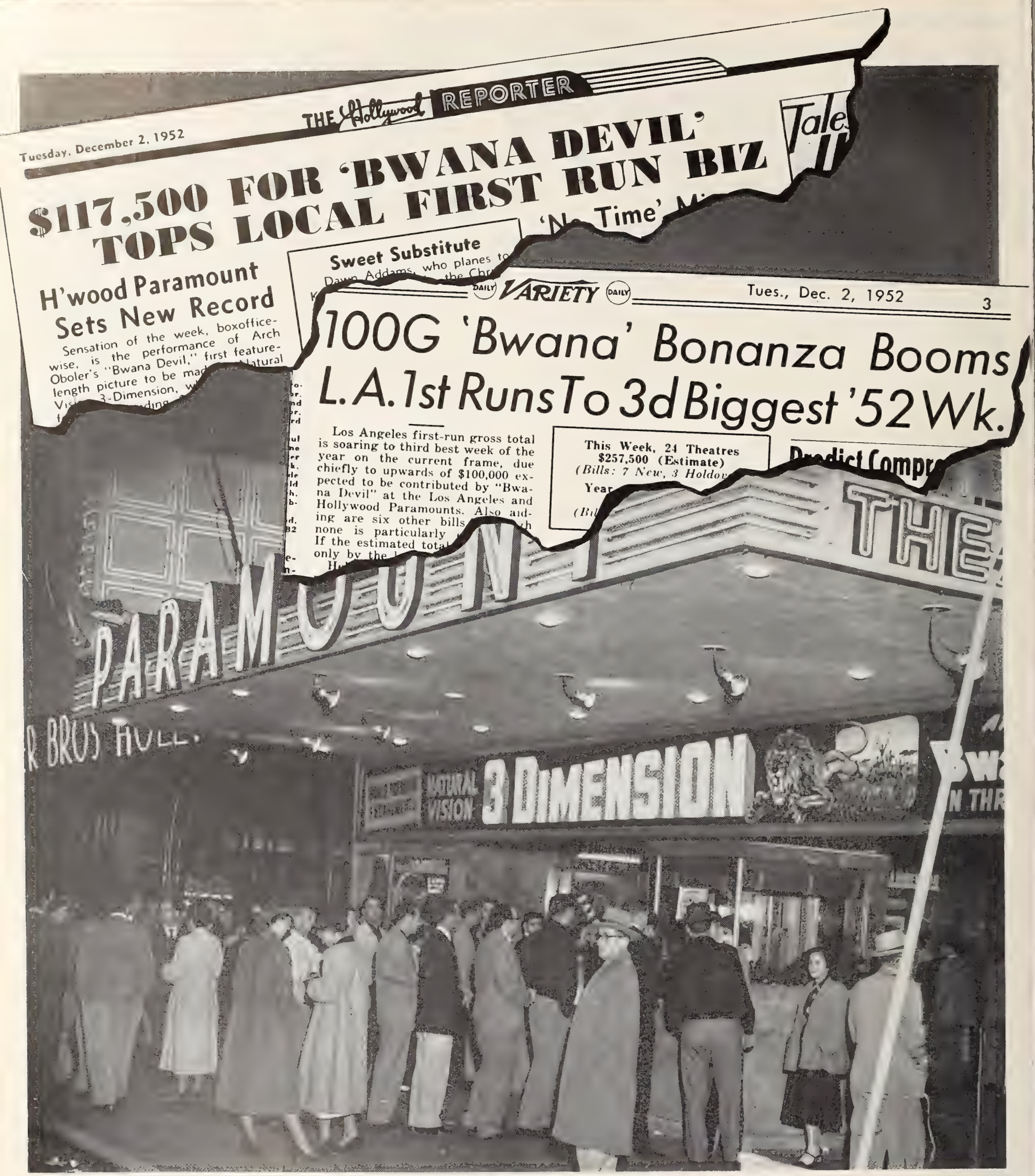
## Gould to Meet Press

Details of a new film distributing company will be announced here today by Walter Gould, former foreign manager of United Artists. Gould will explain the plans of the new organization at a trade press conference.

**BOOKER**

Experienced booker desires position in the New York Metropolitan area. Experience with both exchange and major circuit. Familiar with all type motion picture product. Native New Yorker, desires to return to this area. Interested in booking or selling position or booker for TV network.

**Box 440, MOTION PICTURE DAILY**
**1270 Sixth Ave., New York 20, N. Y.**




*THANKS* to Jerry Zigmond, Marco Wolff, Len Goldenson, and Ed Hyman for their faith in "Bwana Money-Maker"!

*Arch Oboler*

FIRST IN FILM NEWS

# MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 110 NEW YORK, U. S. A., TUESDAY, DECEMBER 9, 1952 TEN CENTS

## Lees' Toppers Enthusiastic Over Telecast

### *Lack of Color Noted; Field Reports Good*

Executives of James Lees and Sons, Inc., sponsors of the first commercial theatre telecast, expressed satisfaction following yesterday's one-hour telecast here of the carpet manufacturer's national sales convention, according to Theatre Network Television, which booked the event.

Victor Ratner, director of Tele-Sessions, a subsidiary of TNT, said that Lees management was enthusiastic about the new medium and expressed complete satisfaction after the performance, which was seen in 18 theatres in 17 major cities from Coast-to-Coast.

As seen at the Colonial Theatre here, the telecast appeared to carry an effective sales message and was technically almost without fault. Most viewers at the Colonial expressed regret that the carpets on the screen could not be shown in their true colors, rather than in black-and-white. How-

(Continued on page 5)

## Paramount Host at Zukor Jubilee Fete

LOS ANGELES, Dec. 8.—Paramount Pictures will be the host for the Adolph Zukor 80th Birthday Dinner Celebration sponsored by the Variety Clubs International to be held in Hollywood Jan. 7, it was announced today by committee chairman Charles P. Skouras, who revealed that A. W. Schwalberg, Paramount Film Distributing Corp. president, requested the privilege for his firm in a wire.

The invitational dinner will be held

(Continued on page 4)

## UA Theatre Circuit Net Up to $491,013

Net income of United Artists Theatre Circuit and subsidiary companies for the year ended Aug. 31, 1952, was $491,013. This was an increase over the corresponding 1951 fiscal period when the net was $402,290, but it was below the 1950 earnings of $614,383.

The circuit's net before deducting interest, depreciation, amortization and provision for Federal income taxes

(Continued on page 4)

## RKO Receivership Hearing Postponed For Another Week

The hearing on a petition for appointment of a receiver for RKO Pictures which had been scheduled for tomorrow before New York Supreme Court Justice Henry Clay Greenberg has been postponed to Dec. 17 at the request of the company.

The petition was brought by several RKO Pictures stockholders represented by Louis Kipnis, attorney. At a hearing before Justice Greenberg on Nov. 21, Albert R. Connelly, attorney for the company, said it was expected the RKO Pictures board of directors would be re-constituted within two weeks. Justice Greenberg indicated at that time that if all the parties involved were not ready for a hearing by tomorrow he would entertain petitions for a further postponement.

## Bronx Independent Files Trust Suit

An anti-trust suit, brought under New York State's Donnelly Act, was filed here yesterday by the 1948 Holding Corp. and Nathan Steinberg, operating the Square Theatre in Westchester Square, The Bronx, against five theatre companies, three distributors and three individuals. The plaintiffs are asking for an injunction and damages allegedly resulting from

(Continued on page 4)

## Fine $140,000 for 'Mermaid' at Hall

The Christmas attraction at Radio City Music Hall, "Million Dollar Mermaid," coupled with the Hall's traditional holiday show, opened to a fine $140,000 for its first week. Business at most other first-run houses in New York was from excellent to fair.

(Continued on page 4)

# HUGHES RESUMING RKO MANAGEMENT

## Einfeld Sees Top Grosser in 'Madam'

A prediction that 20th Century-Fox's "Call Me Madam" will rank as "one of the all-time top grossers in the history of the industry" was voiced yesterday by vice-president Charles Einfeld, upon his return to New York from a visit to the company's Hollywood studios.



Charles Einfeld

Three other 20th-Fox productions to reach the screens next year were also reported on by Ein-

(Continued on page 4)

## *Johnston Meets With MPAA Board Today*

Eric Johnston, president of the Motion Picture Association of America, will make a report here today on his South American tour to the MPAA board of directors. Johnston returned from Latin America over the week-

(Continued on page 4)

### *Grants Extensions to Stolkin Group; Report Depinet Not Returning*

HOLLYWOOD, Dec. 8.—The deal providing for Howard Hughes' return to RKO Pictures went into the final stages with the preparation of legal documents here today. The company is expected to make a formal announcement of the new agreement tomorrow.

Under the deal Hughes will have management control of the company in return for granting members of the Ralph Stolkin syndicate extensions of time on their commitments to purchase his 29 per cent controlling stock interest in the company. The extension, it is understood, covers dates on which payments to Hughes of the more than $6,000,000 unpaid balance of the purchase price fall due. The extensions are regarded as additional periods of grace during which the Stolkin group can carry on negotiations for the sale of its RKO Pictures stock.

**At the same time, it is re-**

(Continued on page 4)

## Ask FCC Ruling on ABC-UPT Merger

WASHINGTON, Dec. 8. — United Paramount Theatres, American Broadcasting and Balaban and Katz today asked the Federal Communications Commission to make final the FCC examiner's favorable decision in the ABC-UPT merger case without oral argument.

In a joint petition, the three companies said that the FCC broadcast bureau and Allen B. DuMont Laboratories, which had filed exceptions to the initial decision of the hearing examiner, had not expressly asked for oral argument, even though they had pointed out the desirability of having it.

## Decision Is Due Relaxing Controls

WASHINGTON, Dec. 8.—The National Production Authority will announce this week, probably on Wednesday, a decision to end its theatre construction ban on Jan. 1.

At present, the ban is slated to end next May 1.

# TV WINS OUT IN KOREA COVERAGE

### *Video Outlets Pool Resources for Eisenhower's Tour and Beat Newsreels in Race to the Public*

The newsreel coverage of President-Elect Eisenhower's Korean tour developed into the most heated race between motion pictures and television since the latter medium became a competitive factor. And TV was the winner in bringing the event to the public, nosing out theatres by a 24-hour margin. This was made possible by four TV networks pooling their own resources and working independently of the pooled film industry newsreel's representative, Dave Oliver of Warner-Pathe News, insofar as President-elect Eisenhower's activities on Korean soil was concerned.

When the television companies were informed, a week before the President-elect's departure, that there would be room for only one newsreel camera-

(Continued on page 5)

# Personal Mention

ARTHUR LOEW, president of Loew's International, has returned here from the Coast.

•

CARL DUDLEY of Dudley Pictures Corp. and Dudley Television Corp., will arrive here tomorrow from Hollywood.

•

MAXWELL ALDERMAN of Allied Theatres of Connecticut has been named to the board of directors of the New Haven Jewish Community Council.

•

PRINCE FRANCESCO ALLIATA DE VILLAFRANCA, Italian producer, arrived here yesterday from Europe aboard the *S.S. Liberte.*

•

KENNETH MACKENNA, M-G-M studio story head, will leave here for the Coast at the weekend.

•

JOSEPH WALSH, Paramount's branch operations manager, will be in Dallas tomorrow through the weekend.

•

FREDERICK BRISSON, producer, and publicist PHIL GERSDORF returned to Hollywood yesterday from New York.

•

HARRY GOLDSTEIN, Allied Artists Eastern publicity representative, has returned here from Chicago.

•

AL LEWIN, M-G-M producer, will leave here today by plane for London.

## *Harry Wessel Dies at 80*

CINCINNATI, Dec. 8.—Harry J. (Pop) Wessel, 80, who in 1912 founded the Film Service Co., the first film delivery service in this area, died Saturday at his home following a long illness. He was a past chief barker of the Cincinnati Variety Club, in which organization he held a life membership. He is survived by three daughters and a son.

## *UA Booker Killed*

Norman Letarte, United Artists booker at the New York exchange, was killed in an automobile accident near Daytona Beach, Fla., while on his honeymoon last week, the local office learned yesterday. His bride, Clara, was injured seriously. Letarte, who had been with UA for eight years, was married two weeks ago.

## *Jack Levin's Mother*

Services were held here yesterday at the Park West Chapel for Mrs. Sarah Levin, mother of Jack Levin, president of Jack M. Levin Associates, who died Sunday at the age of 75. She was the widow of Benjamin Levin, founder of the Lenox Film Exchange.

## *Services for Mark Kelly*

HOLLYWOOD, Dec. 8. — Funeral services will be held here tomorrow morning for Mark Kelly, 59, former newspaper sports editor and member of the 20th-Fox studio publicity staff for the past 12 years, who died Friday night from a stroke.

# *20% Tax Fight to Highlight Compo Chicago Meeting*

A report on the industry's drive for repeal of the 20 per cent Federal admission tax will be the chief topic of discussion at the special meeting of the executive committee and board of directors of the Council of Motion Picture Organizations tomorrow at the Blackstone Hotel in Chicago. Nearly 50 are expected to attend the sessions which may extend through Thursday. Col. H. A. Cole and Pat McGee, co-chairman of the National Tax Repeal Campaign Committee, will report on results to date on the campaign and lead a discussion on methods to be pursued in obtaining favorable action on the tax question by Congress.

Robert J. O'Donnell, national director of "Movietime, U.S.A.," will report on results obtained so far by this COMPO project, and there will be a report on plans for a second industry round table discussion between producers and exhibitors in Hollywood next February.

**Arnall to Report**

The agenda also provides for reports by officers, a report of the membership committee by Ellis Arnall, plans for a speakers bureau, a motion picture exposition and a presentation of a plan for industry participation "in National Health Week" by Mrs. Albert D. Lasker.

Others at the meeting, which will be presided over by Trueman T. Rembusch, one of COMPO's three co-chairmen, will be Al Lichtman, Sam Pinanski, the two other co-chairmen; Herman Robbins, treasurer; Sidney Schreiber, secretary; S. H. Fabian, Richard Brous, Harry Brandt, Ben Shlyen, Ben Berger, Wilbur Snaper, Lauritz Garman, Marvin Faris, Robert Livingston, Jack Kirsch, Ben Marcus, Henderson Richey, Allen Johnson, Emanuel Frisch, Herman Levy, Leo Brecher, Art Arthur, Steve Broidy, George Murphy, Irving Long, Norman Winter, S. J. Goldberg, Ray Colvin, Lou Smith, Roy Cooper, Charles Niles, James Costen, John Balaban, LaMar Sarra, Robert W. Coyne, Charles E. McCarthy, Sam Shain, Duke Clark, Dave Wallerstein, Charles McBreen, Joyce O'Hara, Ralph Hetzel, William K. Hollander and Lou Abramson.

## *Para.-International's Rose to State Dept.*

Gilbert Rose, service manager of Paramount-International for the last seven years, is resigning to join the U. S. State Department's International Information Administration of the Motion Picture Bureau.

Rose, who has been in the industry since 1927, takes over his new duties on Monday in the New York office of the State Department.

## *Files for Injunction*

CHICAGO, Dec. 8.—Attorney Richard Orlikoff today filed for an injunction on behalf of the American Civil Liberties Union in Federal Court here, asking that the Chicago Police Censor Board be enjoined from preventing exhibition of "The Mircle." Banning of the film by the Censor Board was upheld by Mayor Kennelly, to whom the ACLU appealed the decision, leaving no further recourse but court action.

## Paramount Confabs Begin on the Coast

A new series of territory-by-territory merchandising and promotion conferences with the West Coast as the focal point are being conducted today and tomorrow by A. W. Schwalberg, president of Paramount Film Distributing Corp.; E. K. O'Shea, sales vice-president; and Jerome Pickman, vice-president in charge of advertising-publicity.

The trio are slated to arrive today in Los Angeles from Dallas. Meetings were held in Dallas with branch executives yesterday and Sunday under a new plan devised to lend special emphasis to more intensive promotion policies adapted to the specific needs of each individual regional territory. They will hold similar discussions today and tomorrow with Western division manager George A. Smith and Pacific Coast sales personnel.

## Klune Named 20th Executive Producer

HOLLYWOOD, Dec. 8.—Raymond A. Klune has been named 20th Century-Fox executive producer by Darryl Zanuck. He will assume duties formerly performed by Julian Blaustein. Klune has been executive production manager at 20th Century-Fox since 1943, joining the company from the Selznick organization.

At the same time Zanuck announced that Michael Abel would be an associate to Klune in his new post. Producers operating within Klune's sphere include Robert Bassler, William Bloom, Otto Lang, Frank McCarthy, Frank Rosenberg and Stanley Rubin.

Blaustein's contract has been renewed, but he will return to individual production.

## *'Cinerama' Is Named Tops of '10 Best'*

Top place on the first annual list of the 10 best films of the year, as compiled by Frank Quinn, motion picture editor of the New York *Mirror,* went to "This Is Cinerama," first production in the new multi-dimensional, curved-screen medium, now in its third month at the Broadway Theatre here.

*The Mirror* cited "Cinerama" as the most important cinema contribution of the year "for its revolutionary technique and for its unprecedented entertainment quality." The other nine films signled out by Quinn were, respectively, "High Noon," "Sudden Fear," "Come Back Little Sheba," "The Quiet Man," "Hans Christian Andersen," "The Greatest Show on Earth," "Walk East on Beacon," "Breaking the Sound Barrier" and "The Promoter."

## *NCA Studies Berger Plan for Distribution*

**Minneapolis, Dec. 8.—The North Central Allied board today instructed executive counsel Stan Kane to investigate the legality of president Ben Berger's plan to seek legislation in Minnesota placing film distribution under public utilities regulations.**

## *N.Y. Variety Selects Piccadilly Quarters*

The New York Variety Club selected the Piccadilly Hotel as its headquarters beginning next month, at a meeting of the members held here yesterday. The membership is slated to meet frequently to accelerate program activities and dispose of problems accumulated over the past year.

Among the activities thus far decided are the official sponsorship of the Adolph Zukor testimonial dinner here next year, and the revitalization of the copper salvage drive for the benefit of the Heart Fund. Monroe Kaplan is chairman of the fund.

## *N. Y. Cinema Lodge Membership Drive*

New York's Cinema Lodge of B'nai B'rith has launched a 12-week new membership drive, with the member bringing in the most in excess of 10 becoming eligible for a one-week free vacation for two at the North Shore Manor in Miami Beach, Martin Levine, president of the lodge announced. Mort Sunshine, Cinema membership chairman, and Robert K. Shapiro, co-chairman, are handling details.


NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"MILLION DOLLAR MERMAID"
Esther WILLIAMS • Victor MATURE
Walter PIDGEON • David BRIAN
Color by TECHNICOLOR • An M-G-M Picture
& The Music Hall's Great Christmas Stage Show

ALAN LADD VIRGINIA MAYO in The Iron Mistress
Color by TECHNICOLOR
in person TONI ARDEN JACK E. LEONARD STEVE CONDOS & JERRY BRANDOW ART MOONEY And His ORCH
PARAMOUNT TIMES SQUARE Midnight Feature

SAMUEL GOLDWYN presents
Hans Christian Andersen
starring DANNY KAYE

CRITERION • PARIS
B'way & 45th St. 58th St. W. of 5th Ave.


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# Oh man, this really hits!



Over 1000 spots played and playing and nothing but smash, smash, smash in every one! They hold over, they move over, they're bowling 'em over with

**ALAN LADD**

**VIRGINIA MAYO**

IN WARNER BROS.' **"THE IRON MISTRESS"**

WITH JOSEPH CALLEIA • SCREEN PLAY BY JAMES R. WEBB FROM THE NOVEL BY PAUL I. WELLMAN MUSIC BY MAX STEINER PRODUCED BY HENRY BLANKE DIRECTED BY GORDON DOUGLAS COLOR BY TECHNICOLOR

**RKO RADIO PICTURES, Inc.**

**TRADE SHOWINGS of**

**FREDERICK BRISSON'S**

**presentation of**

**"NEVER WAVE AT A WAC"**

| | | | |
|---|---|---|---|
| ALBANY<br>Fox Scr. Rm.<br>1052 B'way | Tues. 12/16 | 2:00 | P.M. |
| ATLANTA<br>RKO Scr. Rm.<br>195 Luckie St., N.W. | Tues. 12/16 | 2:30 | P.M. |
| BOSTON<br>RKO Scr. Rm.<br>122-28 Arlington St. | Tues. 12/16 | 10:30 | A.M. |
| BUFFALO<br>Mo. Pic. Oper.<br>Scr. Rm.<br>498 Pearl St. | Tues. 12/16 | 2:00 | P.M. |
| CHARLOTTE<br>Fox Sch. Rm.<br>308 S. Church St. | Tues. 12/16 | 2:00 | P.M. |
| CHICAGO<br>RKO Scr. Rm.<br>1300 S. Wabash Ave. | Tues. 12/16 | 2:00 | P.M. |
| CINCINNATI<br>Palace Scr. Rm.<br>12 East 6th St. | Tues. 12/16 | 8:00 | P.M. |
| CLEVELAND<br>Fox Scr. Rm.<br>2219 Payne Ave. | Tues. 12/16 | 2:30 | P.M. |
| DALLAS<br>Rep. Scr. Rm.<br>412 S. Harwood St. | Tues. 12/16 | 2:30 | P.M. |
| DENVER<br>Para. Scr. Rm.<br>2100 Stout St. | Tues. 12/16 | 2:00 | P.M. |
| DES MOINES<br>Fox Scr. Rm.<br>1300 High St. | Tues. 12/16 | 1:00 | P.M. |
| DETROIT<br>Blumenthals<br>Scr. Rm.<br>2310 Cass Ave. | Tues. 12/16 | 2:30 | P.M. |
| INDIANAPOLIS<br>Univ. Scr. Rm.<br>517 N. Illinois St. | Tues. 12/16 | 1:00 | P.M. |
| KANSAS CITY<br>Para. Scr. Rm.<br>1800 Wyandotte St. | Wed. 12/17 | 2:30 | P.M. |
| LOS ANGELES<br>RKO Scr. Rm.<br>1980 S. Vermont Ave. | Tues. 12/16 | 2:00 | P.M. |
| MEMPHIS<br>Fox Scr. Rm.<br>151 Vance Ave. | Tues. 12/16 | 12:15 | P.M. |
| MILWAUKEE<br>Warner Scr.<br>Rm.<br>212 W. Wisconsin Ave. | Tues. 12/16 | 2:00 | P.M. |
| MINNEAPOLIS<br>Fox Scr. Rm.<br>1015 Currie Ave. | Tues. 12/16 | 1:30 | P.M. |
| NEW HAVEN<br>Fox Scr. Rm.<br>40 Whiting St. | Tues. 12/16 | 2:00 | P.M. |
| NEW ORLEANS<br>Fox Scr. Rm.<br>200 S. Liberty St. | Tues. 12/16 | 2:30 | P.M. |
| NEW YORK<br>RKO Scr. Rm.<br>630 Ninth Ave. | Tues. 12/16 | 2:30 | P.M. |
| OKLAHOMA<br>Fox Scr. Rm.<br>10 North Lee St. | Tues. 12/16 | 10:30 | A.M. |
| OMAHA<br>Fox Scr. Rm.<br>1502 Davenport St. | Tues. 12/16 | 1:30 | P.M. |
| PHILADELPHIA<br>RKO Scr. Rm.<br>250 N. 13th St. | Tues. 12/16 | 2:30 | P.M. |
| PITTSBURGH<br>RKO Scr. Rm.<br>1809-13 Blvd. of Allies | Tues. 12/16 | 1:30 | P.M. |
| PORTLAND<br>Star Scr. Rm.<br>925 N.W. 19th Ave. | Tues. 12/16 | 2:00 | P.M. |
| ST. LOUIS<br>RKO Scr. Rm.<br>3143 Olive St. | Tues. 12/16 | 1:00 | P.M. |
| SALT LAKE CITY<br>Fox Scr. Rm.<br>216 E. 1st St. South | Tues. 12/16 | 1:30 | P.M. |
| SAN FRANCISCO<br>Fox Scr. Rm.<br>245 Hyde St. | Tues. 12/16 | 2:00 | P.M. |
| SEATTLE<br>Jewel Box<br>Scr. Rm.<br>2318 2nd Ave. | Tues. 12/16 | 1:00 | P.M. |
| SIOUX FALLS<br>Hollyw'd Thea.<br>212 N. Philips Ave. | Tues. 12/16 | 9:30 | A.M. |
| WASHINGTON<br>Film Center<br>Scr. Rm.<br>932 New Jersey Ave. | Tues. 12/16 | 10:00 | A.M. |

**Also Showing RKO Pathe's**

**"OPERATION A-BOMB"—*Eastman Color***


# N.Y. Grosses

(*Continued from page* 1)

"Hans Christian Andersen" continued its record-breaking pace at the Criterion and the off-Broadway Paris. For the second week at the Criterion a sturdy $46,500 was registered while the Paris racked up a solid $19,400.

Land-office business is still the rule of the day at the Broadway Theatre, where "This Is Cinerama" is featured. A capacity $40,000 was due there for the 10th week of the Cinerama show. At the Paramount, a pretty good $50,000 was forecast for the third and final week of "Iron Mistress," which will be replaced tomorrow by "Stop, You're Killing Me."

"Because of You" opened to a nice $31,000 for its initial seven days at the Capitol. At the Rivoli, a fair $12,000 is indicated for the 12th week of "Snows of Kilimanjaro," while at Loew's State a moderate $15,000 is seen for the second and final week of "Outpost in Malaya." "Hangman's Knot" will have its premiere there tomorrow.

"Limelight" is still holding up fairly well at the Astor and the two-a-day 60th Street Trans-Lux. The Astor expects $18,000, for the seventh week of the film, while $7,000 is indicated for the 60th Street Trans-Lux. On Friday, "Pony Soldier" will have its premiere at the Globe Theatre, replacing "Kansas City Confidential" which is forecast to bow out at a fair $14,500 for its second and final week.

At the Mayfair, a moderate $15,000 is indicated for the second week of "The Thief of Venice." "Breaking Through the Sound Barrier" dropped somewhat but a more than satisfactory $15,000 is indicated for its fifth week.

Among off-Broadway theatres, a solid $9,600 is predicted for the sixth week of "The Promoter" at the Fine Arts, while a steady $7,100 is seen for the eighth week of "The Fourposter" at the Sutton. "O. Henry's Full House" at the 52nd Street Trans-Lux is expected to register a fine $6,200 for its eighth week. At the Beekman, a satisfactory $4,500 is forecast for the third week of "Under the Red Sea."

"Hiawatha" will have its premiere at the Bijou Theatre, now shuttered, on Christmas Day and "The Importance of Being Earnest" will open at the Baronet on Dec. 22.

### Hall Slates Extra Performances

To accommodate weekend audiences, Radio City Music Hall has scheduled extra performances of its traditional Christmas show on Saturday, with doors opening at 8:00 A.M.

# Einfeld Sees

(*Continued from page* 1)

feld who saw rough cuts of them on the Coast. The pictures are: "Niagara," which stars Marilyn Monroe, Joseph Cotten, and Jean Peters; "Man on A Tightrope," directed by Elia Kazan in Germany and starring Frederic March, Gloria Grahame, and Terry Moore, and "The Star," a Bert E. Friedlob production starring Bette Davis.

Einfeld's agenda at the studios included discussions with Darryl F. Zanuck, production chief, and Harry Brand, studio publicity head, to formulate promotional plans on the films viewed along with other attractions scheduled for release during the new year.

## *Management Heads Can Join Academy*

**Hollywood, Dec. 8.—Academy of Motion Picture Arts and Sciences president Charles Brackett reports that the organization's board of governors has approved the establishment of a new branch of the Academy to consist of "top management executives." The addition brings the number of academy branches to 13.**

# UATC Net Up

(*Continued from page* 1)

was $749,360, with the deductible items totalling $494,313. To the remaining $255,046 was added $235,966, representing the proportion of undistributed net profits, less the proportion of net losses of companies not owned 100 per cent.

It was pointed out in the consolidated balance sheet that "there are remaining important theatre operations in which the company and its partly-owned companies and major producing companies are interested which are to be terminated as a result of the government's anti-trust litigation brought against certain film producing companies. The effect which these matters may have upon the financial position of the company and its partly-owned companies cannot be determined at this time."

UATC operates 20 theatres in California, Michigan, Oregon and New York. It is interested in, but does not operate, Metropolitan Playhouses which holds an interest in two circuits operating 128 theatres in and around New York City; United California Theatres, with 99 theatres; Rowley United Theatres, 127 theatres, and Penn-Federal Enterprises, seven theatres.

# Files Trust Suit

(*Continued from page* 1)

the exclusion of the Square in a move-up of clearances in the area.

It is charged in the complaint that Loew's settled a threatened litigation by Skouras Theatres Corp. for $600,000 at a time when Skouras was in a "straightened financial position."

Until 1950, Skouras operated the Square Theatre which then was taken over by Steinberg and the 1948 Holding Co. The plaintiffs charge that until September of this year, the Square and Skouras' Interboro and Pilgrim Theatres played day-and-date seven days after Loew's American, but that last month the two Skouras houses were moved up by Paramount and United Artists to day-and-date with the American. The Square, it is charged, was excluded from the improvement in clearance. Monroe Stein is attorney for the plaintiffs.

Defendants in the Steinberg suit are Loew's, Parkchester Amusement Co., Number 26 Theatres, Inc., Skouras Theatres Corp., Metropolitan Playhouses, United Artists Theatre Circuit, Paramount, United Artists, George Skouras and Nicholas and Joseph M. Schenck.

# Johnston Meets

(*Continued from page* 1)

end and went direct to his home in Washington.

Johnston yesterday declined to comment on arbitration until he had been briefed on developments during his absence.

This afternoon, Johnston will speak at a luncheon for the National Association of Insurance Commissioners at the Hotel Commodore here.

# Zukor Fete

(*Continued from page* 1)

at the Ambassador Hotel on Zukor's birthday. R. J. O'Donnell, international chairman, who arrived from Dallas this morning, announced that the event will be followed by similar celebrations later in Dallas, Chicago and other key cities, climaxed by a dinner March 4 at the Hotel Waldorf-Astoria in New York.

Skouras met with studio and industry leaders at a Beverly Hills Hotel luncheon today to formulate plans for the dinner. Among those invited to attend were Steve Broidy, Harry Cohn, Sherrill Corwin, Cecil B. DeMille, Ned Depinet, Walt Disney, Y. Frank Freeman, William Goetz, Samuel Goldwyn, Jesse L. Lasky, L. B. Mayer, Dore Schary, Joseph Schenck, Leo Spitz, Jack Warner, Herbert J. Yates, Darryl F. Zanuck and Eugene Zukor.

### Film Trade Unions Behind Zukor Celebration, Jubilee

DALLAS, Dec. 8.—Trade unions affiliated with the industry in Hollywood are swinging in line behind Variety Clubs International with pledges of support of the all-industry Adolph Zukor 80th Birthday Celebration and Golden Jubilee which Variety is sponsoring in 1953.

Behind the forthcoming event are the executive board of the Motion Picture Industry Council and its affiliated membership, which includes Artists Managers Guild, Association of Motion Picture Producers Association, Independent Office Workers, Screen Actors Guild, Screen Producers Guild, Screen Story Analysts' Guild, Screen Writers' Guild, Society of Independent Motion Picture Producers, Society of Motion Picture Art Directors and Unit Production Managers' Guild.

# Hughes Resuming

(*Continued from page* 1)

**ported that last minute hitches developed in working out the status of Ned E. Depinet, who had been slated to return as president of RKO Pictures with full autonomy. That plan is said to have broken down, with no agreement concerning Depinet having been reached.**

It is understood that Noah Dietrich, who served as RKO board chairman in the previous Hughes regime, is interested and may be named president.

The statement scheduled to be issued tomorrow is expected to include the announcement of new directors of the company, as well as the new chief executive officers.

The final agreement on the major phases of the re-transfer of control of the company came late today following nearly four weeks of discussions here between Hughes and members of the Chicago group. The latter include, in addition to Stolkin, A. L. Koolish, E. J. Burke, Ray Ryan and Sherrill Corwin. Depinet was a participant in the talks during the past nine days.

# TV Wins

(Continued from page 1)

man aboard the planes carrying the party to Korea, the TV firms decided on their own coverage. They drew lots to decide which company would designate a cameraman. National Broadcasting "won" and it selected Julius Zenier, an NBC cameraman in Korea. Zenier shot the scenes of Eisenhower's tour on land, although Oliver's flight footage was available to the video outlets.

Zenier's pooled footage was flown via Pan American Airways from Tokyo and arrived in San Francisco at 6:15 A.M. (EST) Sunday. After two hours in San Franciso, where the film was viewed by security censors, the footage was rushed to New York where prints were made for the TV stations. NBC hit the TV screens at 5:30 Sunday afternoon, with CBS following an hour later. Others in the pool were DuMont and American Broadcasting.

**Other Stories Excluded**

The regular newsreel companies processed their negatives here yesterday and the films reached New York theatre screens late in the afternoon. The Eisenhower-Korea scenes comprise the entire issue, with all other news stories excluded.

Oliver is reported to be on the *U.S.S. Helena,* covering the sessions between Eisenhower and military leaders.

## 7 'Bali' TV Trailers Set By Paramount

Paramount reports that CBS and NBC networks across the country will carry seven special video trailers to an estimated 60,000,000 persons for "Road to Bali," forthcoming Hope-Crosby-Lamour comedy. This marks the first time, the company claims, that such a saturation campaign designed for television has been devised by a film company.

The trailers do not contain scenes from the picture but are titled "Great Moments in History with Bing Crosby and Bob Hope" and are seven short subjects that were written by Leonard Neubauer and directed by Phil Pemberton, head of Paramount's trailer department.

## Hits Undesirable Films for Children

ALBANY, N. Y., Dec. 8.—"Millions of American children" are being exposed weekly to undesirable motion pictures, "not only those sexually bad, but those which incite to crime, contain horrible thoughts or terrible fantasies," the Rev. Edward J. Lareau, director of the Catholic Radio Guild of the Albany Diocese, said in a sermon at the Church of the Sacred Heart yesterday.

Father Lareau credited the Legion of Decency with doing a great deal "to clean up motion pictures."




# Television--Radio

## with Pinky Herman

ED SULLIVAN entered the Flower Hospital last night for a complete physical check-up (he's been suffering from ulcers) and the second chapter of the "Samuel Goldwyn Story," on "Toast of the Town," scheduled for this coming CBSunday, will probably be postponed until sometime in January. Incidentally, last Sunday's portion of the Goldwyn story, with flashes of S.G.'s memorable films, was easily the *piece de resistance* of the day's TV fare. Pending "the smiling Irishman's" return "T.O.T.T." will be hosted by guest emcees. . . . Bob Goldstein, in town for a few days en route to Italy where he plans to produce a series of TV films. . . . REUNION IN CLEVELAND:—Henry (Hot Lips) Levine has signed a one year pact to become musical director of WTAM's radio and TV starting January 15. He'll join his former boss Norman Cloutier who is now production chief; Lee Sullivan, formerly heard on NBC, and Johnny Andrews, formerly co-starred on "Easy Does It," NBTVehicle, for which Hot Lips provided hot licks. . . . Lon Clark will guest as "Santa Claus" on WOR's "20 Questions," Dec. 20, making this his sixth annual visit to the program (and after so many years as that famous radio sleuth, Lon'll probably be called "St. Nick" Carter on the show).

☆ ☆ ☆



Bill Harrington

*Former "Hit Parade" NBChanter Bill Harrington, whose current series over WNEW tabs him as a triple-threat (singer, emcee, accordionist), has been signed to make a telefilm series by Bob Savini. In the TV musicals, titled, "Meet the Composer," Bill sings old and new song hits and will present the writers of these compositions. . . . The program "Movie Matinee," formerly heard via Mutual, has been revised by producers Wilbur Stark and Jerry Layton and MBStarting Jan. 9 (8:00 to 8:30 P.M.) will be titled "Movie Payoff" and heard via a 500 station hook-up over Mutual. The series, based entirely on motion picture data and personnel, will be co-sponsored by General Mills and General Tire and will feature Johnny Olsen, as emcee.*

☆ ☆ ☆

**Travelers Insurance Co. for the third successive year will NBCommercialize on the annual year-end round up of news highlights program, "Voices and Events," which will be aired Sunday, Dec. 21, from 7:00 to 8:00 P.M. Kenneth Banghart will be narrator. . . . Bob Hope will be honored next February with a national salute to celebrate his fifteenth anniversary with Paramount Pictures and NBC. . . . Blake Edwards, CBScripter of Dick Powell's two "Singer Four Star Playhouse" telecasts, will make his debut as a director with "Knockout" which will star Broderick Crawford on the series. Edwards also authored the teleplay. . . . Tip to ad agencies: Latch on to ex GI Merrill E. Joel's talents. His sparkling characterizations make this Joel a jewel. . . . Duff Baking Mix (a Pillsbury Mills product) and Deepfreeze (Motors Products Corp.) are the sixth and seventh sponsors, respectively, to CBSign up for participation in the "Garry Moore Show" telecasts. (Oh well, the Moore the merrier. Ouch!) . . . With seven major sponsors already set to spend $10,000,000 with MBS (radio) in 1953, that net's execs see a record $20,000,000 gross, a neat 11% increase over 1952. WOR-TV likewise appears headed for a new gross with the addition of Coca-Cola, Whelan Drugs and Piel's beer to their list of 1953 sponsors.**

☆ ☆ ☆

After 30 years with NBC, during which he served as president, chairman of the board and member of the board of RCA, Niles Trammell has resigned to become prexy of the newly formed Biscayne TV Corp., which has filed an application with FCC for a TV station grant on Channel 7 at Miami, Fla. . . . Beautiful Kathi Norris, who relinquished the title of "TV's busiest femcee," in August for the arrival of her second child, is getting ready to resume her radio and TV career. . . . Jimmy Rich, who discovered and coached among others Dinah Shore, Dick Brown and Jeff Clark, is managing a newcomer, Herb George, who is ready to warble on a major record label. . . . With last nite's show "Voice of Firestone," NBCommenced its 25th consecutive year. Program not only was the first commercial in radio but it is also the first to have been simulcast.

# Lees TV

(Continued from page 1)

ever, this was compensated somewhat by a carpet display in the lobby, where the multi-colored patterns could be seen.

Initial reports from the field on the telecast, which originated in NBC studios here, were on the whole excellent. Hundreds of carpet dealers, retailers and sales personnel across the nation attended theatres to participate in the event, which kicked off at 12:00 noon (EST).

Many of the United Paramount Theatre managers, whose houses carried the program, also commented on the absence of color, Robert O'Brien, UPT vice-president, said in reporting reactions of representatives canvassed. O'Brien pointed out, however, that the lack of color will be less noticeable in the case of the Bendix sales conference, to be held on theatre TV later, due to the lack of color emphasis and importance in the presentation of Bendix products.

The UPT managers felt, according to a consensus, that the Lees program further demonstrated the practicability and value of off-hours theatre TV. Reception was good, for the most part, marred only infrequently by light fadings. Interest was maintained throughout the telecast and all of the aims of the event were realized, it was said.

**Received Well in Chicago**

The telecast was well received by the dealers, the salesmen and retailers who attended the Telenews Theatre in Chicago. The only adverse comment was that the pictures of the carpeting were not too effective in black-and-white. Those in attendance at the Telenews felt, however, that it was in some respects better than a regular sales meeting, which does not afford them a chance to meet or see top company executives, as heard and viewed at yesterday's telecast. Quality of the picture itself was marred by what seemed to be poor lighting. The sound was excellent and the engineers seemed to feel that the picture would have been better had the telecast been carried micro-wave rather than cable.

In Boston, the telecast was well received at the Pilgrim Theatre. Many of the 300 dealers who attended the sales meeting termed it a very big success.

In Atlanta, 750 dealers and spectators saw the "off-hour" commercial show at the Paramount Theatre. Transmission on the whole was fair, but at times the picture was too light, making it difficult in certain instances to distinguish the speakers clearly. The sound came over very good, however. Salesmen expressed regret at the lack of color.

## Gould to Meet Press

Details of a new film distributing company will be announced here today by Walter Gould, former foreign manager of United Artists. Gould will explain the plans of the new organization at a trade press conference.

**BOOKER**

Experienced booker desires position in the New York Metropolitan area. Experience with both exchange and major circuit. Familiar with all type motion picture product. Native New Yorker, desires to return to this area. Interested in booking or selling position or booker for TV network.

**Box 440, MOTION PICTURE DAILY**
**1270 Sixth Ave., New York 20, N. Y.**

Tuesday, December 2, 1952

THE Hollywood REPORTER

# $117,500 FOR 'BWANA DEVIL' TOPS LOCAL FIRST RUN BIZ

Tale

'No Time'

## H'wood Paramount Sets New Record

Sensation of the week, boxoffice-wise, is the performance of Arch Oboler's "Bwana Devil," first feature-length picture to be mad Natural Vision 3-Dimension, w

**Sweet Substitute**

Dawn Addams, who planes to the Chri

DAILY VARIETY DAILY Tues., Dec. 2, 1952 3

# 100G 'Bwana' Bonanza Booms L.A. 1st Runs To 3d Biggest '52 Wk.

Los Angeles first-run gross total is soaring to third best week of the year on the current frame, due chiefly to upwards of $100,000 expected to be contributed by "Bwana Devil" at the Los Angeles and Hollywood Paramounts. Also aiding are six other bills th none is particularly If the estimated total only by the

**This Week, 24 Theatres**
**$257,500 (Estimate)**
*(Bills: 7 New, 3 Holdov*
Year
*(Bil*

Predict Compr




*THANKS* to Jerry Zigmond, Marco Wolff, Len Goldenson, and Ed Hyman for their faith in "Bwana Money-Maker"!

*Arch Oboler*

FIRST IN FILM NEWS

# MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 111 NEW YORK, U. S. A., WEDNESDAY, DECEMBER 10, 1952 TEN CENTS

# Controlling Interest In WB Theatres to Fabian

## Differences in Arbitration Drafts Are Few

### *MPAA Releases Texts of Aug., Oct. Proposals*

A comparison of the two drafts designed to establish a system of arbitration for the motion picture industry—one prepared by Abram F. Myers, Allied general counsel, and the other by major companies' lawyers—reveals that the differences chiefly are in verbiage, with some additions by the distributors in various provisions. Neither draft includes provisions for arbitrating film rentals nor a plan for financing the proposed overall arbitration system.

Last summer, a special sub-committee of the Arbitration Conference reached an agreement in principle on a plan and Myers was designated to prepare the draft, which was submitted to the interested parties on Aug. 21. The distributors' lawyers revised the August draft and submitted it on Oct. 21. It was decided by the Conference that both drafts would be withheld from the trade

(*Continued on page 5*)

## Fox Midwest Holds Meetings This Week

KANSAS CITY, Dec. 9.—Fox Midwest district meetings are being held this week in preparation for the circuit's mid-winter campaign. Three districts held sessions at the Hotel Muehlebach here today after a general meeting addressed by Elmer C. Rhoden, Sr., president, and department heads. District managers in charge of meetings today were Leon Robertson, J. J. Long and Ed Haas.

Rhoden and other executives will meet in Wichita tomorrow and in St. Louis, Thursday.

### *Loew's Executives To Plan 'Ike' Show*

**Washington, Dec. 9. — The Eisenhower inaugural program variety show, to be held on Jan. 19, will be coordinated by Orville Crouch, Allan Zee and Jack Foxe, local Loew's executives, according to George Murphy, director of entertainment for the entire inaugural program.**

## *Theatre Deal*

THE Warner-Fabian transaction is a development of deep significance to the business of motion pictures. It will add stature and scope to the already highly important exhibition interests of the Fabian enterprises.

The acquisition by the enterprises under the leadership of Mr. Si Fabian and Mr. Samuel Rosen of the theatre holdings of Harry, Albert and Jack Warner constitutes an eloquent pledge of confidence in the future of theatrical entertainment which will have sharp impact upon the amusement world. It will have a stabilizing influence and it will fan out into a broad current of confidence.

Under the judicial decision of divorcement of production and exhibition the Warner brothers were required to abandon either production or exhibition. As they had entered the exhibition field only with reluctance the decision as to where their future efforts would be devoted was a foregone conclusion. They are now left free to devote themselves single-mindedly to the business of producing and distributing motion pictures, which

(*Continued on page 2*)

## 'Bwana' Booked in 225 Major Cities

Deals for the booking of "Bwana Devil," the three-dimensional Natural Vision feature film, in every major city in the United States was disclosed here yesterday by George J. Schaefer, producer representative who is currently managing the distribution of the film.

Schaefer said that the film has been booked in approximately 230 first-run houses in 225 cities throughout the country. Deals for the bookings have been consummated during the past two weeks, Schaefer added.

Schaefer, who is also a director of

(*Continued on page 4*)

## *Harry, Jack and Albert Warner Sell Their Personal Stock in Circuit to Group; 300 Theatres Are Involved*

By MURRAY HOROWITZ

An agreement with Fabian Enterprses, Inc., for the sale of the Brothers Warner stock in the new exhibition company to be formed for Warner Brothers theatres was disclosed here yesterday.

Under the agreement, the sale of the brothers' stock will be consummated when the parent company, Warner Brothers Pictures, Inc., is reorganized under the consent decree into separate production-distribution and exhibition companies. This reorganization is expected to be effected with a few months.



Si Fabian



Samuel Rosen

The market value of the deal, based on the current market price of Warner Brothers common, runs to approximately $9,000,000. This figure is based on the current quotation of $13.25 for WB common, and the halving of the quotation in consideration of the projected divorcement.

It is understood that the deal would give Fabian Enterprises, which owns and operates about 60 theatres in the East, control of about 25 per cent in the new Warner Brother theatre company. The projected theatre company at the time of its reorganization

(*Continued on page 5*)

## Prospects Bright in S. Amer.: Johnston

An optimistic picture of future relationships between the U. S. film industry and various Latin American governments was presented to the board of directors of the Motion Picture Association of America here yesterday by MPAA president Eric A. Johnston. Johnston's session with the MPAA board was devoted entirely to his visit to five South American countries, having returned from his South-of-the-border trip last weekend.



Eric Johnston

Johnston reported that he conferred personally with the Presidents of Bra-

(*Continued on page 4*)

## Talks Continue On RKO Setup

HOLLYWOOD, Dec. 9.—Executives of RKO Pictures continued their conferences here today, paving the way for the return of Howard Hughes to the management of the company. Necessary legal documents were being prepared and indications were that they would be completed by late this evening.

Under the reported setup, Hughes, in return for an extension of time to the Ralph Stolkin syndicate on their commitments to purchase his stock

(*Continued on page 4*)

# Personal Mention

CHARLES B. McDONALD, retired RKO Theatres veteran, is here from Hollywood, Fla., for eye surgery at St. Clare's Hospital.

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EDWARD HEIBER, Universal Cleveland branch manager, acting as Detroit manager during the illness of BEN ROBINS, suffered a heart attack and is confined to a hospital in the latter city.

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EDWARD L. HYMAN, United Paramount Theatres vice-president, and his assistant, BERNARD LEVY, will be in Cincinnati today and tomorrow.

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ARTHUR CANTON, Eastern M-G-M representative, and ABE BERNSTEIN, Buffalo and Albany exploiter, were in the former city yesterday.

•

NAT LEVY, Eastern division manager for RKO Radio, will be in Philadelphia today from New York.

## Columbia Lists 10 Top Productions

Ten top productions were announced here yesterday by Columbia for 1953, which Harry Cohn, president and head of production, predicted in a home office statement would be "the most important in Columbia's history in quality of new productions."

Listed were "Salome," color in Technicolor, with Rita Hayworth, Stewart Granger, Charles Laughton; "Let's Do It Again," Technicolor comedy with music, with Jane Wyman, Ray Milland and Aldo Ray; "Red Beret," Technicolor, starring Alan Ladd; "Miss Sadie Thompson," Technicolor, to star Rita Hayworth; "From Here to Eeternity," adaptation of James Jones' novel; "The Franz Liszt Story"; "The Gay Girls," Technicolor, to star Rita Hayworth; "The Life of Casanova"; "River of the Sun," by James Ramsey Ullman, and a Judy Holliday vehicle as yet untitled.

Jerry Wald, as executive producer, functioning under Cohn, will have supervision of the company's top bracket productions.

## Theatre Deal

(*Continued from page* 1)

has always been the activity upon which their major loyalties rested.

This new undertaking is a fitting capstone to the record of vision and initiative of the Fabian family, the third generation of which is now active in the affairs of the company. To all concerned in this significant development hearty congratulations are in order.—M. Q.

# Sees Para. Production Plans Hinged on Talent Available

HOLLYWOOD, Dec. 9.—Paramount's recently announced 22-picture production schedule for the coming year may swell to as many as 28 or shrink to as few as 12, depending on talent availabilities and other unpredictables, production head Don Hartman told newsmen here today on his return from a European visit.

The executive said the studio's $45,000,000 inventory of finished pictures is large and varied enough so that there is no pressure on production for the sake of release, and for this reason the studio is able to sit back and wait for the best players, favorable circumstances or right market conditions, before starting production.

He also said the company is now in a very comfortable condition as to finances and the present size of the inventory of unreleased pictures is about right in proportion to other fiscal factors.

Concerning the industry's future, Hartman mentioned the remote-control lighting system and other mechanical devices recently applied in production and said, "We have lots of mechanical innovations and production improvements waiting, just around the corner, and our only concern is to get around that corner. Rising production costs is the biggest problem we have."

## 12 in 1953 from New Coplan, Gould Firm

Formation of a new distribution company which plans to release 12 pictures in 1953 was announced here yesterday by David Coplan and Walter Gould, both formerly associated in the worldwide operations of United Artists. The company, International-United Productions, Inc., is the exclusive American outlet for a group of producers in France, Switzerland, Italy, England and other countries.

Coplan, who has held executive industry posts in the United States and Canada and was UA managing director in Great Britain from 1944 to 1949, is president of the new company. Gould, who joined UA in 1926 and became general foreign manager in 1940, is executive vice-president.

International's entire program of 12 films has already been completed, with the first five available for nationwide distribution starting Feb. 15. "Black Eagle," starring Rossano Brazzi and Maria Canale; "Kill Him for Me!" starring Arturo de Cordova with Leticia Palma; "Swords of the Musketeers," based on the Alexandre Dumas story, with Maria Canale and Peter Trent; "City of Violence," starring Maria Montez and Alan Curtis, with the screenplay by Jesse L. Lasky, Jr., and Louis L. Gittler, and "The Captain's Wife," starring Anne Vernon and Rossano Brazzi.

The balance of the program for 1953 will be: "The Pirate Prince," starring Vittorio Gassmann and Milly Vitale; "High Treason," starring Signe Hasso and Alf Kjellin, known in Hollywood as Christopher Kent; "The Strange Case of Man and Beast," a new production of Robert Louis Stevenson's "Dr. Jekyll and Mr. Hyde"; "The Wicked Lady Anne," another Dumas story, starring Rossano Brazzi and Yvette Lebon; "The Prisoner of Venice," "Son of the Hunchback," starring Rossano Brazzi and Milly Vitale, and "The Man in the Red Mask."

## 'U' Sales Drive To Honor Feldman

HOLLYWOOD, Dec. 9.—Universal will launch an 18-week "Charles J. Feldman Silver Anniversary Drive" on Dec. 28, to go through May 2, to mark Feldman's 25 years with the company, it was announced here by Alfred E. Daff, executive vice-president to the company's production, distribution and promotion executives meeting in a week-long series of top level conferences.



Charles Feldman

Upwards of $36,000 will be distributed in prizes to the domestic division, district, branch and office managers, salesmen and bookers. As an innovation this year, in addition to the top national prizes, branch managers, office managers, salesmen and bookers will also be eligible for prizes in their divisions.

Nine of 12 pictures listed by Daff for release during the period of the drive have color by Technicolor. The remaining three in black and white are highlighted by "Ma and Pa Kettle on Vacation" and "Abbott and Costello Go to Mars."

The nine Technicolor films are: "Against All Flags," starring Errol Flynn and Maureen O'Hara; "Meet Me at the Fair," Dan Dailey and Diana Lynn; "The Lawless Breed," Raoul Walsh production starring Rock Hudson and Julia Adams; "The Redhead from Wyoming," Maureen O'Hara and Alex Nicol; "Mississippi Gambler," Tyrone Power, Piper Laurie and Julia Adams; "City Beneath the Sea," Robert Ryan, Mala Powers, Anthony Quinn and Suzan Ball; "Seminole," Rock Hudson, Barbara Hale, Anthony Quinn and Richard Carlson; "Gunsmoke," Audie Murphy, Susan Cabot and Paul Kelly, and "Desert Legion," starring Alan Ladd, Richard Conte and Arlene Dahl. The 12th picture is an "exploitation" picture, "Girls in the Night," featuring Joyce Holden, Glenda Farrell, Harvey Lembeck and Patricia Hardy.

# Newsreel Parade

*PRESIDENT-ELECT Eisenhower's three-day visit to the frozen battlefronts of Korea is the sole topic of almost all current newsreels.*

**MOVIETONE NEWS, No. 100** -- Ike's visit to Korea.

**MOVIETONE NEWSREEL SPECIAL THEATRE SUPPLIMENT**—Bonn treaty. Charles R. Sligh, Jr., new National Association of Manufacturers head. Model atomic power plant in New York City exhibit. Mrs. Van Fleet's 60th birthday. Inflammable hair spray. Palace horse show in Tokyo. Far eastern naval commander Admiral Radford inspects Chiang Kai-Chek forces. Saharian military company's centenary in Algeria. Miami Beach scene of 26th American contract bridge tournament. Model trains in Germany. Swimming pool floating soft-drink bar in Miami. Drunken driver test performed by volunteer.

**NEWS OF THE DAY, No. 230**—Films of Eisenhower in Korea.

**PARAMOUNT NEWS, No. 33** — Film diary of Eisenhower's mission to Korea.

**TELENEWS DIGEST, No. 50A** — Ike visits Korea battlefronts. South African report.

**UNIVERSAL NEWS, No. 420**—Eisenhower in Korea.

**WARNER PATHE NEWS, No. 35**—Eisenhower visits Korea.

## Studio Heads Meet On Zukor Tribute

HOLLYWOOD, Dec. 9.—Emphasis on the all-industry angle of the Adolph Zukor 80th birthday dinner celebration to be sponsored by Variety Clubs International was stressed here yesterday by R. J. O'Donnell, international chairman, and Charles P. Skouras, Hollywood chairman, at a luncheon-meeting of studio and administration executives held at the Beverly Hills Hotel.

O'Donnel said, "For the months of January, February and March, Adolph Zukor no longer belongs solely to Paramount but to the industry as a whole. At 80, Mr. Zukor is not a mere symbol but an actuality representing and touching every phase of pioneering and progress through which our industry has passed."

## 'Exploitation', Ampa Topic Tomorrow

The next-to-last meeting of the Associated Motion Picture Advertisers' Showmanship Class tomorrow night will be devoted to a discussion of exploitation. Speakers will be Dan S. Terrell, exploitation director of M-G-M for three years and newly appointed Eastern publicity manager; Sid Mesibov, exploitation manager for Paramount Pictures, and Edgar Goth, director of advertising, publicity and exploitation for Fabian Theatres.

"Magazine Magic," a 16mm. sound picture in color, showing the process of magazine publication by the Curtis Publishing Co., will be shown at the session. Don A. Brennan, a Curtis executive, will speak in connection with the showing of the film.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100 Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR 2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.




# *Climb Aboard* with the Country's TOP Showmen Who've Booked "FLAT TOP" for Their TOP First Run Houses!

Los Angeles.... LOEW'S STATE and EGYPTIAN

Chicago..... UNITED ARTISTS

Detroit..... PALM STATE

San Francisco.... ST. FRANCIS
*(Held Over 2nd Week!)*

Kansas City..... PARAMOUNT

Memphis..... MALCO

San Diego..... FOX, STATE and LOMA
*(Moved over to Adams)*

Minneapolis..... STATE
*(Moved over to Lyric)*

New Haven..... PARAMOUNT

Indianapolis..... INDIANA

Cincinnati..... RKO GRAND

Buffalo..... PARAMOUNT

Denver..... DENVER & ESQUIRE

Milwaukee..... Fox WISCONSIN

Pittsburgh..... STANLEY

St. Louis..... FOX

Washington, D. C..... WARNER and AMBASSADOR

Boston..... PARAMOUNT and FENWAY

Des Moines..... PARAMOUNT

Oklahoma City..... CENTER

Salt Lake City..... UTAH

"FLAT TOP" • A WALTER MIRISCH Production IN COLOR starring STERLING HAYDEN and RICHARD CARLSON with Keith Larsen • Bill Phipps • Phyllis Coates • John Bromfield • Directed by LESLEY SELANDER • Written by STEVE FISHER

**The *New* BOXOFFICE Power is the *New* ALLIED ARTISTS!**

# Urges Insurance On Foreign Trade

Eric Johnston, president of the Motion Picture Association of America, outlined three specific proposals for consideration in the coming session of the new Congress that would directly affect film industry foreign operations by greatly increasing international trade and protecting private American capital investments abroad, at a luncheon yesterday given by the National Association of Insurance Commissioners at the Hotel Commodore here.

Johnston advocated the creation of a Federal system to insure capital investments abroad against such extraordinary business risks as wars and uprisings, or confiscation through nationalization of industry; extension of present tax incentives to companies doing business in all other areas of the world as well as the Western Hemisphere to which present tax laws apply; and the allowance of reinvestment of a new overseas enterprise's profits without payment of U. S. tax on such profits for branch establishments as well as the presently provided for foreign-organized subsidiary.

Pointing out that foreign economic aid since the war has cost $35,000,000,000 and that "handouts are palliatives that bring no lasting gains" whereas increased trade does, Johnston urged the stimulation of private American industry abroad to replace handouts.

## Prospects Bright

(*Continued from page* 1)

zil, Argentina, Chile and Peru and with national leaders of Uruguay. The prospects of settling various industry problems in those countries are encouraging, Johnston said. While not going into detail on the many points of current conflict, it is understood that those problems involve remittances, import permits, the present exclusion of U. S. newsreels in Brazil and Argentina and the Brazilian plan to have all black-and-white prints processed in that country after Jan. 1.

All meetings were on a friendly basis and "everything augurs well" for the industry down there, Johnston said.

The MPAA president did not take up the question or arbitration at yesterday's meeting. However, he plans to return to New York from his Washington headquarters next week when the arbitration situation may be discussed. Johnston returned to Washington immediately after yesterday's meeting.

## *Seeks Industry Aid On Overseas Films*

Sen. Alexander Wiley of Wisconsin predicted yesterday that leading Hollywood film executives will be invited to testify before the special Senate Foreign Relations sub-committee hearings reviewing America's Overseas Information Program, which includes the wide use of motion pictures.

The ranking Republican on the committee announced here that the hearings also will review closer cooperation between the motion picture industry and the government's film program, and closer cooperation with the industry itself in reviewing overseas film exports which might possibly have an adverse effect on foreign opinion of the United States.

# *Book 'Bwana'*

(*Continued from page* 1)

Natural Vision, said that "Bwana Devil" grossed $96,000 in its first week at the Paramount Downtown and Hollywood theatres, in Los Angeles, breaking every record of both houses. He said the film will open in San Francisco on Dec. 16 at the St. Francis and on Christmas Day in Philadelphia, Dallas, San Antonio and Houston. He added that 150 prints of the film are expected by Feb. 1.



George Schaefer

Under the terms, it was explained, 50 per cent of the gross accrues to the distributor, with both exhibitor and distributor sharing advertising costs on a 50-50 basis. Ten cents paid by the exhibitor for each pair of Polarized glasses is deducted from the gross before the distributor-exhibitor percentage is divided.

## RKO Talks

(*Continued from page* 1)

interest, will resume management control.

Ned Depinet, who had been slated to return to the company as president, is scheduled to return to New York tomorrow or Thursday. His status remains in doubt, but there could be a switch to the original plan, sources here said.

### Hearing Today on RKO Receivership Case

A hearing on a move to postpone arguments in the RKO Radio Pictures receivership application will be held before Justice Henry Clay Greenberg in New York Supreme Court today. The notice of postponement until Dec. 17 was filed by RKO Radio Pictures.

According to Louis Kipnis, attorney for three minority stockholders seeking to put the company into receivership, he was informed early Monday that a request for postponement had been granted, only to be informed by the court later that hearings on the request would be held today.

In a separate suit against David J. Greene, who owns about 78,000 shares of RKO Pictures stock, Kipnis withdrew his application to cite Greene for conptempt of court. Kipnis was advised by the U. S. District Court yesterday that the Department of Justice should be apprised of the evidence supporting such application. The contempt citation was sought on the grounds that Greene, who is also a director in RKO Theatres, violated the terms of the consent decree by opposing the RKO Pictures receivership bid at the last court hearing.

## *Shaeffer to 'Seventeen'*

Martha Shaeffer has been appointed press editor in charge of all *Seventeen Magazine* public relations, effective immediately, succeeding Tess Williams, who has resigned to make her home in Boston, it was disclosed here yesterday by Mrs. Alice Thompson, publisher and editor of the magazine.

# N. E. Independents Hit Advanced Prices

BOSTON, Dec. 9.—The New England Independent Exhibitors voted to have their members furnish affidavits and pertinent evidence in an attack on advanced admission prices on pre-released pictures and endorsed the policies of national Allied as outlined at the recent Chicago convention, today, at a meeting here.

The resolutions were passed at a joint session this morning of both conventional and drive-in theatremen to discuss common problems. Further particular problems were discussed later when the group split up into two separate clinics. No election was held and it was decided to defer this action until the annual meeting in January.

Speakers this afternoon included Leon J. Bamberger of RKO Radio Pictures; Burton Robbins, National Screen Service; Stephen L. Saunders, publisher of the magazine *Prevue,* which is sold in theatre lobbies; Father Joseph A. Pelletier, author of "The Sun Danced at Fatima," which is being sold by theatres playing the "Lady of Fatima" film; Joseph Rifkin, who spoke on Cinerama, and Irving Isaacs, who gave a complete report on the exhibitors' fight to maintain booths with one operator. It was noted a decision from the Massachusetts Supreme Court is expected between now and the middle of February.

### Bamberger Sees Need of More News, Cheaper Film Ads

BOSTON, Dec. 9.—Leon J. Bamberger, sales promotion manager for RKO Radio Pictures, outlined for the convention of the Independent Exhibitors of New England today "the cooperation that should exist between you and your newspapers, your greatest ally." He emphasized that by closer relationships with newspaper figures, the exhibitors can attain fairer advertising rates and publication of more news.

### Richey Urges Whole Industry To Practice Public Relations

BOSTON, Dec. 9.—Henderson Richey, M-G-M director of exhibitor relations, tonight urged the Independent Exhibitors of New England at their Sheraton Plaza Hotel banquet tonight to actively participate in maintaining good public relations and noted this applies "to every single person making his living or who has his future in this great business of ours."

Richey cited the importance and gauged the progress of industry public relations in the past two years.

# Marcus Files Suit Vs. Loew's, Para.

INDIANAPOLIS, Dec. 9.—A $300,000 suit against Loew's and Paramount, charging "unreasonable and illegal" control of distribution channels, has been filed in Federal Court here by the Central Avenue Theatre Corp.

First and subsequent-run policies constitute restraint of trade under the Sherman and Clayton anti-trust laws, according to the action taken on behalf of the Zaring Theatre, Northside neighborhood house, by Mannie Marcus, president of Central.

# *National Pre-Selling*

"HONOLULU LOONY" is the title of a tale of Jerry Lewis' (Martin and Lewis) Hawaiian vacation; it appears in *Modern Screen's* January issue. The Honolulu vacation was born by a sudden impulse. Jerry, his wife Patty, his press agent, Jack Keller, Mrs. Keller, and Jerry's doctor, Martin Levy, were sitting in Lewis's living room when the phone rang for the 12th time. Jerry said, "If that phone rings again I'm going someplace where no one will find me." Keller answered the phone. "He's not here. I think he went to Honolulu." Jerry said, "That's it, Patty pack the bags, we're going to Honolulu. Let's leave before the phone rings again." Keller said, "You've got to make reservations and get tickets." Jerry said, "Then go ahead and do it, and you and your wife come along too. It was all your idea." Dr. Levy said, "You're supposed to take it easy." "Okay," said Jerry to Keller, "get him a ticket so he can see that I take it easy." Within eight hours all four were aboard a trans-Pacific plane headed for Honolulu. Jerry Lewis and Dean Martin's latest picture, the Paramount release, "The Stooge," is scheduled for multiple bookings starting New Year's Day.

•

**Cyd Charisse, who started her career with the Ballet Russe, is shown in the current issue of *Life* dancing through two editorial pages as she danced in M-G-M's new picture "Sombrero." The picture was made in Mexico and is in the language of an "ad man." It's in full Color. A rainstorm plays an important part in the picture, and Cyd is shown all soaked. She had to be doused over and over again for this scene. Cyd Charisse was voted a "Star of Tomorrow" in *Motion Picture Herald*—Fame Poll of 1948.**

•

*Louella Parsons reports in* Pictorial Review *on Sunday that Olivia De Havilland is intensely devoted to her son Benjie. Olivia says, "When anything mechanical goes wrong, I just call on him and he fixes it. He fixed the radio in the car. He is going to be an inventive genius." Olivia De Havilland's most recent picture is "My Cousin Rachel."*

•

*On the schedule* for "Hans Christian Andersen" ads are *Life, Book, Collier's Saturday Evening Post, Woman's Home Companion, Good Housekeeping, Seventeen, Ladies' Home Journal, Coronet, Cosmopolitan, Redbook,* and *American Magazine.* According to a spokesman for Donahue & Coe, $500,000 is being spent in consumer publications.

•

**A spread is given to pictorial and text coverage of eight pictures selected by *American Magazine* in the December issue. The eight chosen are Samuel Goldwyn's "Hans Christian Andersen," 'Stars and Stripes Forever," 20th Century-Fox; "Million Dollar Mermaid," M-G-M; "Against All Flags," Universal-International; "Abbott and Costello Meet Captain Kidd," Warner; "The Glass Wall," United Artists; "Eight Iron Men," Columbia, and "Road to Bali," Paramount.**

WALTER HAAS

# Arbitration

(Continued from page 1)

press, which meant that only members of the Conference would be aware of the progress. As is now known, Allied rejected the distributors' plan at its Chicago convention last month.

**The Motion Picture Association of America here yesterday released the texts of both drafts on the premise that it was desirable to make the plans available to the industry because of further joint discussions being under consideration.**

Basically, the summary printed herewith is from the Oct. 17 draft, with modifications of the August proposals. According to the distributors' version, the purpose of a system would be "to serve as an expeditious and inexpensive means of settling controversies." This is a slight variation from the Myers draft which would make the plan "serve as an auxiliary enforcement procedure" under the anti-trust judgments and consent decrees.

***Article I* specifies that arbitration would be available for 18 months as a test to "qualified exhibitors," who are defined as actual operators, operators of temporarily closed theatres or of new theatres about to open. If the system were not renewed after the 18-month test, awards made during that period would continue to be binding.**

*Article II,* dealing with the scope of arbitration, is in five sections—clearance, runs, bidding, conditioned licensing and violations. Under Section 1, exhibitor complaints asserting that a distributor or distributors maintained a system of clearance, or granted clearance to a theatre or theatres not in substantial competition or granted unreasonable clearance would be subject to arbitration. Arbitrators would have the power to dismiss the complaint, order a distributor to cease and desist or eliminate or reduce clearance.

They also would be empowered to grant damages for the period that the complained of clearance was in effect, subject to the provisions of Article III. As to Section 2, dealing with runs, the arbitrators would be empowered to dismiss the complaint or to order a distributor to grant the exhibitor the opportunity to obtain the run, equal to a competing exhibitor or exhibitors. If conditions are alleged to have changed since an award was made, the exhibitor, distributor or intervening exhibitors may seek new arbitration. The burden of proving such change would be upon the party asserting it.

*Section* 3—competitive bidding—provides for arbitrating complaints that awards allegedly were made in competitive bidding not on a theatre-by-theatre basis, solely on the merits and without discrimination; when competitive bidding was established without written request of one or more exhibitors, and to comply with a court order or decree, in good faith to protect the distributor against collusion among exhibitors. Arbitration also could be requested if an exhibitor alleged that a distributor broke the rules for conducting bidding. There is nothing in this section that would compel a distributor to accept an offered bid which he considered inadequate. A provision in the October draft covers the right of a distributor to negotiate with an exhibitor who made the best offer, after all bids had been rejected or to negotiate with other exhibitors after rejecting the initial bids. This provision is not in the August draft.

**In regard to conditioning one license upon another, covered by Section 4, this point could be arbitrated, but the exhibitor would have to make a claim to the distributor within 10 days after receipt of the license alleged to include the conditioning of one sale on another. Contract violations, Section 5, may be arbitrated if the exhibitor claims that provisions of a licensing agreement have been violated by the distributor.**

*Article III* deals with damages. If damages are claimed in the original complaint, arbitrators may award an amount equal to the proven loss, or more if it is found that the damages were a result of "the deliberate purpose to injure the complainant or in wilful disregard of the probable harmful consequences to the complainant." If arbitrators find that other exhibitors are involved in the circumstances that resulted in damages to the complainant, an amount equal to the arbitrators' judgment of damages caused by the non-intervening exhibitors may be deducted from the damages to be paid by the distributor. When damages are claimed by the complainant exhibitor, such claim shall be limited to the damages sustained during the period of four years preceding the filing of the complaint, or subject to the state's statute of limitations.

*Section* 1 *of Article IV,* dealing with the system itself, concerns the National Administrative Committee. This section proposes that the arbitration system would be run by 12 persons composed of three each from Allied, the Theatre Owners of America and the distributors, one from the Metropolitan Motion Picture Theatres Association, one from the Independent Theatre Owners Association and one from Western Theatre Owners. The chairman would be elected by the group on a rotating basis.

Section 2 provides for a regional tribunal in each exchange city. The tribunal would be supervised by a local committee made up of representatives of exhibitor associations picked by exhibitor members of the national administrator and an equal number of distributors chosen by the administrator's distributor members. The August draft does not give the national body the right to select local members of the arbitration committee. A national appeals board of three non-industry members is provided in Section 3.

***Article V* concerns rules of practice and procedure. Under Section 1, arbitration proceedings would be instituted by an exhibitor filing a prescribed form with the tribunal's clerk. The complaint would be filed with the form and interested exhibitors and distributors would have the right to intervene. Selection of arbitrators is provided in Section. 2. In cases were the only parties are the complainant exhibitor and the respondent distributor or intervening distributors, each party would appoint an arbitrator and the two would designate the third, or neutral, arbitrator. In the event of disagreement on the neutral arbitrator, the local arbitration committee would name one. If there are more parties to the case than mentioned above and there is disagreement on arbitrators, the local arbitration committee would select three neutral ones.**

Five other sections in Article V concern more or less routaine rules. The only significant difference here between the October and August drafts is that the former defines a lawyer in broad terms to include even those who have law degrees but have never been admitted to the bar. If the exhibitor does not use a lawyer, the distributor may not use one either.

*Article VI* contains routine provisions on appeals. In effect, an appeal may be taken only in connection with the awarding or denying of damages.

The October draft proposes conciliation in Article VII, which does not appear in the August proposals. This section provides for conciliation of all controversies in a procedure intended to dispose "of such controversies amicably, informally and quickly." In order to institute a conciliation proceeding, an exhibitor would have to file a written request for a meeting with the branch manager involved. The exhibitor could be accompanied to the meeting by one assistant or consultant, the same privilege applying to the branch manager. If the controversy is not settled at the meeting, the exhibitor may write to the distributor's general sales manager for a meeting at the home office, although by mutual agreement the meeting could be held anywhere. Here again the exhibitor could have an assistant, with the distributor being represented by the sales manager or an assistant designated by him. Conciliation meetings would be confidential and without prejudice and would not bar an exhibitor from going to arbitration or litigation.

A draft of a court order providing for the establishment of the arbitration system was proposed in the August draft only.

# Interest in WB Theatres

(Continued from page 1)

is expected to own and operate approximately 300 WB theatres.

Harry M. Warner, president of WB, Albert Warner and Jack L. Warner, vice-presidents, together own about 18 per cent of WB's outstanding stock. Members of their family own roughly another seven per cent.

Si H. Fabian, president of Fabian Enterprises, a family corporation operating the Fabian Circuit, said that only Samuel Rosen, secretary-treasurer of the company, himself an associate of Fabian Enterprises, are participants in the purchase at this time. Fabian added, however, that other persons outside the industry may be included in the deal later. He declined to elaborate.

Neither Fabian nor WB would comment on the purchase price. Fabian said that Serge Semenenko, president of the First National Bank of Boston, was instrumental in bringing about the deal. He declined to state whether the bank figured in the financing of the purchase.

Negotiations which led to the successful conclusion of the agreement had gone on for three to four months both on the East and West coasts, Fabian said.

**The Warner brothers will remain with the picture company and will devote all their time to the production and distribution of motion pictures and its other activities, a WB statement declared.**

It was explained that reorganization of the parent company will take place sometime following the annual meeting of stockholders in Wilmington on Feb. 17. Under the Jan. 5, 1951, consent judgment, Warner Brothers Pictures, Inc., was required to separate its theatre business from its production and distribution enterprises, and the brothers were personally required to either sell or trustee their holdings in either one or the other branch.

WB stated that "It is expected that the new theatre company will be headed by Si Fabian and his associates, and the Warner brothers are happy that their stock is to be acquired by such well known veterans in the exhibition of motion pictures, and feel that under this arrangement the best interests of the stockholders and employes of the new theatre company will be preserved."

Under the plan for reorganization, the directors and officers of the new theatre company may be designated by the parent company, it was explained.

Fabian commented, "Samuel Rosen and I are very happy to have been able to make this deal with the three Warner brothers. It evidences our complete faith and confidence in the future of the motion picture exhibition industry. A substantial number of the men associated with the operation of the theatres are friends of many years standing. Under these circumstances, we are not strangers to them and they are not strangers to us. We are sure that the relationship will be an effective and happy one for all concerned."

The new theatre company will own and operate approximately 300 WB theatres in 16 states, including California, Connecticut, Delaware, Illinois, Indiana, Maryland, Massachusetts, New Jersey, New York, Ohio, Oklahoma, Pennsylvania, Tennessee, Virginia, West Virginia, Wisconsin and the District of Columbia. The 60-theatre Fabian Circuit operates in New York, Pennsylvania, New Jersey and Virginia.

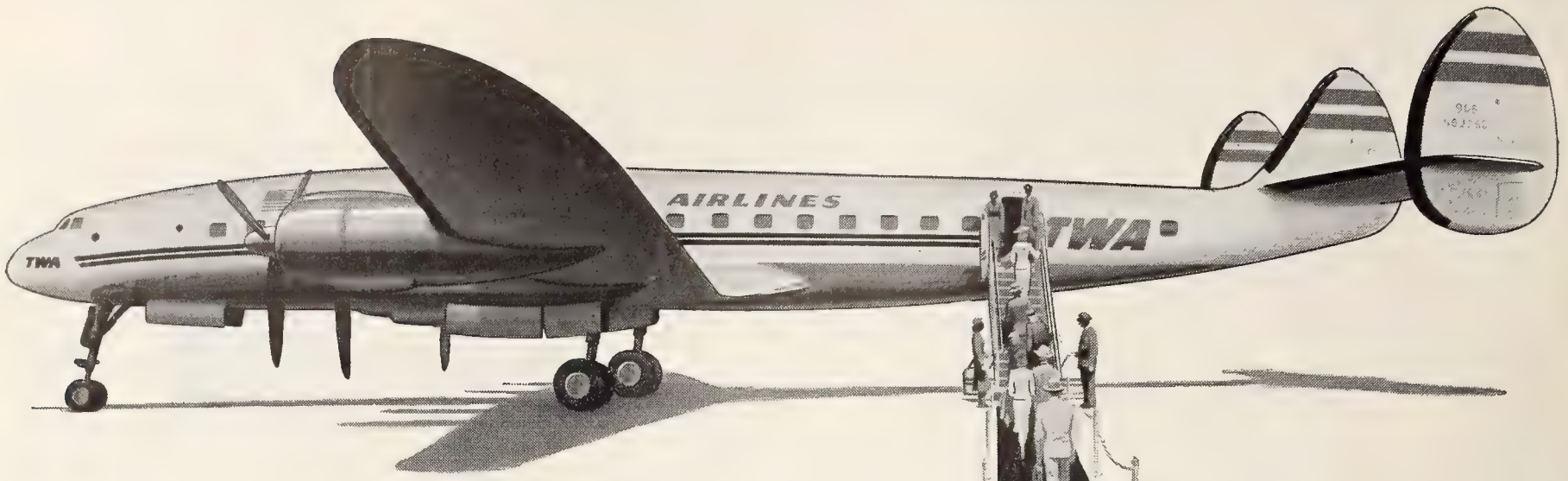
## *Kalmine to Remain Head of Circuit*

**Harry M. Kalmine, president of Warner Brothers Circuit Management Corp., will continue as head of the new theatre company, Si Fabian, president of Fabian Enterprises, Inc., said here yesterday.**



Harry Kalmine

**Fabian made the statement following announcement of the deal for the sale of the three Warner brothers theatre stock to Fabian Enterprises.**




*Presenting* **THE MOST LUXURIOUS TRANSCONTINENTAL AIR SERVICE EVER OFFERED**

## TWA's *New* SUPER CONSTELLATIONS

# *The Ambassadors*

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# MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 72. NO. 111 NEW YORK, U. S. A., WEDNESDAY, DECEMBER 10, 1952 TEN CENTS

# Controlling Interest In WB Theatres to Fabian

## *Harry, Jack and Albert Warner Sell Their Personal Stock in Circuit to Group; 300 Theatres Are Involved*

By MURRAY HOROWITZ

An agreement with Fabian Enterprses, Inc., for the sale of the Brothers Warner stock in the new exhibition company to be formed for Warner Brothers theatres was disclosed here yesterday.

Under the agreement, the sale of the brothers' stock will be consummated when the parent company, Warner Brothers Pictures, Inc., is reorganized under the consent decree into separate production-distribution and exhibition companies. This reorganization is expected to be effected with a few months.



Si Fabian



Samuel Rosen

The market value of the deal, based on the current market price of Warner Brothers common, runs to approximately $9,000,000. This figure is based on the current quotation of $13.25 for WB common, and the halving of the quotation in consideration of the projected divorcement.

It is understood that the deal would give Fabian Enterprises, which owns and operates about 60 theatres in the East, control of about 25 per cent in the new Warner Brother theatre company. The projected theatre company at the time of its reorganization

(Continued on page 5)

## *Theatre Deal*

THE Warner-Fabian transaction is a development of deep significance to the business of motion pictures. It will add stature and scope to the already highly important exhibition interests of the Fabian enterprises.

The acquisition by the enterprises under the leadership of Mr. Si Fabian and Mr. Samuel Rosen of the theatre holdings of Harry, Albert and Jack Warner constitutes an eloquent pledge of confidence in the future of theatrical entertainment which will have sharp impact upon the amusement world. It will have a stabilizing influence and it will fan out into a broad current of confidence.

Under the judicial decision of divorcement of production and exhibition the Warner brothers were required to abandon either production or exhibition. As they had entered the exhibition field only with reluctance the decision as to where their future efforts would be devoted was a foregone conclusion. They are now left free to devote themselves single-mindedly to the business of producing and distributing motion pictures, which

(Continued on page 2)

# Differences in Arbitration Drafts Are Few

## *MPAA Releases Texts of Aug., Oct. Proposals*

A comparison of the two drafts designed to establish a system of arbitration for the motion picture industry—one prepared by Abram F. Myers, Allied general counsel, and the other by major companies' lawyers—reveals that the differences chiefly are in verbiage, with some additions by the distributors in various provisions. Neither draft includes provisions for arbitrating film rentals nor a plan for financing the proposed overall arbitration system.

Last summer, a special sub-committee of the Arbitration Conference reached an agreement in principle on a plan and Myers was designated to prepare the draft, which was submitted to the interested parties on Aug. 21. The distributors' lawyers revised the August draft and submitted it on Oct. 21. It was decided by the Conference that both drafts would be withheld from the trade

(Continued on page 5)

## NEWS FLASHES

KANSAS CITY, Dec. 9.--Three Fox Midwest districts held sessions here today as the company began preparations for its midwinter campaign. President Elmer Rhoden, Sr., who presided at today's meet, will hold confabs in Wichita tomorrow and in St. Louis on Thursday. The three districts meeting today were headed by Leon Robertson, J. J. Long and Ed Haas.

•

WASHINGTON, Dec. 9.--Orville Crouch, Allan Zee and Jack Fox, local Loew's executives, will coordinate the Eisenhower inaugural program variety show, to be held here on Jan. 19, according to George Murphy, director of entertainment.

# 'Bwana' Booked in 225 Major Cities

Deals for the booking of "Bwana Devil," the three-dimensional Natural Vision feature film, in every major city in the United States was disclosed here yesterday by George J. Schaefer, producer representative who is currently managing the distribution of the film.

Schaefer said that the film has been booked in approximately 230 first-run houses in 225 cities throughout the country. Deals for the bookings have been consummated during the past two weeks, Schaefer added.

Schaefer, who is also a director of

(Continued on page 4)

# Prospects Bright in S. Amer.: Johnston

An optimistic picture of future relationships between the U. S. film industry and various Latin American governments was presented to the board of directors of the Motion Picture Association of America here yesterday by MPAA president Eric A. Johnston. Johnston's session with the MPAA board was devoted entirely to his visit to five South American countries, having returned from his South-of-the-border trip last weekend.



Eric Johnston

Johnston reported that he conferred personally with the Presidents of Bra-

(Continued on page 4)

# Talks Continue On RKO Setup

HOLLYWOOD, Dec. 9.—Executives of RKO Pictures continued their conferences here today, paving the way for the return of Howard Hughes to the management of the company. Necessary legal documents were being prepared and indications were that they would be completed by late this evening.

Under the reported setup, Hughes, in return for an extension of time to the Ralph Stolkin syndicate on their commitments to purchase his stock

(Continued on page 4)

# Personal Mention

CHARLES B. McDONALD, retired RKO Theatres veteran, is here from Hollywood, Fla., for eye surgery at St. Clare's Hospital.

•

EDWARD HEIBER, Universal Cleveland branch manager, acting as Detroit manager during the illness of BEN ROBINS, suffered a heart attack and is confined to a hospital in the latter city.

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EDWARD L. HYMAN, United Paramount Theatres vice-president, and his assistant, BERNARD LEVY, will be in Cincinnati today and tomorrow.

•

ARTHUR CANTON, Eastern M-G-M representative, and ABE BERNSTEIN, Buffalo and Albany exploiter, were in the former city yesterday.

•

NAT LEVY, Eastern division manager for RKO Radio, will be in Philadelphia today from New York.

## Columbia Lists 10 Top Productions

Ten top productions were announced here yesterday by Columbia for 1953, which Harry Cohn, president and head of production, predicted in a home office statement would be "the most important in Columbia's history in quality of new productions."

Listed were "Salome," color in Technicolor, with Rita Hayworth, Stewart Granger, Charles Laughton; "Let's Do It Again," Technicolor comedy with music, with Jane Wyman, Ray Milland and Aldo Ray; "Red Beret," Technicolor, starring Alan Ladd; "Miss Sadie Thompson," Technicolor, to star Rita Hayworth; "From Here to Eeternity," adaptation of James Jones' novel; "The Franz Liszt Story"; "The Gay Girls," Technicolor, to star Rita Hayworth; "The Life of Casanova"; "River of the Sun," by James Ramsey Ullman, and a Judy Holliday vehicle as yet untitled.

Jerry Wald, as executive producer, functioning under Cohn, will have supervision of the company's top bracket productions.

## Theatre Deal

(*Continued from page* 1)

has always been the activity upon which their major loyalties rested.

This new undertaking is a fitting capstone to the record of vision and initiative of the Fabian family, the third generation of which is now active in the affairs of the company. To all concerned in this significant development hearty congratulations are in order.—M. Q.

# Sees Para. Production Plans Hinged on Talent Available

HOLLYWOOD, Dec. 9.—Paramount's recently announced 22-picture production schedule for the coming year may swell to as many as 28 or shrink to as few as 12, depending on talent availabilities and other unpredictables, production head Don Hartman told newsmen here today on his return from a European visit.

The executive said the studio's $45,000,000 inventory of finished pictures is large and varied enough so that there is no pressure on production for the sake of release, and for this reason the studio is able to sit back and wait for the best players, favorable circumstances or right market conditions, before starting production.

He also said the company is now in a very comfortable condition as to finances and the present size of the inventory of unreleased pictures is about right in proportion to other fiscal factors.

Concerning the industry's future, Hartman mentioned the remote-control lighting system and other mechanical devices recently applied in production and said, "We have lots of mechanical innovations and production improvements waiting, just around the corner, and our only concern is to get around that corner. Rising production costs is the biggest problem we have."

## 12 in 1953 from New Coplan, Gould Firm

Formation of a new distribution company which plans to release 12 pictures in 1953 was announced here yesterday by David Coplan and Walter Gould, both formerly associated in the worldwide operations of United Artists. The company, International-United Productions, Inc., is the exclusive American outlet for a group of producers in France, Switzerland, Italy, England and other countries.

Coplan, who has held executive industry posts in the United States and Canada and was UA managing director in Great Britain from 1944 to 1949, is president of the new company. Gould, who joined UA in 1926 and became general foreign manager in 1940, is executive vice-president.

International's entire program of 12 films has already been completed, with the first five available for nationwide distribution starting Feb. 15. "Black Eagle," starring Rossano Brazzi and Maria Canale; "Kill Him for Me!" starring Arturo de Cordova with Leticia Palma; "Swords of the Musketeers," based on the Alexandre Dumas story, with Maria Canale and Peter Trent; "City of Violence," starring Maria Montez and Alan Curtis, with the screenplay by Jesse L. Lasky, Jr., and Louis L. Gittler, and "The Captain's Wife," starring Anne Vernon and Rossano Brazzi.

The balance of the program for 1953 will be: "The Pirate Prince," starring Vittorio Gassmann and Milly Vitale; "High Treason," starring Signe Hasso and Alf Kjellin, known in Hollywood as Christopher Kent; "The Strange Case of Man and Beast," a new production of Robert Louis Stevenson's "Dr. Jekyll and Mr. Hyde"; "The Wicked Lady Anne," another Dumas story, starring Rossano Brazzi and Yvette Lebon; "The Prisoner of Venice," "Son of the Hunchback," starring Rossano Brazzi and Milly Vitale, and "The Man in the Red Mask."

## 'U' Sales Drive To Honor Feldman

HOLLYWOOD, Dec. 9.—Universal will launch an 18-week "Charles J. Feldman Silver Anniversary Drive" on Dec. 28, to go through May 2, to mark Feldman's 25 years with the company, it was announced here by Alfred E. Daff, executive vice-president to the company's production, distribution and promotion executives meeting in a week-long series of top level conferences.



Charles Feldman

Upwards of $36,000 will be distributed in prizes to the domestic division, district, branch and office managers, salesmen and bookers. As an innovation this year, in addition to the top national prizes, branch managers, office managers, salesmen and bookers will also be eligible for prizes in their divisions.

Nine of 12 pictures listed by Daff for release during the period of the drive have color by Technicolor. The remaining three in black and white are highlighted by "Ma and Pa Kettle on Vacation" and "Abbott and Costello Go to Mars."

The nine Technicolor films are: "Against All Flags," starring Errol Flynn and Maureen O'Hara; "Meet Me at the Fair," Dan Dailey and Diana Lynn; "The Lawless Breed," Raoul Walsh production starring Rock Hudson and Julia Adams; "The Redhead from Wyoming," Maureen O'Hara and Alex Nicol; "Mississippi Gambler," Tyrone Power, Piper Laurie and Julia Adams; "City Beneath the Sea," Robert Ryan, Mala Powers, Anthony Quinn and Suzan Ball; "Seminole," Rock Hudson, Barbara Hale, Anthony Quinn and Richard Carlson; "Gunsmoke," Audie Murphy, Susan Cabot and Paul Kelly, and "Desert Legion," starring Alan Ladd, Richard Conte and Arlene Dahl. The 12th picture is an "exploitation" picture, "Girls in the Night," featuring Joyce Holden, Glenda Farrell, Harvey Lembeck and Patricia Hardy.

## Newsreel Parade

*PRESIDENT-ELECT Eisenhower's three-day visit to the frozen battlefronts of Korea is the sole topic of almost all current newsreels.*

**MOVIETONE NEWS, No. 100** — Ike's visit to Korea.

**MOVIETONE NEWSREEL SPECIAL THEATRE SUPPLIMENT**—Bonn treaty. Charles R. Sligh, Jr., new National Association of Manufacturers head. Model atomic power plant in New York City exhibit. Mrs. Van Fleet's 60th birthday. Inflammable hair spray. Palace horse show in Tokyo. Far eastern naval commander Admiral Radford inspects Chiang Kai-Chek forces. Saharian military company's centenary in Algeria. Miami Beach scene of 26th American contract bridge tournament. Model trains in Germany. Swimming pool floating soft-drink bar in Miami. Drunken driver test performed by volunteer.

**NEWS OF THE DAY, No. 230**—Films of Eisenhower in Korea.

**PARAMOUNT NEWS, No. 33** — Film diary of Eisenhower's mission to Korea.

**TELENEWS DIGEST, No. 50A** — Ike visits Korea battlefronts. South African report.

**UNIVERSAL NEWS, No. 420**—Eisenhower in Korea.

**WARNER PATHE NEWS, No. 35**—Eisenhower visits Korea.

## Studio Heads Meet On Zukor Tribute

HOLLYWOOD, Dec. 9.—Emphasis on the all-industry angle of the Adolph Zukor 80th birthday dinner celebration to be sponsored by Variety Clubs International was stressed here yesterday by R. J. O'Donnell, international chairman, and Charles P. Skouras, Hollywood chairman, at a luncheon-meeting of studio and administration executives held at the Beverly Hills Hotel.

O'Donnel said, "For the months of January, February and March, Adolph Zukor no longer belongs solely to Paramount but to the industry as a whole. At 80, Mr. Zukor is not a mere symbol but an actuality representing and touching every phase of pioneering and progress through which our industry has passed."

## 'Exploitation', Ampa Topic Tomorrow

The next-to-last meeting of the Associated Motion Picture Advertisers' Showmanship Class tomorrow night will be devoted to a discussion of exploitation. Speakers will be Dan S. Terrell, exploitation director of M-G-M for three years and newly appointed Eastern publicity manager; Sid Mesibov, exploitation manager for Paramount Pictures, and Edgar Goth, director of advertising, publicity and exploitation for Fabian Theatres.

"Magazine Magic," a 16mm. sound picture in color, showing the process of magazine publication by the Curtis Publishing Co., will be shown at the session. Don A. Brennan, a Curtis executive, will speak in connection with the showing of the film.

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# *Climb Aboard* with the Country's TOP Showmen Who've Booked "FLAT TOP" for Their TOP First Run Houses!

Los Angeles.... LOEW'S STATE and EGYPTIAN

Chicago..... UNITED ARTISTS

Detroit..... PALM STATE

San Francisco....ST. FRANCIS
*(Held Over 2nd Week!)*

Kansas City..... PARAMOUNT

Memphis.....MALCO

San Diego..... FOX, STATE and LOMA
*(Moved over to Adams)*

Minneapolis.....STATE
*(Moved over to Lyric)*

New Haven.....PARAMOUNT

Indianapolis..... INDIANA

Cincinnati.....RKO GRAND

Buffalo..... PARAMOUNT

Denver..... DENVER & ESQUIRE

Milwaukee.....Fox WISCONSIN

Pittsburgh.....STANLEY

St. Louis..... FOX

Washington, D. C.....WARNER and AMBASSADOR

Boston..... PARAMOUNT and FENWAY

Des Moines..... PARAMOUNT

Oklahoma City..... CENTER

Salt Lake City..... UTAH

"FLAT TOP" • A WALTER MIRISCH Production IN COLOR starring STERLING HAYDEN and RICHARD CARLSON with Keith Larsen • Bill Phipps • Phyllis Coates • John Bromfield • Directed by LESLEY SELANDER • Written by STEVE FISHER

**The *New* BOXOFFICE Power is the *New* ALLIED ARTISTS!**

# Urges Insurance On Foreign Trade

Eric Johnston, president of the Motion Picture Association of America, outlined three specific proposals for consideration in the coming session of the new Congress that would directly affect film industry foreign operations by greatly increasing international trade and protecting private American capital investments abroad, at a luncheon yesterday given by the National Association of Insurance Commissioners at the Hotel Commodore here.

Johnston advocated the creation of a Federal system to insure capital investments abroad against such extraordinary business risks as wars and uprisings, or confiscation through nationalization of industry; extension of present tax incentives to companies doing business in all other areas of the world as well as the Western Hemisphere to which present tax laws apply; and the allowance of reinvestment of a new overseas enterprise's profits without payment of U. S. tax on such profits for branch establishments as well as the presently provided for foreign-organized subsidiary.

Pointing out that foreign economic aid since the war has cost $35,000,000,000 and that "handouts are palliatives that bring no lasting gains" whereas increased trade does, Johnston urged the stimulation of private American industry abroad to replace handouts.

## Prospects Bright

(*Continued from page* 1)

zil, Argentina, Chile and Peru and with national leaders of Uruguay. The prospects of settling various industry problems in those countries are encouraging, Johnston said. While not going into detail on the many points of current conflict, it is understood that those problems involve remittances, import permits, the present exclusion of U. S. newsreels in Brazil and Argentina and the Brazilian plan to have all black-and-white prints processed in that country after Jan. 1.

All meetings were on a friendly basis and "everything augurs well" for the industry down there, Johnston said.

The MPAA president did not take up the question or arbitration at yesterday's meeting. However, he plans to return to New York from his Washington headquarters next week when the arbitration situation may be discussed. Johnston returned to Washington immediately after yesterday's meeting.

## *Seeks Industry Aid On Overseas Films*

Sen. Alexander Wiley of Wisconsin predicted yesterday that leading Hollywood film executives will be invited to testify before the special Senate Foreign Relations sub-committee hearings reviewing America's Overseas Information Program, which includes the wide use of motion pictures.

The ranking Republican on the committee announced here that the hearings also will review closer cooperation between the motion picture industry and the government's film program, and closer cooperation with the industry itself in reviewing overseas film exports which might possibly have an adverse effect on foreign opinion of the United States.

# *Book 'Bwana'*

(*Continued from page* 1)

Natural Vision, said that "Bwana Devil" grossed $96,000 in its first week at the Paramount Downtown and Hollywood theatres, in Los Angeles, breaking every record of both houses. He said the film will open in San Francisco on Dec. 16 at the St. Francis and on Christmas Day in Philadelphia, Dallas, San Antonio and Houston. He added that 150 prints of the film are expected by Feb. 1.



George Schaefer

Under the terms, it was explained, 50 per cent of the gross accrues to the distributor, with both exhibitor and distributor sharing advertising costs on a 50-50 basis. Ten cents paid by the exhibitor for each pair of Polarized glasses is deducted from the gross before the distributor-exhibitor percentage is divided.

## RKO Talks

(*Continued from page* 1)

interest, will resume management control.

Ned Depinet, who had been slated to return to the company as president, is scheduled to return to New York tomorrow or Thursday. His status remains in doubt, but there could be a switch to the original plan, sources here said.

### Hearing Today on RKO Receivership Case

A hearing on a move to postpone arguments in the RKO Radio Pictures receivership application will be held before Justice Henry Clay Greenberg in New York Supreme Court today. The notice of postponement until Dec. 17 was filed by RKO Radio Pictures.

According to Louis Kipnis, attorney for three minority stockholders seeking to put the company into receivership, he was informed early Monday that a request for postponement had been granted, only to be informed by the court later that hearings on the request would be held today.

In a separate suit against David J. Greene, who owns about 78,000 shares of RKO Pictures stock, Kipnis withdrew his application to cite Greene for conptempt of court. Kipnis was advised by the U. S. District Court yesterday that the Department of Justice should be apprised of the evidence supporting such application. The contempt citation was sought on the grounds that Greene, who is also a director in RKO Theatres, violated the terms of the consent decree by opposing the RKO Pictures receivership bid at the last court hearing.

## *Shaeffer to 'Seventeen'*

Martha Shaeffer has been appointed press editor in charge of all *Seventeen Magazine* public relations, effective immediately, succeeding Tess Williams, who has resigned to make her home in Boston, it was disclosed here yesterday by Mrs. Alice Thompson, publisher and editor of the magazine.

# N. E. Independents Hit Advanced Prices

BOSTON, Dec. 9.—The New England Independent Exhibitors voted to have their members furnish affidavits and pertinent evidence in an attack on advanced admission prices on pre-released pictures and endorsed the policies of national Allied as outlined at the recent Chicago convention, today, at a meeting here.

The resolutions were passed at a joint session this morning of both conventional and drive-in theatremen to discuss common problems. Further particular problems were discussed later when the group split up into two separate clinics. No election was held and it was decided to defer this action until the annual meeting in January.

Speakers this afternoon included Leon J. Bamberger of RKO Radio Pictures; Burton Robbins, National Screen Service; Stephen L. Saunders, publisher of the magazine *Prevue*, which is sold in theatre lobbies; Father Joseph A. Pelletier, author of "The Sun Danced at Fatima," which is being sold by theatres playing the "Lady of Fatima" film; Joseph Rifkin, who spoke on Cinerama, and Irving Isaacs, who gave a complete report on the exhibitors' fight to maintain booths with one operator. It was noted a decision from the Massachusetts Supreme Court is expected between now and the middle of February.

### Bamberger Sees Need of More News, Cheaper Film Ads

BOSTON, Dec. 9.—Leon J. Bamberger, sales promotion manager for RKO Radio Pictures, outlined for the convention of the Independent Exhibitors of New England today "the cooperation that should exist between you and your newspapers, your greatest ally." He emphasized that by closer relationships with newspaper figures, the exhibitors can attain fairer advertising rates and publication of more news.

### Richey Urges Whole Industry To Practice Public Relations

BOSTON, Dec. 9.—Henderson Richey, M-G-M director of exhibitor relations, tonight urged the Independent Exhibitors of New England at their Sheraton Plaza Hotel banquet tonight to actively participate in maintaining good public relations and noted this applies "to every single person making his living or who has his future in this great business of ours."

Richey cited the importance and gauged the progress of industry public relations in the past two years.

# Marcus Files Suit Vs. Loew's, Para.

INDIANAPOLIS, Dec. 9.—A $300,000 suit against Loew's and Paramount, charging "unreasonable and illegal" control of distribution channels, has been filed in Federal Court here by the Central Avenue Theatre Corp.

First and subsequent-run policies constitute restraint of trade under the Sherman and Clayton anti-trust laws, according to the action taken on behalf of the Zaring Theatre, Northside neighborhood house, by Mannie Marcus, president of Central.

# *National Pre-Selling*

"HONOLULU LOONY" is the title of a tale of Jerry Lewis' (Martin and Lewis) Hawaiian vacation; it appears in *Modern Screen's* January issue. The Honolulu vacation was born by a sudden impulse. Jerry, his wife Patty, his press agent, Jack Keller, Mrs. Keller, and Jerry's doctor, Martin Levy, were sitting in Lewis's living room when the phone rang for the 12th time. Jerry said, "If that phone rings again I'm going someplace where no one will find me." Keller answered the phone. "He's not here. I think he went to Honolulu." Jerry said, "That's it, Patty pack the bags, we're going to Honolulu. Let's leave before the phone rings again." Keller said, "You've got to make reservations and get tickets." Jerry said, "Then go ahead and do it, and you and your wife come along too. It was all your idea." Dr. Levy said, "You're supposed to take it easy." "Okay," said Jerry to Keller, "get him a ticket so he can see that I take it easy." Within eight hours all four were aboard a trans-Pacific plane headed for Honolulu. Jerry Lewis and Dean Martin's latest picture, the Paramount release, "The Stooge," is scheduled for multiple bookings starting New Year's Day.

•

**Cyd Charisse, who started her career with the Ballet Russe, is shown in the current issue of *Life* dancing through two editorial pages as she danced in M-G-M's new picture "Sombrero." The picture was made in Mexico and is in the language of an "ad man." It's in full Color. A rainstorm plays an important part in the picture, and Cyd is shown all soaked. She had to be doused over and over again for this scene. Cyd Charisse was voted a "Star of Tomorrow" in *Motion Picture Herald*—Fame Poll of 1948.**

•

*Louella Parsons reports in* Pictorial Review *on Sunday that Olivia De Havilland is intensely devoted to her son Benjie. Olivia says, "When anything mechanical goes wrong, I just call on him and he fixes it. He fixed the radio in the car. He is going to be an inventive genius." Olivia De Havilland's most recent picture is "My Cousin Rachel."*

•

*On the schedule* for "Hans Christian Andersen" ads are *Life, Book, Collier's Saturday Evening Post, Woman's Home Companion, Good Housekeeping, Seventeen, Ladies' Home Journal, Coronet, Cosmopolitan, Redbook,* and *American Magazine.* According to a spokesman for Donahue & Coe, $500,000 is being spent in consumer publications.

•

**A spread is given to pictorial and text coverage of eight pictures selected by *American Magazine* in the December issue. The eight chosen are Samuel Goldwyn's "Hans Christian Andersen," 'Stars and Stripes Forever," 20th Century-Fox; "Million Dollar Mermaid." M-G-M; "Against All Flags," Universal-International; "Abbott and Costello Meet Captain Kidd," Warner; "The Glass Wall," United Artists; "Eight Iron Men," Columbia, and "Road to Bali," Paramount.**

WALTER HAAS

# Arbitration

(Continued from page 1)

press, which meant that only members of the Conference would be aware of the progress. As is now known, Allied rejected the distributors' plan at its Chicago convention last month.

**The Motion Picture Association of America here yesterday released the texts of both drafts on the premise that it was desirable to make the plans available to the industry because of further joint discussions being under consideration.**

Basically, the summary printed herewith is from the Oct. 17 draft, with modifications of the August proposals. According to the distributors' version, the purpose of a system would be "to serve as an expeditious and inexpensive means of settling controversies." This is a slight variation from the Myers draft which would make the plan "serve as an auxiliary enforcement procedure" under the anti-trust judgments and consent decrees.

***Article I* specifies that arbitration would be available for 18 months as a test to "qualified exhibitors," who are defined as actual operators, operators of temporarily closed theatres or of new theatres about to open. If the system were not renewed after the 18-month test, awards made during that period would continue to be binding.**

*Article II,* dealing with the scope of arbitration, is in five sections—clearance, runs, bidding, conditioned licensing and violations. Under Section 1, exhibitor complaints asserting that a distributor or distributors maintained a system of clearance, or granted clearance to a theatre or theatres not in substantial competition or granted unreasonable clearance would be subject to arbitration. Arbitrators would have the power to dismiss the complaint, order a distributor to cease and desist or eliminate or reduce clearance.

They also would be empowered to grant damages for the period that the complained of clearance was in effect, subject to the provisions of Article III. As to Section 2, dealing with runs, the arbitrators would be empowered to dismiss the complaint or to order a distributor to grant the exhibitor the opportunity to obtain the run, equal to a competing exhibitor or exhibitors. If conditions are alleged to have changed since an award was made, the exhibitor, distributor or intervening exhibitors may seek new arbitration. The burden of proving such change would be upon the party asserting it.

*Section* 3—competitive bidding—provides for arbitrating complaints that awards allegedly were made in competitive bidding not on a theatre-by-theatre basis, solely on the merits and without discrimination; when competitive bidding was established without written request of one or more exhibitors, and to comply with a court order or decree, in good faith to protect the distributor against collusion among exhibitors. Arbitration also could be requested if an exhibitor alleged that a distributor broke the rules for conducting bidding. There is nothing in this section that would compel a distributor to accept an offered bid which he considered inadequate. A provision in the October draft covers the right of a distributor to negotiate with an exhibitor who made the best offer, after all bids had been rejected or to negotiate with other exhibitors after rejecting the initial bids. This provision is not in the August draft.

**In regard to conditioning one license upon another, covered by Section 4, this point could be arbitrated, but the exhibitor would have to make a claim to the distributor within 10 days after receipt of the license alleged to include the conditioning of one sale on another. Contract violations, Section 5, may be arbitrated if the exhibitor claims that provisions of a licensing agreement have been violated by the distributor.**

*Article III* deals with damages. If damages are claimed in the original complaint, arbitrators may award an amount equal to the proven loss, or more if it is found that the damages were a result of "the deliberate purpose to injure the complainant or in wilful disregard of the probable harmful consequences to the complainant." If arbitrators find that other exhibitors are involved in the circumstances that resulted in damages to the complainant, an amount equal to the arbitrators' judgment of damages caused by the non-intervening exhibitors may be deducted from the damages to be paid by the distributor. When damages are claimed by the complainant exhibitor, such claim shall be limited to the damages sustained during the period of four years preceding the filing of the complaint, or subject to the state's statute of limitations.

*Section* 1 *of Article IV,* dealing with the system itself, concerns the National Administrative Committee. This section proposes that the arbitration system would be run by 12 persons composed of three each from Allied, the Theatre Owners of America and the distributors, one from the Metropolitan Motion Picture Theatres Association, one from the Independent Theatre Owners Association and one from Western Theatre Owners. The chairman would be elected by the group on a rotating basis.

Section 2 provides for a regional tribunal in each exchange city. The tribunal would be supervised by a local committee made up of representatives of exhibitor associations picked by exhibitor members of the national administrator and an equal number of distributors chosen by the administrator's distributor members. The August draft does not give the national body the right to select local members of the arbitration committee. A national appeals board of three non-industry members is provided in Section 3.

***Article V* concerns rules of practice and procedure. Under Section 1, arbitration proceedings would be instituted by an exhibitor filing a prescribed form with the tribunal's clerk. The complaint would be filed with the form and interested exhibitors and distributors would have the right to intervene. Selection of arbitrators is provided in Section. 2. In cases were the only parties are the complainant exhibitor and the respondent distributor or intervening distributors, each party would appoint an arbitrator and the two would designate the third, or neutral, arbitrator. In the event of disagreement on the neutral arbitrator, the local arbitration committee would name one. If there are more parties to the case than mentioned above and there is disagreement on arbitrators, the local arbitration committee would select three neutral ones.**

Five other sections in Article V concern more or less routaine rules. The only significant difference here between the October and August drafts is that the former defines a lawyer in broad terms to include even those who have law degrees but have never been admitted to the bar. If the exhibitor does not use a lawyer, the distributor may not use one either.

*Article VI* contains routine provisions on appeals. In effect, an appeal may be taken only in connection with the awarding or denying of damages.

The October draft proposes conciliation in Article VII, which does not appear in the August proposals. This section provides for conciliation of all controversies in a procedure intended to dispose "of such controversies amicably, informally and quickly." In order to institute a conciliation proceeding, an exhibitor would have to file a written request for a meeting with the branch manager involved. The exhibitor could be accompanied to the meeting by one assistant or consultant, the same privilege applying to the branch manager. If the controversy is not settled at the meeting, the exhibitor may write to the distributor's general sales manager for a meeting at the home office, although by mutual agreement the meeting could be held anywhere. Here again the exhibitor could have an assistant, with the distributor being represented by the sales manager or an assistant designated by him. Conciliation meetings would be confidential and without prejudice and would not bar an exhibitor from going to arbitration or litigation.

A draft of a court order providing for the establishment of the arbitration system was proposed in the August draft only.

# Interest in WB Theatres

(Continued from page 1)

is expected to own and operate approximately 300 WB theatres.

Harry M. Warner, president of WB, Albert Warner and Jack L. Warner, vice-presidents, together own about 18 per cent of WB's outstanding stock. Members of their family own roughly another seven per cent.

Si H. Fabian, president of Fabian Enterprises, a family corporation operating the Fabian Circuit, said that only Samuel Rosen, secretary-treasurer of the company, himself an associate of Fabian Enterprises, are participants in the purchase at this time. Fabian added, however, that other persons outside the industry may be included in the deal later. He declined to elaborate.

Neither Fabian nor WB would comment on the purchase price. Fabian said that Serge Semenenko, president of the First National Bank of Boston, was instrumental in bringing about the deal. He declined to state whether the bank figured in the financing of the purchase.

Negotiations which led to the successful conclusion of the agreement had gone on for three to four months both on the East and West coasts, Fabian said.

**The Warner brothers will remain with the picture company and will devote all their time to the production and distribution of motion pictures and its other activities, a WB statement declared.**

It was explained that reorganization of the parent company will take place sometime following the annual meeting of stockholders in Wilmington on Feb. 17. Under the Jan. 5, 1951, consent judgment, Warner Brothers Pictures, Inc., was required to separate its theatre business from its production and distribution enterprises, and the brothers were personally required to either sell or trustee their holdings in either one or the other branch.

WB stated that "It is expected that the new theatre company will be headed by Si Fabian and his associates, and the Warner brothers are happy that their stock is to be acquired by such well known veterans in the exhibition of motion pictures, and feel that under this arrangement the best interests of the stockholders and employes of the new theatre company will be preserved."

Under the plan for reorganization, the directors and officers of the new theatre company may be designated by the parent company, it was explained.

Fabian commented, "Samuel Rosen and I are very happy to have been able to make this deal with the three Warner brothers. It evidences our complete faith and confidence in the future of the motion picture exhibition industry. A substantial number of the men associated with the operation of the theatres are friends of many years standing. Under these circumstances, we are not strangers to them and they are not strangers to us. We are sure that the relationship will be an effective and happy one for all concerned."

The new theatre company will own and operate approximately 300 WB theatres in 16 states, including California, Connecticut, Delaware, Illinois, Indiana, Maryland, Massachusetts, New Jersey, New York, Ohio, Oklahoma, Pennsylvania, Tennessee, Virginia, West Virginia, Wisconsin and the District of Columbia. The 60-theatre Fabian Circuit operates in New York, Pennsylvania, New Jersey and Virginia.

## *Kalmine to Remain Head of Circuit*

**Harry M. Kalmine, president of Warner Brothers Circuit Management Corp., will continue as head of the new theatre company, Si Fabian, president of Fabian Enterprises, Inc., said here yesterday.**



Harry Kalmine

**Fabian made the statement following announcement of the deal for the sale of the three Warner brothers theatre stock to Fabian Enterprises.**




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# Hughes-Stolkin Talks on RKO Future Collapse

## *All Deals Are Called Off as Coast Negotiations Break Up; Chicago Group Keeps Stock; Next Move Is Up to Them*

HOLLYWOOD, Dec. 10.—Negotiations between the Ralph Stolkin syndicate and Howard Hughes which have been under way here for nearly four weeks were terminated today, for the time being at least, with no agreements of any kind having been reached.

In consequence of the collapse of all proposals for reorganization of RKO Pictures' management, reconstitution of its board of directors and revision or cancellation of the Stolkin syndicate's agreement to purchase Hughes' 29 per cent controlling stock interest in the company, the ownership and management status remains the same as it was on Nov. 13 when Arnold Grant resigned as board chairman and chief executive officer of RKO Pictures for the Stolkin syndicate.

Sherrill Corwin, a member of the syndicate, was named acting chairman of the board at that time and presumably continues in the same capacity. Corwin and Edward J. Burke are the only members of the syndicate still on RKO Pictures' board. Elected with them to the RKO Radio board following Grant's resignation were William Zimmerman, Charles Boasberg and Ross Hastings, executives of the company. Three vacancies on the board remain unfilled.

The earlier board vacancies occurred Oct. 22 when Stolkin, A. L. Koolish and William Gorman, the latter the representative of Ray Ryan, the fifth member of the syndicate, re-

(Continued on page 3)

## 20% Tax Fight Highlights COMPO Meet

### *First Stage of Fight Seen Advancing Satisfactorily*

CHICAGO, Dec. 1.—The major topic discussed today at the first day's meeting of the executive committee and board of directors of the Council of Motion Picture Organizations at the Blackstone Hotel, was the report of the national tax repeal campaign committee, headed by H. A. Cole, and Pat McGee.

Declaring that the first stage of the campaign, the enlistment of Senators and Congressman to support repeal, has progressed most satisfactorily, the report stated that the next step called for the securing of information from distressed theatres which would show the hardship inflicted by the tax. This information, it was asserted, will be used by the tax repeal committee in its arguments for repeal before the House Ways and Means Committee.

Recognizing the importance of personalized experiences with the operations of the tax, the meeting, which

(Continued on page 6)

## NPA to Lift Ban On Building Jan. 1

WASHINGTON, Dec. 10. — The National Production Authority announced today it would end its two-year old ban on theatre construction Jan. 1, with one major modification.

Effective Jan. 1, would-be-theatre builders can self-certify—that is, write their own priority tickets—up to five tons of steel and 500 pounds of copper per project, per quarter. Self-certification privileges for aluminum, however, won't be effective until May 1, when theatre builders will be able to self-authorize up to 300 pounds of aluminum per project, per quarter.

NPA originally had scheduled May 1 as the date for lifting the prohibition on new theatre construction.

### *Cinerama Orders More Equipment*

**A large order for projectors and accessory equipment for future Cinerama installations has been placed with Century Projector Corp., it was disclosed here yesterday.**

## Concern for Welfare Of RKO 'Holders Expressed by Court

Justice Henry Clay Greenberg yesterday expressed concern for the welfare of RKO Pictures stockholders in granting another week's adjournment in the RKO receivership case. Hearings on the minority stockholders' receivership application were set for next Wednesday in New York Supreme Court.

**Justice Greenberg, approving the company's bid for a delay, said he was disturbed by current reports of company losses and said the situation does not seem to be "a very healthy one."**

Albert R. Connelly, attorney repre-

(Continued on page 3)

## Will Rogers Unit Reelects Officers

All officers of the Variety Clubs-Will Rogers Memorial Hospital have been reelected and three new vice-presidents have been added for the coming year. Jack Beresin, international chief barker of the Variety Clubs, and Alfred Starr, president of the Theatre Owners of America, have been placed on the board of directors. Beresin fills the vacancy left by Marc Wolff, retired chief barker, and Starr succeeds Mitchell Wolfson, the previous TOA president. The new vice-presidents are Charles J. Feldman,

(Continued on page 6)

## Variety Clubs in Four Cities Elect

The Variety Clubs of Detroit, Memphis and Buffalo have elected new boards of directors, the Detroit Tent also naming new officials for 1953, and the Variety Club of Cincinnati has selected new officers.

In Detroit, the new board chose Jack Zide of Allied Film exchange as chief barker; Harold Brown, United Detroit Theatres, first assistant; Milton Zimmerman, Columbia, second assistant; Ernest Conlon, Allied of

(Continued on page 3)

## *'Carmen' TV To 31 Houses*

The entire Metropolitan Opera Company's production of "Carmen" will be televised tonight in 31 theatres in 27 cities from Coast-to-Coast, Theatre Network Television, the agency which booked the event, disclosed here yesterday.

Theatres located in the following cities will carry the event, the first entertainment show ever seen on the new medium: New York, Fort Lee, N. J.; Lynn, Mass.; Boston, Asbury Park, N. J.; Richmond, Pittsburgh, Toledo, Cleveland, Chicago, Minneapolis, Milwaukee, Omaha, Des Moines, Denver, Salt Lake City, San Francisco, Los Angeles Hollywood, Buffalo, Kansas City, Philadelphia,

(Continued on page 6)

## Approve Eastern Crafts' Council

Nine local unions affiliated with the International Alliance of Theatrical Stage Employes have approved the constitution of the newly formed Eastern Motion Picture Council which will function on a similar basis as the Hollywood AFL Film Council. The constitution currently is being submitted to four additional locals which will make up the 13-union membership in the Council.

The basic agreement covering the various crafts identified with the production of TV films in the East is being prepared by a special committee and the draft will be submitted to the locals' representatives at a meeting in New York on Monday.

The Council will not concern itself

(Continued on page 3)

### *See $15,000,000 From 'Hans,' 'Pan'*

**A potential film rental income of at least $15,000,000 is expected by RKO Radio Pictures from "Hans Christian Andersen" and "Peter Pan," it was disclosed in a deposition filed in the New York Supreme Court by William H. Clark, director and treasurer of the company, at yesterday's hearing on an application for a receivership for RKO.**

**The figure was cited to show the importance of independent producers such as Samuel Goldwyn and Walt Disney to the corporation.**

# Personal Mention

HARRY WARNER, Warner Brothers' president, has left here for the Coast.

•

DR. CHARLES A. BRIND, JR., counsel for the New York State Department of Education and the Board of Regents, will discuss "Motion Picture Censorship" at a dinner-meeting tomorrow night at the Mens Club of Westminster Presbyterian Church in Albany.

•

WALTER READE, JR., president of Walter Reade Theatres, was named to the executive board of Monmouth County, N. J., Boy Scouts of America and has also been appointed to head a special Christmas activity committee in Long Branch, N. J.

•

MIKE SIMONS, assistant to H. M. RICHEY, head of M-G-M's exhibitor relations department, will begin a four-city speaking tour Monday when he addresses the Professional Social Workers of Wheeling, W. Va.

•

WALTER GOULD, executive vice-president of International-United Productions, Inc., new film distributing company, left here for Boston yesterday and will proceed to Chicago over the weekend.

•

WALTER L. TITUS, JR., Republic district manager, is visiting the Dallas branch and is expected to return here next Thursday.

•

ALAN BARNETT of Barnett International Forwarders, left here yesterday for Philadelphia, Baltimore and Washington. He will return on Monday.

•

H. M. RICHEY, M-G-M exhibitor relations head, is due back here tomorrow from the COMPO meeting in Chicago.

•

IRVING SOCHIN, Universal short subjects sales manager, has returned to New York from Oklahoma City, Dallas and Cincinnati.

•

PAUL RAIBOURN, Paramount vice-president, yesterday returned to New York from Miami Beach.

•

MRS. KATE TRESKE of the Lenox Theatre, Hartford, has returned there from a New York vacation.

•

LOUIS RAM, South Carolina exhibitor, is in a Charlotte hospital following a heart attack.

## N. J. Allied Meets And Eats in Passaic

Allied of New Jersey last night held its annual beefsteak dinner at the Ritz Restaurant in Passaic, following a membership meeting in the afternoon.

A discussion of national Allied's convention in Chicago last month highlighted the business session. Approximately 100 attended the dinner.

# Rathvon Closes Deal to Finance European Film

N. Peter Rathvon closed a deal for the financing of one European picture during his recent overseas trip. The former RKO president, who returned here this week from Europe, said yesterday that the purpose of his foreign tour was to look over the European production field with the view of supplying capital for producers with outstanding story material.

Rathvon declined to identify the producer or the picture's title until after the final details of the transaction have been completed. The deal is expected to be concluded next week. No distribution arrangements will be negotiated until after the picture is completed, he said.

Rathvon plans to leave for the Coast late next week to spend Christmas at his California home.

## Three Television Firms in Merger

United Television Programs, Inc., in association with Gross-Krasne Productions, Inc., and Studio Films, Inc., have formed what was described as "the major all-purpose organization in the television industry," joining distribution, production and financial interests.

The board of directors of the combined companies includes Gerald King, Willson M. Tuttle, Milton Blink, Ben Frye, Sam A. Costello, Philip N. Krasne and Jack J. Gross. Tuttle will be president. He recently resiged as vice-president in charge of radio and television for Ruthrauff & Ryan. King is chairman of the board. He was president and co-founder of TP in 1950 and was once associated with Warner Brothers. Blink, executive vice-president, will continue in the same capacity and as the company's treasurer. Frye will be vice-president in charge of sales.

## Royal London Debut For 'Hans Christian'

Samuel Goldwyn's "Hans Christian Andersen" will be given a royal premiere in London on Dec. 19 at the Carlton Theatre for the benefit of the Scottish Veterans' Association, it was announced here. The Duke and Duchess of Gloucester will head a list of distinguished guests who will attend the performance.

RKO Radio, which is releasing the Technicolor film, is collaborating on all arrangements for the premiere.

## Legion of Decency Lists 3 in Class B

Three films are placed in Class B, six films in Class A-I and six films in Class A-II in the latest Legion of Decency report.

The Class B films are: "The Bad and the Beautiful," M-G-M; "Ruby Gentry," 20th Century-Fox, and "Two Cents Worth of Hope," (Italian) Times Film Corp.

## 6 RKO 1st-run Films Here During Holiday

Six RKO Radio releases will play first-run engagements in New York during the holiday season. Another, Walt Disney's "Peter Pan," is set to open early in February.

Samuel Goldwyn's "Hans Christian Andersen" will continue at the Criterion and Paris. On Christmas Day, Mort Briskin's "No Time for Flowers" will bow in at the Normandie, and "Blackbeard, the Pirate" will open at Loew's State. Huntington Hartford's "Face to Face" will move into the 52nd St. Trans Lux late this month, following "O. Henry's Full House." Gabriel Pascal's "Androcles and the Lion" will open at the Capitol and Frederick Brisson's "Never Wave at a Wac" at an as yet undesignated theatre, both in January.

## RKO First to Set Long Yule Weekend

RKO Radio Pictures is the first film company to announce a long Christmas weekend for home office employes. The company will be closed from 3:00 P.M. on Dec. 24 until Monday morning, Dec. 29. Other film and theatre companies are expected to follow.

It is understood that city and Federal departments, as well as a large number of business establishments, banks, department stores, etc., will close on both Fridays, Dec. 26 and Jan. 2.

## RKO Adds Field Men For 'Hans' and 'Peter'

RKO Radio will add additional field men to handle pre-release engagements of Samuel Goldwyn's "Hans Christian Andersen" and Walt Disney's "Peter Pan," it was announced here yesterday by Richard Condon, director of advertising-publicity. They will work under exploitation manager Leon Brandt.

## Press Agents Honor Samuel Goldwyn

HOLLYWOOD, Dec. 10.—Samuel Goldwyn was the honor guest this evening at the sixth annual Panhandle Dinner of the Screen Publicists Guild, yearly get-together of Hollywood press agents covering the motion picture industry. Goldwyn was introduced at the dinner by Edgar Bergen and Charlie McCarthy, whom he brought to the screen in "The Goldwyn Follies" 15 years ago.

## Dreyfus Rites in Chicago

CHICAGO, Dec. 10.—Max Dreyfus, 72, former exhibitor and long-time employee of the Monogram exchange here when it was operated by Irving Mandel, was buried at Waldheim Cemetery yesterday. He is survived by the widow, a brother, and a sister.

## Tentative Date Set For 'Ronde' Hearing

**Albany, N. Y., Dec. 10.—Jan. 7 has been tentatively set by the Court of Appeals here for argument in the "La Ronde" appeal and for a screening which the seven judges will witness. This action was taken after Florence Perlow Shientas, attorney for Commercial Pictures, distributor of the French-made film, filed the printed record and a brief.**

**The latter urged the State's highest tribunal to overrule the 3-2 decision of the Appelate division, announced last May, which supported the Regent's ruling that the picture was "immoral and tended to corrupt morals" within the meaning of Section 122 of the Education Law. Dr. Charles A. Brind, Jr., counsel for the Regents, will file an answering brief before Jan. 5. The case is eventually expected to reach the United States Supreme Court.**

## Services Today for Theresa Dureau, 82

NEW ORLEANS, Dec. 10.—A Requiem Mass will be said here tomorrow in St. Frances Cabrini Roman Catholic Church for Mrs. Theresa Maurice Dureau, who died this morning at the age of 82.

Survivors are a daughter, Mrs. Edmund Langhetee, three sons, Gaston J., Jr., president and general manager of Paramount Gulf Theatres; Milton M., vice-president and general manager of Masterpiece Pictures, Inc., and Alton C., a salesman with Masterpiece Pictures; a sister, Miss Alice Marie; a brother, Sidney Marie, and 11 grandchildren and great grandchildren. Interment will be in Lafayette Cemetery.

## FCC's Smith Joins Welch Law Firm

WASHINGTON, Dec. 10.—Stratford Smith, Federal Communications Commission theatre television expert, has joined the firm of Welch, Mott and Morgan here.

Vincent Welch, senior partner of the firm, is representing the Motion Picture Association of America in its theatre television hearing before the FCC. It's expected, however, that Smith will not take part in the theatre television hearings for some time.

## Paramount Group To Chicago Meet

LOS ANGELES, Dec. 10. — Paramount's A. W. Schwalberg, E. K. (Ted) O'Shea and Jerome Pickman this evening prepared to head for Chicago for a sales parley in their current series of regional merchandising-promotion conferences. On Friday and Saturday they will hold sessions there with Central division manager J. J. Donohue and territory personnel.

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# RKO Talks

(*Continued from page* 1)

signed following a series of expose articles in the *Wall Street Journal* which concerned the three.

**The calling off of all deals between Hughes and the Stolkin syndicate today resulted, according to reports, from Hughes' unwillingness to make concessions or deferments to the Stolkin group on their stock purchase agreement with him without Ned E. Depinet returning to the RKO Pictures presidency.**

Depinet had been called here 10 days ago by Hughes to participate in the final conferences. Shortly after his arrival an agreement was reached under which the Stolkin group was to return the 1,048,012 shares which it contracted to purchase from Hughes and Depinet at $7 per share. The Stolkin group was to have waived its $1,250,000 down payment for the stock in return for waivers of liability under the purchase agreement and during its administration of RKO Pictures. Depinet was to have returned as president with complete autonomy.

### Hitch Occurred

A hitch occurred late last week in effecting the agreement, some reports having it that Corwin balked at taking the loss of the down payment, leading to differences among the members of the syndicate.

On Monday of this week syndicate members reached a new agreement with Hughes under which their stock purchase commitments would be deferred, but Hughes would assume responsibility for RKO Pictures' management until such time as the Stolkin group had found a purchaser for its 29 per cent controlling stock interest. Hughes reportedly rejected this agreement the following day upon learning that Depinet would not return to the RKO Pictures presidency without an unequivocal guaranty of complete autonomy. Hughes is said to have balked at the guaranty with the result that Depinet declined to accept the presidency and a place on the board of directors.

### Depinet to New York

Depinet was scheduled to leave here for New York by plane tonight.

Collapse of the negotiations here obviously leaves the next move up to the Stolkin group. They are back in the saddle, apparently against their wishes, and are confronted with the problem of providing management and a complete board of directors for the company before next Wednesday, when a hearing is scheduled in New York Supreme Court on a stockholders' application for appointment of a receiver for the company. The hearing was postponed for one week today, largely on company representations to the court that a settlement of the management and board problems was expected "momentarily."

### Members Liable

Members of the Stolkin syndicate are liable individually and as a group to Hughes for performance of the stock purchase contract, under which they are committed to pay a $6,000,000 balance on the purchase price, plus interest, and with provisions for penalties, before October, 1954.

# *Court Expresses Concern*

(*Continued from page* 1)

senting the company, informed the court that meetings are continuing on the Coast for reconstitution of the board and the selection of a president. Connelly added that a decision on these problems may come "momentarily." He referred to the series of meetings between Howard Hughes, members of the Ralph Stolkin group, which purchased Hughes' 29 per cent controlling interest in the company, and Ned E. Depinet, former RKO president and now company consultant. The attorney of the law firm of Cravath, Swaine and Moore, expressed regret that the Coast conferences had not as yet culminated.

William Zimmerman, RKO general counsel, told the court that there was "no real emergency" as to the solvency of the company. He said the losses currently being sustained by the company are "in effect liquidation of high cost pictures" which were completed last year. "Our real problem" Zimmerman continued, "is the accumulation of pictures." He said he saw no conflict of interest between the 29 per cent group represented by Stolkin and the remaining stockholders.

This brought a rejoinder from Justice Greenberg, who said that "Howard Hughes probably can lose $2,000,000 or $3,000,000 while others can't lose $200 or $300."

**Justice Greenberg also took judicial notice of the fact that more than 50 per cent of the company's current income is derived from independent producers releasing through RKO. Contracts of independent producers, according to company affidavits, provide for termination of distribution rights if a receiver is appointed.**

Judge Samuel J. Rosenman, representing Samuel Goldwyn Productions, Inc., questioned the jurisdiction of the court as to RKO assets outside New York State. Supporting the company's bid for a delay, Judge Rosenman said RKO's distribution set-up is now operating in a normal and profitable manner.

Whitney Seymour, of Simpson, Thacher and Bartlett, who represented the Atlas Corp. and Walt Disney Productions, expressed no objection to postponing the hearing as requested by RKO. He said he had no comment as to the operations of the company.

Isadore J. Kresel, counsel for David J. Greene, who claims to own and control more than 78,000 shares of RKO Pictures stock, supported the application for adjournment.

Louis Kipnis, attorney for the plaintiff minority stockholders, said he could not consent to an adjournment. The three minority stockholders seeking to put the company in receivership are Eli B. Castleman and his wife, Marion V. Castleman of Detroit and Louis Feuerman of this city, claiming to own a total of 2,525 shares.

**The hearing on the delaying motion also brought to light a cross-motion by the company to to dismiss the receivership aplication. In support of this cross-motion were the affidavits of Zimmerman, William H. Clark, treasurer of RKO Radio Pictures, and Garrett Van Wagner, comptroller.**

Zimmerman, in his affidavit, said that experienced key employees of the company who are in great demand by "our competitors have given indication of the possibility of their leaving" the company in the event of a court-appointed receiver.

The company's motion to dismiss the receivership application claimed that the complaint did not state sufficient facts to constitute a cause of action, that the plaintiffs have no legal capacity to sue and that the court should decline jurisdiction of the action because it involves the internal affairs and management of a solvent foreign corporation.

Clark, in his affidavit, pointed up the importance of such producers as Goldwyn, Disney and Sol Lesser to the company. He said of approximately $39,000,000 of film rentals in the 39 weeks ending Sept. 27, 1952, about $21,000,000 was realized from features and short subjects produced by others releasing through RKO. "The effect upon the company of having these distributor contracts cancelled by reason of the appointment of a receiver is obvious," he added.

Van Wagner's deposition said, without exception, the basic operating organization of the company is intact and fully capable of carrying out its production and distribution commitments. He said that approximately 1,000 persons are employed at the studio and currently one picture is being filmed and five others being cut and edited. Preparatory work, he went on, is underway on 13 additional feature pictures under the supervision of six producers employed by the studio.

# *Gordon Is Regent's U. S. Representative*

Gordon Films, Inc., has concluded a deal with Regent Film Distributors, Ltd., distributor of foreign language films in England, to be the exclusive representative of that company in the United States, it was disclosed here by Richard Gordon, president of the company.

Gordon Films has hitherto only acted as representative for British producers, handling their product for American theatrical and television distribution, but the new agreement, negotiated by Gordon with James A. Wilson, managing director of Regent in London, will supply the company with a flow of foreign language motion pictures, all of which will be subtitled or dubbed by Regent in Great Britain.

# Approve Council

(*Continued from page* 1)

with the producers of theatrical features in the East, as contracts with theatrical film makers already are established. The organization will devote itself to the utilization of its crafts members by the makers of television films. These crafts include cameramen, studio mechanics, film editors, laboratory technicians, assistant directors, wardrobe personnel, makeup artists and hair stylists.

The basic agreement will include base scales and conditions for each union. The Council proposes to assist TV producers in working out production problems by close cooperation on both sides, at the same time seeking the producers' recognition of IATSE personnel as those who can do the best work in television filming.

# Variety

(*Continued from page* 1)

Michigan, property master; Ben Rosen, Confection Cabinet, dough guy; Saul Korman, Korman Theatres, chairman of the house committee; Julian Lefkowitz, L & L Concessions, assistant house committee chairman; Zimmerman, chairman of the membership committee; Brown, press guy; Adolph Goldberg, Community Theatres, national canvassman, and Zide, alternate.

The 11 members of the new board of directors are Brown; Lew Wisper, W & W Theatres; Zimmerman; Lefkowitz; Zide; William Clark, Clark Theatre Service; Dan Lewis, Cooperative Theatres; Korman; Rosen; Ivan Clavet, National Screen Service, and Conlon.

In Cincinnati the Variety Club elected Herman Hunt as chief barker, succeeding Vance Schwartz, and decided to hold the installation dinner next month.

### Other New Officers

Other new officers include Ed Salzberg, first assistant chief barker; Richard Rosenfeld, second assistant; Rex Carr, property master, and Hoys McGown, dough guy. William Onie and Hunt were chosen delegates to the international convention, with Noah Schechter and McGown as alternates. The crew, in addition to the officers and past chief barkers, consists of Saul Greenberg, Harry Hartman, Stuart Jacobson, Robert McNabb, Arthur Van Gelder and Albert Weinstein.

Variety Club of Buffalo has elected the following directors: Manuel A. Brown, United Artists; John G. Chinell, RKO Pictures; Robert Hayman, Hayman Theatres; Marvin Jacobs, Sportservice; Billy Keaton, WGR; Arthur Krolick, United Paramount Theatres; W. E. J. Martin, *Courier-Express* drama editor; Dewey Michaels, Michaels Enterprises; Albert Ryde, Buffalo projectionists union; Elmer C. Winegar of the same union, and Max Yellen of Midland Properties.

Delegates elected to the 1953 Variety Clubs International convention in Mexico City next year are: William D. Dipson, Dipson circuit, and Ben Kulick, Faysan Distributors. Alternates are Myron Gross, Co-Operative Theatres; Wally Gluck, theatrical agent, and Krolick.

The Memphis Variety Club has elected the following directors: M. H. Brandon, Alton Sims, Jack Sawyer, George Simpson, Tom Kirk, Tony Tedesko, Ed Doherty, Ben Bluestein, Tom Young, Vernon Adams and Gilbert Brandon. The new board will meet Monday to select officers for 1953.

# *Dezel Distribution Deal with Beverly*

Albert Dezel has completed a distribution deal with Oliver A. Unger and Herbert Bregstein of Beverly Pictures for the Chicago, Indianapolis, and Detroit exchange areas for releasing rights to 16 former Film Classics features.

# *5-Theatre L.A. Opening*

"Breaking the Sound Barrier" will open in Los Angeles simultaneously at the Chinese, Los Angeles, Uptown, Loyola and Wilshire theatres on Wednesday.

TORRID WITH **Romance**

HOT WITH



The redhead knew what her kisses could make any man do.

The fugitive adventurer didn't stand a chance between them.

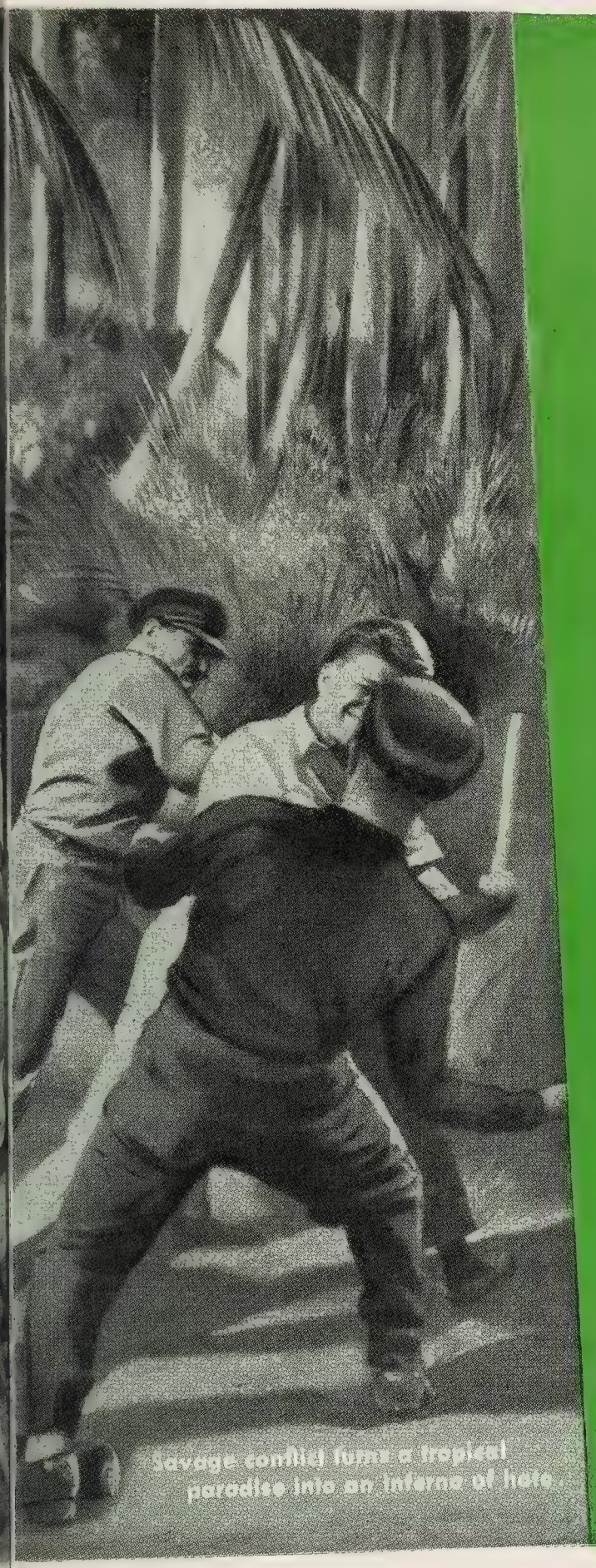
The dancer knew what she did to men . . . with her seductive jungle rhythms and Latin love-ways.



It's Paramount's ACTION super-hit for January–same

"Road to Bali"  and the ADVEN

# Action BLAZING WITH Color




# TROPIC ZONE

COLOR BY TECHNICOLOR

starring

## RONALD REAGAN
## RHONDA FLEMING
## ESTELITA

with

NOAH BEERY · GRANT WITHERS · LEWIS R. FOSTER

Written for the Screen and Directed by

Based on a novel by Tom Gill · Produced by William H. Pine and William C. Thomas

emonth you get the COMEDY super-hit
NTURE super-hit, "Thunder In The East"



# Compo Meet

(*Continued from page* 1)

was attended by 50 representatives of all the organizations making up COMPO, authorized Cole and McGee to take whatever steps may be necessary to obtain this information. It was indicated that a simple questionaire would be put in the hands of all distressed exhibitors and that, if necessary, salesmen of the various distributing companies would be used in the work.

**The meeting adopted a resolution commending the tax campaign committee for its work.**

Sam Pinanski, one of the three co-chairmen now directing the affairs of COMPO, read a report covering the activities of the co-chairmen since their ascension of office last June. The report emphasized that Al Lichtman, Trueman T. Rembusch and Pinanski, the triumvirate, had thrown all of COMPO's resources and facilities behind the campaign and that this policy would be pursued until the tax is repealed.



Sam Pinanski

The report of the membership drive conducted in August and September, read by Rembusch, as chairman of the finance committee, stated that nearly 14,000 exhibitors had paid their COMPO dues.

**Herman Robbins, treasurer, read a report of COMPO's financial condition and policies.**

The Theatre Owners of Washington, Idaho and Alaska were admitted to membership and the membership committee was instructed to approach equipment manufacturers and other industries allied with the picture business to enlist them as members.

The committee voted to give further consideration to a proposal by Mrs. Mary Lasker, widow of Albert D. Lasker, that motion picture theatres conduct a national health week for the benefit of charities in need of money for medical research.

Reporting on the Movietime, U.S.A. projects, Robert J. O'Donnell, national director, said that since the tours were started a year ago, 330 Hollywood personalities had made 8,000 personal appearances in 1,500 cities and towns in nearly all of the 48 states. O'Donnell, who was commended for his work, emphasized that the tours must be continued because of their great value in promoting industry good-will and because they have perfected an organization for future industry action on other problems that might arise.



R. J. O'Donnell

**The committee heard a proposal from Steve Broidy, president of the Motion Picture Industry Council of Hollywood, that COMPO cooperate in an extension of the MPIC's public relations service through exhibitors. It was referred to the finance committee.**

After a presentation by O'Donnell of the plans of Texas COMPO for an exposition and touring train, the committee adopted a resolution approving the presentation and instructing the COMPO co-chairmen to prepare a report on the project.

The session was presided over by Rembusch and will resume tomorrow morning.

# Reviews

## "Hiawatha"

(*Allied Artists*) *Hollywood, Dec.* 10

PRODUCER Walter Mirisch has presented the story of the Henry Wadsworth Longfellow American poetic classic in terms of straightaway action with fine dramatic values and without loss of the tale's charm.

Filmed in CineColor, this held a capacity preview audience composed principally of press and profession at the Academy Awards Theatre in Hollywood completely in its spell, and drew sustained applause at the closing.

The production is a notable achievement to be credited to Mirisch and to his associate producer, Richard Heermance, his director, Kurt Neumann, his writers, Arthur Strawn and Dan Ullman, and his cinematographer, Harry Neumann.

The filming of the Longfellow poem presented problems of various kinds. The measured narration of the poet had to be enlivened, and Mirisch made it a point to throw in a hot-tempered killing at almost the very beginning of the film. How to write dialogue that would convey the Longfellow story without falling into the rhythm of the poem was no simple question. It was answered by giving the Indians plain every-day English lines to speak in every-day fashion, with no poetic phrases or expression undertaken. Only at the start and close of the picture are a few lines of the poem spoken, by an off-screen narrator.

The story of Hiawatha is too well known, for repetition in synopsis here. The important fact is that it comes out in the Mirisch production a story of Indian life, customs and conflicts in the America of the Ojolbways, the Illinois and the Dacotahs, before the coming of the whites, and that it retains the charm of the poem without utilizing the devices of poetry, and in spite of the swift and sometimes bloody melodrama contained in it.

Vincent Edwards portrays the title character, and Yvette Dugay plays Minnehaha. Others in the cast are Keith Larsen, Gene Iglesias, Armando Silvestre, Stuart Randall, Michael Tolan, Ian MacDonald, Katherine Emery, Morris Ankrum and Stephen Chase.

Running time, 80 minutes. General audience classification. Release date, Dec. 28.

## "Babes In Bagdad"

(*Edward J. and Harry L. Danziger-United Artists*)

PAULETTE GODDARD and Gypsy Rose Lee are the two lasses referred to in the title of this harum-scarum satire that occasionally is humorous and often is opulent. It is especially attractive when the two very amply endowed actresses are dazzlingly displayed in a variety of revealing costumes in a bright color process titled Exoticolor.

The emphasis on glamor undoubtedly can be exploited and the marquee lure of the cast is of value. Richard Ney and John Boles are further aids.

Edward J. and Harry L. Danziger have provided lavish interior settings and utilized Spanish backgrounds. The screenplay by Felix Feist and Joe Anson includes harum gags and intersperses modern colloquialisms with pseudo-Arabian dialogue. Director Edgar G. Ulmer has allowed the performers to cavort freely and the mixture of serious playing and broad acting is quite ludicrous.

Richard Ney is the godson of a Caliph whose monogamous viewpoint results in his investigating a complaint filed by Miss Lee and other harum members against Kadi John Boles. At the same time he looks into the Bagdad corruption carried on by the tax collector, villainously portrayed by Thomas Gallagher. It takes a few days for Ney to get the goods on Gallagher, trick Boles into letting him marry Miss Goddard and turn Boles into a tractable ruler, who accepts Miss Lee as his sole wife.

Others in the cast are Sebastian Cabot, Macdonald Parke, Natalie Benesh, Hugh Dempster, and Peter Bathurst.

Running time, 79 minutes. General audience classification. Release date, Dec. 7.

WALTER PASHKIN

## Notaro in Roth Post

Pat Notaro has resigned from Warner Brothers Theatres, effective Jan. 3, after having been with that company for 24 years, to accept an executive post with Roth Enterprises which operates theatres in Washington and Virginia. He will make his headquarters in Washington.

# Rogers Unit

(*Continued from page* 1)

Sam J. Switow and Joseph R. Vogel.

The reelected officers are: A. Montague, president; Robert J. O'Donnell, chairman of the board; Chick Lewis, executive vice-president; Max A. Cohen, secretary; S. H. Fabian, treasurer; George Eby, assistant treasurer, and Harry Brandt, Robert Mochrie, Herman Robbins and Richard Walsh, vice-presidents.

At a meeting of the board of directors here Tuesday, Lewis reported on the year's improvements at the hospital and announced the appointment of Charles Gratz of Pittsburgh as hospital administrator.

Fabian, reported that for the fiscal year ended Oct. 31, the hospital operating cost amounted to $174,127, with an over-all expense for the entire program totalling $221,072, an increase of $7,500 over the costs of 1951.

Fred Schwartz, chairman of the finance and fund-raising committee, reported that this year's "Christmas Salute" was running ahead of last year's drive and that the results will exceed 1951's total of $97,000. The "Coin Box" project, Schwartz said, has 3,754 theatres cooperating.

The 1953 board of directors is comprised of Beresin, Maurice Bergman, Charles Boasberg, Harry Brandt, Cohen, Tom Connors, George Dembow, Gus S. Eyssell, Fabian, Feldman, William J. German, Leonard H. Goldenson, Maurice R. Goldstein, John H. Harris, William Heineman, J. Robert Hoff, Harry M. Kalmine, Paul N. Lazarus, Jr., Lewis, Al Lichtman, Mochrie, Montague, O'Donnell, Sam Rinzler, Robbins, William Rodgers, Samuel Rosen, Schwartz, Wilbur Snaper, Starr, Switow, Morton Thalhimer, Vogel, Richard F. Walsh, Murray Weiss, William White, and Herbert J. Yates, Sr.

## Para. Christmas Party

The Paramount Pictures Club will be host to Paramount employes of the New York metropolitan area at a Christmas party on the afternoon of Dec. 24 in the Paramount Hotel. Sid Mesibov is club president.

# 'Carmen' TV

(*Continued from page* 1)

Detroit, Baltimore, Albany, Cincinnati and Sacramento.

TNT said that more than 20 additional theatres desiring to carry the opera are unable to because of the unavailability of A. T. & T. long lines for the occasion.

### See 'Carmen' Telecast Sellout Unlikely at Albany's Grand

ALBANY, N. Y., Dec. 10.—Fabian's Grand Theatre is advertising 263 seats still purchaseable, at $1.20, $1.80 and $2.40 for the telecast of "Carmen" tomorrow night. Sales to date do not indicate a capacity audience — 1500 — unless they pick up sharply. Some observers believe the date is too close to Christmas.

The theatre will show a picture until 4:30 P.M. Closing for three hours, it will reopen for the telecast at 8:30. Breaking time is scheduled for 11:45. One of the three intermissions will be devoted to a musical quiz, from New York. The Grand will have its concession stand open, but will sell no popcorn.

### 'Carmen' Telecast at Orpheum, Warner Scaled at $1.50-$3.60

HOLLYWOOD, Dec. 10. — Admission prices for the "Carmen" telecast range from $1.50 to $3.60 at both the Orpheum, Downtown, and the Warner, Hollywood. The Orpheum is getting $3.60 for the main floor (except first five rows at $2.40) and balcony loges. The balcony behind the loges is $2.40 and $1.50. Warner is scaled identically for balcony, but gets $3.60 for first 11 rows downstairs, $2.40 for remainder.

### Paramount in Denver Sees Sellout for 'Carmen' Telecast

DENVER, Dec. 10.—The Paramount here with 2,200 seats is expected to be sold out for the telecast of "Carmen" tomorrow night. Prices are $2.30, $3.60, and $4.80. Closed all day, the house will open at 5:00 for free coffee and sandwiches with "Carmen" starting via large screen television at 6:40.

NEWS WHILE IT IS NEWS

# MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 72. NO. 112 NEW YORK, U. S. A., THURSDAY, DECEMBER 11, 1952 TEN CENTS

# Hughes-Stolkin Talks on RKO Future Collapse

## *All Deals Are Called Off as Coast Negotiations Break Up; Chicago Group Keeps Stock; Next Move Is Up to Them*

HOLLYWOOD, Dec. 10.—Negotiations between the Ralph Stolkin syndicate and Howard Hughes which have been under way here for nearly four weeks were terminated today, for the time being at least, with no agreements of any kind having been reached.

In consequence of the collapse of all proposals for reorganization of RKO Pictures' management, reconstitution of its board of directors and revision or cancellation of the Stolkin syndicate's agreement to purchase Hughes' 29 per cent controlling stock interest in the company, the ownership and management status remains the same as it was on Nov. 13 when Arnold Grant resigned as board chairman and chief executive officer of RKO Pictures for the Stolkin syndicate.

Sherrill Corwin, a member of the syndicate, was named acting chairman of the board at that time and presumably continues in the same capacity. Corwin and Edward J. Burke are the only members of the syndicate still on RKO Pictures' board. Elected with them to the RKO Radio board following Grant's resignation were William Zimmerman, Charles Boasberg and Ross Hastings, executives of the company. Three vacancies on the board remain unfilled.

The earlier board vacancies occurred Oct. 22 when Stolkin, A. L. Koolish and William Gorman, the latter the representative of Ray Ryan, the fifth member of the syndicate, re-

(Continued on page 3)

# 20% Tax Fight Highlights COMPO Meet

## *First Stage of Fight Seen Advancing Satisfactorily*

CHICAGO, Dec. 1.—The major topic discussed today at the first day's meeting of the executive committee and board of directors of the Council of Motion Picture Organizations at the Blackstone Hotel, was the report of the national tax repeal campaign committee, headed by H. A. Cole, and Pat McGee.

Declaring that the first stage of the campaign, the enlistment of Senators and Congressman to support repeal, has progressed most satisfactorily, the report stated that the next step called for the securing of information from distressed theatres which would show the hardship inflicted by the tax. This information, it was asserted, will be used by the tax repeal committee in its arguments for repeal before the House Ways and Means Committee.

Recognizing the importance of personalized experiences with the operations of the tax, the meeting, which

(Continued on page 6)

## NEWS FLASHES

WASHINGTON, Dec. 10.--The NPA's two-year old ban on theatre construction will end on Jan. 1, with one major modification, the agency announced today. Whereas would-be theatre builders can write their own priority tickets for up to five tons of steel and 500 pounds of copper per project, per quarter, self-certification for aluminum won't be effective until May 1, the original relaxation date.

•

It was disclosed here yesterday that a large order for projectors and accessory equipment for future Cinerama installations has been placed with the Century Projector Corp.

## Concern for Welfare Of RKO 'Holders Expressed by Court

Justice Henry Clay Greenberg yesterday expressed concern for the welfare of RKO Pictures stockholders in granting another week's adjournment in the RKO receivership case. Hearings on the minority stockholders' receivership application were set for next Wednesday in New York Supreme Court.

**Justice Greenberg, approving the company's bid for a delay, said he was disturbed by current reports of company losses and said the situation does not seem to be "a very healthy one."**

Albert R. Connelly, attorney repre-

(Continued on page 3)

## Will Rogers Unit Reelects Officers

All officers of the Variety Clubs-Will Rogers Memorial Hospital have been reelected and three new vice-presidents have been added for the coming year. Jack Beresin, international chief barker of the Variety Clubs, and Alfred Starr, president of the Theatre Owners of America, have been placed on the board of directors. Beresin fills the vacancy left by Marc Wolff, retired chief barker, and Starr succeeds Mitchell Wolfson, the previous TOA president. The new vice-presidents are Charles J. Feldman,

(Continued on page 6)

## Variety Clubs in Four Cities Elect

The Variety Clubs of Detroit, Memphis and Buffalo have elected new boards of directors, the Detroit Tent also naming new officials for 1953, and the Variety Club of Cincinnati has selected new officers.

In Detroit, the new board chose Jack Zide of Allied Film exchange as chief barker; Harold Brown, United Detroit Theatres, first assistant; Milton Zimmerman, Columbia, second assistant; Ernest Conlon, Allied of

(Continued on page 3)

## *'Carmen' TV To 31 Houses*

The entire Metropolitan Opera Company's production of "Carmen" will be televised tonight in 31 theatres in 27 cities from Coast-to-Coast, Theatre Network Television, the agency which booked the event, disclosed here yesterday.

Theatres located in the following cities will carry the event, the first entertainment show ever seen on the new medium: New York, Fort Lee, N. J.; Lynn, Mass.; Boston, Asbury Park, N. J.; Richmond, Pittsburgh, Toledo, Cleveland, Chicago, Minneapolis, Milwaukee, Omaha, Des Moines, Denver, Salt Lake City, San Francisco, Los Angeles Hollywood, Buffalo, Kansas City, Philadelphia,

(Continued on page 6)

## Approve Eastern Crafts' Council

Nine local unions affiliated with the International Alliance of Theatrical Stage Employes have approved the constitution of the newly formed Eastern Motion Picture Council which will function on a similar basis as the Hollywood AFL Film Council. The constitution currently is being submitted to four additional locals which will make up the 13-union membership in the Council.

The basic agreement covering the various crafts identified with the production of TV films in the East is being prepared by a special committee and the draft will be submitted to the locals' representatives at a meeting in New York on Monday.

The Council will not concern itself

(Continued on page 3)

## *See $15,000,000 From 'Hans,' 'Pan'*

**A potential film rental income of at least $15,000,000 is expected by RKO Radio Pictures from "Hans Christian Andersen" and "Peter Pan," it was disclosed in a deposition filed in the New York Supreme Court by William H. Clark, director and treasurer of the company, at yesterday's hearing on an application for a receivership for RKO.**

**The figure was cited to show the importance of independent producers such as Samuel Goldwyn and Walt Disney to the corporation.**

# Personal Mention

HARRY WARNER, Warner Brothers' president, has left here for the Coast.

•

DR. CHARLES A. BRIND, JR., counsel for the New York State Department of Education and the Board of Regents, will discuss "Motion Picture Censorship" at a dinner-meeting tomorrow night at the Mens Club of Westminster Presbyterian Church in Albany.

•

WALTER READE, JR., president of Walter Reade Theatres, was named to the executive board of Monmouth County, N. J., Boy Scouts of America and has also been appointed to head a special Christmas activity committee in Long Branch, N. J.

•

MIKE SIMONS, assistant to H. M. RICHEY, head of M-G-M's exhibitor relations department, will begin a four-city speaking tour Monday when he addresses the Professional Social Workers of Wheeling, W. Va.

•

WALTER GOULD, executive vice-president of International-United Productions, Inc., new film distributing company, left here for Boston yesterday and will proceed to Chicago over the weekend.

•

WALTER L. TITUS, JR., Republic district manager, is visiting the Dallas branch and is expected to return here next Thursday.

•

ALAN BARNETT of Barnett International Forwarders, left here yesterday for Philadelphia, Baltimore and Washington. He will return on Monday.

•

H. M. RICHEY, M-G-M exhibitor relations head, is due back here tomorrow from the COMPO meeting in Chicago.

•

IRVING SOCHIN, Universal short subjects sales manager, has returned to New York from Oklahoma City, Dallas and Cincinnati.

•

PAUL RAIBOURN, Paramount vice-president, yesterday returned to New York from Miami Beach.

•

MRS. KATE TRESKE of the Lenox Theatre, Hartford, has returned there from a New York vacation.

•

LOUIS RAM, South Carolina exhibitor, is in a Charlotte hospital following a heart attack.

## N. J. Allied Meets And Eats in Passaic

Allied of New Jersey last night held its annual beefsteak dinner at the Ritz Restaurant in Passaic, following a membership meeting in the afternoon.

A discussion of national Allied's convention in Chicago last month highlighted the business session. Approximately 100 attended the dinner.

# Rathvon Closes Deal to Finance European Film

N. Peter Rathvon closed a deal for the financing of one European picture during his recent overseas trip. The former RKO president, who returned here this week from Europe, said yesterday that the purpose of his foreign tour was to look over the European production field with the view of supplying capital for producers with outstanding story material.

Rathvon declined to identify the producer or the picture's title until after the final details of the transaction have been completed. The deal is expected to be concluded next week. No distribution arrangements will be negotiated until after the picture is completed, he said.

Rathvon plans to leave for the Coast late next week to spend Christmas at his California home.

## Three Television Firms in Merger

United Television Programs, Inc., in association with Gross-Krasne Productions, Inc., and Studio Films, Inc., have formed what was described as "the major all-purpose organization in the television industry," joining distribution, production and financial interests.

The board of directors of the combined companies includes Gerald King, Willson M. Tuttle, Milton Blink, Ben Frye, Sam A. Costello, Philip N. Krasne and Jack J. Gross. Tuttle will be president. He recently resiged as vice-president in charge of radio and television for Ruthrauff & Ryan. King is chairman of the board. He was president and co-founder of TP in 1950 and was once associated with Warner Brothers. Blink, executive vice-president, will continue in the same capacity and as the company's treasurer. Frye will be vice-president in charge of sales.

## Royal London Debut For 'Hans Christian'

Samuel Goldwyn's "Hans Christian Andersen" will be given a royal premiere in London on Dec. 19 at the Carlton Theatre for the benefit of the Scottish Veterans' Association, it was announced here. The Duke and Duchess of Gloucester will head a list of distinguished guests who will attend the performance.

RKO Radio, which is releasing the Technicolor film, is collaborating on all arrangements for the premiere.

## Legion of Decency Lists 3 in Class B

Three films are placed in Class B, six films in Class A-I and six films in Class A-II in the latest Legion of Decency report.

The Class B films are: "The Bad and the Beautiful," M-G-M; "Ruby Gentry," 20th Century-Fox, and "Two Cents Worth of Hope," (Italian) Times Film Corp.

## 6 RKO 1st-run Films Here During Holiday

Six RKO Radio releases will play first-run engagements in New York during the holiday season. Another, Walt Disney's "Peter Pan," is set to open early in February.

Samuel Goldwyn's "Hans Christian Andersen" will continue at the Criterion and Paris. On Christmas Day, Mort Briskin's "No Time for Flowers" will bow in at the Normandie, and "Blackbeard, the Pirate" will open at Loew's State. Huntington Hartford's "Face to Face" will move into the 52nd St. Trans Lux late this month, following "O. Henry's Full House." Gabriel Pascal's "Androcles and the Lion" will open at the Capitol and Frederick Brisson's "Never Wave at a Wac" at an as yet undesignated theatre, both in January.

## RKO First to Set Long Yule Weekend

RKO Radio Pictures is the first film company to announce a long Christmas weekend for home office employes. The company will be closed from 3:00 P.M. on Dec. 24 until Monday morning, Dec. 29. Other film and theatre companies are expected to follow.

It is understood that city and Federal departments, as well as a large number of business establishments, banks, department stores, etc., will close on both Fridays, Dec. 26 and Jan. 2.

## RKO Adds Field Men For 'Hans' and 'Peter'

RKO Radio will add additional field men to handle pre-release engagements of Samuel Goldwyn's "Hans Christian Andersen" and Walt Disney's "Peter Pan," it was announced here yesterday by Richard Condon, director of advertising-publicity. They will work under exploitation manager Leon Brandt.

## Press Agents Honor Samuel Goldwyn

HOLLYWOOD, Dec. 10.—Samuel Goldwyn was the honor guest this evening at the sixth annual Panhandle Dinner of the Screen Publicists Guild, yearly get-together of Hollywood press agents covering the motion picture industry. Goldwyn was introduced at the dinner by Edgar Bergen and Charlie McCarthy, whom he brought to the screen in "The Goldwyn Follies" 15 years ago.

## Dreyfus Rites in Chicago

CHICAGO, Dec. 10.—Max Dreyfus, 72, former exhibitor and long-time employee of the Monogram exchange here when it was operated by Irving Mandel, was buried at Waldheim Cemetery yesterday. He is survived by the widow, a brother, and a sister.

## Tentative Date Set For 'Ronde' Hearing

**Albany, N. Y., Dec. 10.—Jan. 7 has been tentatively set by the Court of Appeals here for argument in the "La Ronde" appeal and for a screening which the seven judges will witness. This action was taken after Florence Perlow Shientas, attorney for Commercial Pictures, distributor of the French-made film, filed the printed record and a brief.**

**The latter urged the State's highest tribunal to overrule the 3-2 decision of the Appelate division, announced last May, which supported the Regent's ruling that the picture was "immoral and tended to corrupt morals" within the meaning of Section 122 of the Education Law. Dr. Charles A. Brind, Jr., counsel for the Regents, will file an answering brief before Jan. 5. The case is eventually expected to reach the United States Supreme Court.**

## Services Today for Theresa Dureau, 82

NEW ORLEANS, Dec. 10.—A Requiem Mass will be said here tomorrow in St. Frances Cabrini Roman Catholic Church for Mrs. Theresa Maurice Dureau, who died this morning at the age of 82.

Survivors are a daughter, Mrs. Edmund Langhetee, three sons, Gaston J., Jr., president and general manager of Paramount Gulf Theatres; Milton M., vice-president and general manager of Masterpiece Pictures, Inc., and Alton C., a salesman with Masterpiece Pictures; a sister, Miss Alice Marie; a brother, Sidney Marie, and 11 grandchildren and great grandchildren. Interment will be in Lafayette Cemetery.

## FCC's Smith Joins Welch Law Firm

WASHINGTON, Dec. 10.— Stratford Smith, Federal Communications Commission theatre television expert, has joined the firm of Welch, Mott and Morgan here.

Vincent Welch, senior partner of the firm, is representing the Motion Picture Association of America in its theatre television hearing before the FCC. It's expected, however, that Smith will not take part in the theatre television hearings for some time.

## Paramount Group To Chicago Meet

LOS ANGELES, Dec. 10. — Paramount's A. W. Schwalberg, E. K. (Ted) O'Shea and Jerome Pickman this evening prepared to head for Chicago for a sales parley in their current series of regional merchandising-promotion conferences. On Friday and Saturday they will hold sessions there with Central division manager J. J. Donohue and territory personnel.

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# RKO Talks

(*Continued from page* 1)

signed following a series of expose articles in the *Wall Street Journal* which concerned the three.

**The calling off of all deals between Hughes and the Stolkin syndicate today resulted, according to reports, from Hughes' unwillingness to make concessions or deferments to the Stolkin group on their stock purchase agreement with him without Ned E. Depinet returning to the RKO Pictures presidency.**

Depinet had been called here 10 days ago by Hughes to participate in the final conferences. Shortly after his arrival an agreement was reached under which the Stolkin group was to return the 1,048,012 shares which it contracted to purchase from Hughes and Depinet at $7 per share. The Stolkin group was to have waived its $1,250,000 down payment for the stock in return for waivers of liability under the purchase agreement and during its administration of RKO Pictures. Depinet was to have returned as president with complete autonomy.

### Hitch Occurred

A hitch occurred late last week in effecting the agreement, some reports having it that Corwin balked at taking the loss of the down payment, leading to differences among the members of the syndicate.

On Monday of this week syndicate members reached a new agreement with Hughes under which their stock purchase commitments would be deferred, but Hughes would assume responsibility for RKO Pictures' management until such time as the Stolkin group had found a purchaser for its 29 per cent controlling stock interest. Hughes reportedly rejected this agreement the following day upon learning that Depinet would not return to the RKO Pictures presidency without an unequivocal guaranty of complete autonomy. Hughes is said to have balked at the guaranty with the result that Depinet declined to accept the presidency and a place on the board of directors.

### Depinet to New York

Depinet was scheduled to leave here for New York by plane tonight.

Collapse of the negotiations here obviously leaves the next move up to the Stolkin group. They are back in the saddle, apparently against their wishes, and are confronted with the problem of providing management and a complete board of directors for the company before next Wednesday, when a hearing is scheduled in New York Supreme Court on a stockholders' application for appointment of a receiver for the company. The hearing was postponed for one week today, largely on company representations to the court that a settlement of the management and board problems was expected "momentarily."

### Members Liable

Members of the Stolkin syndicate are liable individually and as a group to Hughes for performance of the stock purchase contract, under which they are committed to pay a $6,000,000 balance on the purchase price, plus interest, and with provisions for penalties, before October, 1954.

# *Court Expresses Concern*

(*Continued from page* 1)

senting the company, informed the court that meetings are continuing on the Coast for reconstitution of the board and the selection of a president. Connelly added that a decision on these problems may come "momentarily." He referred to the series of meetings between Howard Hughes, members of the Ralph Stolkin group, which purchased Hughes' 29 per cent controlling interest in the company, and Ned E. Depinet, former RKO president and now company consultant. The attorney of the law firm of Cravath, Swaine and Moore, expressed regret that the Coast conferences had not as yet culminated.

William Zimmerman, RKO general counsel, told the court that there was "no real emergency" as to the solvency of the company. He said the losses currently being sustained by the company are "in effect liquidation of high cost pictures" which were completed last year. "Our real problem" Zimmerman continued, "is the accumulation of pictures." He said he saw no conflict of interest between the 29 per cent group represented by Stolkin and the remaining stockholders.

This brought a rejoinder from Justice Greenberg, who said that "Howard Hughes probably can lose $2,000,000 or $3,000,000 while others can't lose $200 or $300."

**Justice Greenberg also took judicial notice of the fact that more than 50 per cent of the company's current income is derived from independent producers releasing through RKO. Contracts of independent producers, according to company affidavits, provide for termination of distribution rights if a receiver is appointed.**

Judge Samuel J. Rosenman, representing Samuel Goldwyn Productions, Inc., questioned the jurisdiction of the court as to RKO assets outside New York State. Supporting the company's bid for a delay, Judge Rosenman said RKO's distribution set-up is now operating in a normal and profitable manner.

Whitney Seymour, of Simpson, Thacher and Bartlett, who represented the Atlas Corp. and Walt Disney Productions, expressed no objection to postponing the hearing as requested by RKO. He said he had no comment as to the operations of the company.

Isadore J. Kresel, counsel for David J. Greene, who claims to own and control more than 78,000 shares of RKO Pictures stock, supported the application for adjournment.

Louis Kipnis, attorney for the plaintiff minority stockholders, said he could not consent to an adjournment. The three minority stockholders seeking to put the company in receivership are Eli B. Castleman and his wife, Marion V. Castleman of Detroit and Louis Feuerman of this city, claiming to own a total of 2,525 shares.

**The hearing on the delaying motion also brought to light a cross-motion by the company to to dismiss the receivership application. In support of this cross-motion were the affidavits of Zimmerman, William H. Clark, treasurer of RKO Radio Pictures, and Garrett Van Wagner, comptroller.**

Zimmerman, in his affidavit, said that experienced key employees of the company who are in great demand by "our competitors have given indication of the possibility of their leaving" the company in the event of a court-appointed receiver.

The company's motion to dismiss the receivership application claimed that the complaint did not state sufficient facts to constitute a cause of action, that the plaintiffs have no legal capacity to sue and that the court should decline jurisdiction of the action because it involves the internal affairs and management of a solvent foreign corporation.

Clark, in his affidavit, pointed up the importance of such producers as Goldwyn, Disney and Sol Lesser to the company. He said of approximately $39,000,000 of film rentals in the 39 weeks ending Sept. 27, 1952, about $21,000,000 was realized from features and short subjects produced by others releasing through RKO. "The effect upon the company of having these distributor contracts cancelled by reason of the appointment of a receiver is obvious," he added.

Van Wagner's deposition said, without exception, the basic operating organization of the company is intact and fully capable of carrying out its production and distribution commitments. He said that approximately 1,000 persons are employed at the studio and currently one picture is being filmed and five others being cut and edited. Preparatory work, he went on, is underway on 13 additional feature pictures under the supervision of six producers employed by the studio.

# *Gordon Is Regent's U. S. Representative*

Gordon Films, Inc., has concluded a deal with Regent Film Distributors, Ltd., distributor of foreign language films in England, to be the exclusive representative of that company in the United States, it was disclosed here by Richard Gordon, president of the company.

Gordon Films has hitherto only acted as representative for British producers, handling their product for American theatrical and television distribution, but the new agreement, negotiated by Gordon with James A. Wilson, managing director of Regent in London, will supply the company with a flow of foreign language motion pictures, all of which will be subtitled or dubbed by Regent in Great Britain.

# Approve Council

(*Continued from page* 1)

with the producers of theatrical features in the East, as contracts with theatrical film makers already are established. The organization will devote itself to the utilization of its crafts members by the makers of television films. These crafts include cameramen, studio mechanics, film editors, laboratory technicians, assistant directors, wardrobe personnel, makeup artists and hair stylists.

The basic agreement will include base scales and conditions for each union. The Council proposes to assist TV producers in working out production problems by close cooperation on both sides, at the same time seeking the producers' recognition of IATSE personnel as those who can do the best work in television filming.

# Variety

(*Continued from page* 1)

Michigan, property master; Ben Rosen, Confection Cabinet, dough guy; Saul Korman, Korman Theatres, chairman of the house committee; Julian Lefkowitz, L & L Concessions, assistant house committee chairman; Zimmerman, chairman of the membership committee; Brown, press guy; Adolph Goldberg, Community Theatres, national canvassman, and Zide, alternate.

The 11 members of the new board of directors are Brown; Lew Wisper, W & W Theatres; Zimmerman; Lefkowitz; Zide; William Clark, Clark Theatre Service; Dan Lewis, Cooperative Theatres; Korman; Rosen; Ivan Clavet, National Screen Service, and Conlon.

In Cincinnati the Variety Club elected Herman Hunt as chief barker, succeeding Vance Schwartz, and decided to hold the installation dinner next month.

### Other New Officers

Other new officers include Ed Salzberg, first assistant chief barker; Richard Rosenfeld, second assistant; Rex Carr, property master, and Hoys McGown, dough guy. William Onie and Hunt were chosen delegates to the international convention, with Noah Schechter and McGown as alternates. The crew, in addition to the officers and past chief barkers, consists of Saul Greenberg, Harry Hartman, Stuart Jacobson, Robert McNabb, Arthur Van Gelder and Albert Weinstein.

Variety Club of Buffalo has elected the following directors: Manuel A. Brown, United Artists; John G. Chinell, RKO Pictures; Robert Hayman, Hayman Theatres; Marvin Jacobs, Sportservice; Billy Keaton, WGR; Arthur Krolick, United Paramount Theatres; W. E. J. Martin, *Courier-Express* drama editor; Dewey Michaels, Michaels Enterprises; Albert Ryde, Buffalo projectionists union; Elmer C. Winegar of the same union, and Max Yellen of Midland Properties.

Delegates elected to the 1953 Variety Clubs International convention in Mexico City next year are: William D. Dipson, Dipson circuit, and Ben Kulick, Faysan Distributors. Alternates are Myron Gross, Co-Operative Theatres; Wally Gluck, theatrical agent, and Krolick.

The Memphis Variety Club has elected the following directors: M. H. Brandon, Alton Sims, Jack Sawyer, George Simpson, Tom Kirk, Tony Tedesko, Ed Doherty, Ben Bluestein, Tom Young, Vernon Adams and Gilbert Brandon. The new board will meet Monday to select officers for 1953.

# *Dezel Distribution Deal with Beverly*

Albert Dezel has completed a distribution deal with Oliver A. Unger and Herbert Bregstein of Beverly Pictures for the Chicago, Indianapolis, and Detroit exchange areas for releasing rights to 16 former Film Classics features.

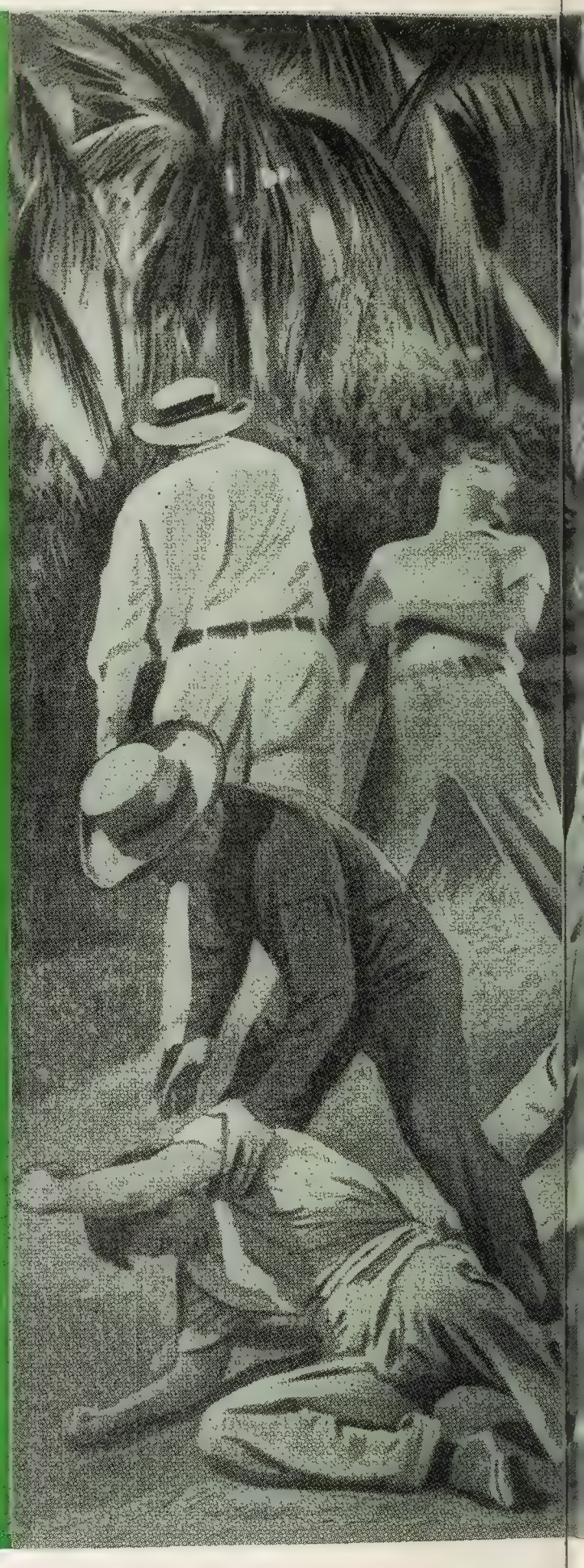
# *5-Theatre L.A. Opening*

"Breaking the Sound Barrier" will open in Los Angeles simultaneously at the Chinese, Los Angeles, Uptown, Loyola and Wilshire theatres on Wednesday.

TORRID WITH **Romance**

HOT WITH



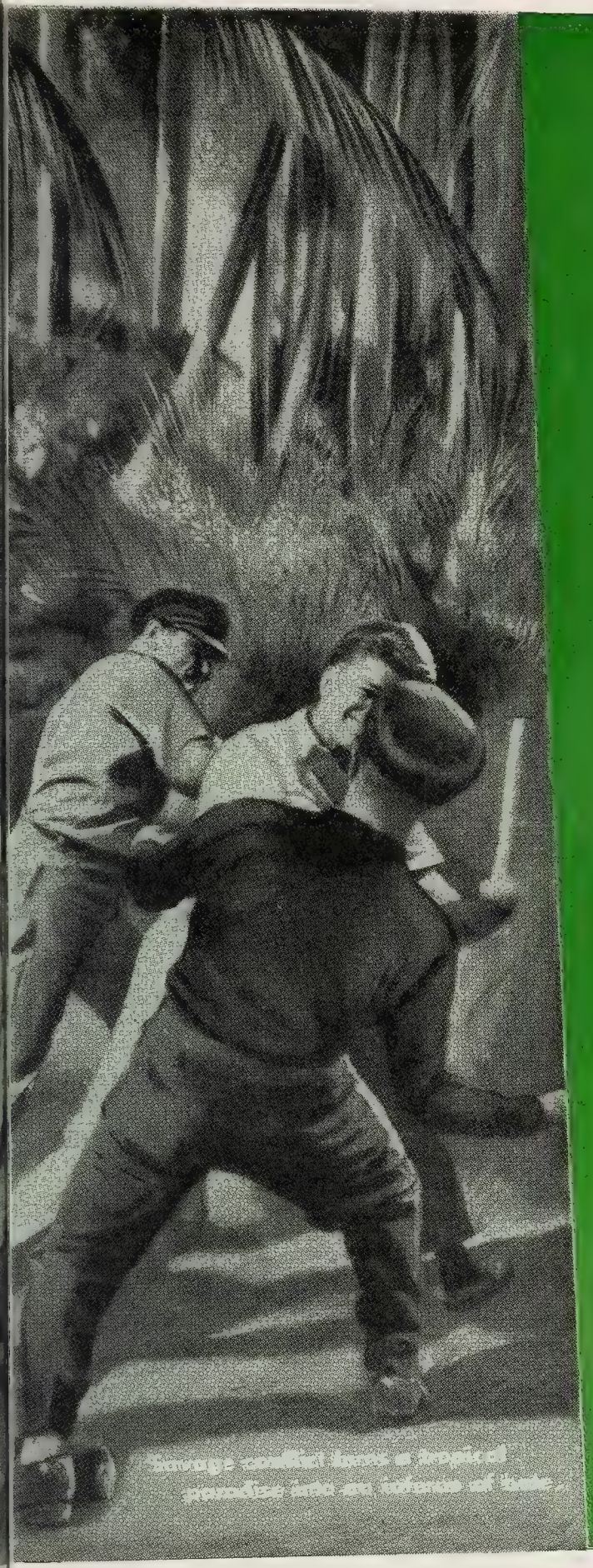



It's Paramount's ACTION super-hit for January–same

"Road to Bali"  and the ADVEN

# Action

## BLAZING WITH Color



# TROPIC ZONE

COLOR BY
TECHNICOLOR

starring

## RONALD REAGAN
## RHONDA FLEMING
## ESTELITA

with

NOAH BEERY · GRANT WITHERS · LEWIS R. FOSTER

Written for the Screen and Directed by

Based on a novel by Tom Gill · Produced by William H. Pine and William C. Thomas

month you get the COMEDY super-hit

TURE super-hit, "Thunder In The East"



# Compo Meet

(Continued from page 1)

was attended by 50 representatives of all the organizations making up COMPO, authorized Cole and McGee to take whatever steps may be necessary to obtain this information. It was indicated that a simple questionaire would be put in the hands of all distressed exhibitors and that, if necessary, salesmen of the various distributing companies would be used in the work.

**The meeting adopted a resolution commending the tax campaign committee for its work.**

Sam Pinanski, one of the three co-chairmen now directing the affairs of COMPO, read a report covering the activities of the co-chairmen since their ascension of office last June. The report emphasized that Al Lichtman, Trueman T. Rembusch and Pinanski, the triumvirate, had thrown all of COMPO's resources and facilities behind the campaign and that this policy would be pursued until the tax is repealed.



Sam Pinanski

The report of the membership drive conducted in August and September, read by Rembusch, as chairman of the finance committee, stated that nearly 14,000 exhibitors had paid their COMPO dues.

**Herman Robbins, treasurer, read a report of COMPO's financial condition and policies.**

The Theatre Owners of Washington, Idaho and Alaska were admitted to membership and the membership committee was instructed to approach equipment manufacturers and other industries allied with the picture business to enlist them as members.

The committee voted to give further consideration to a proposal by Mrs. Mary Lasker, widow of Albert D. Lasker, that motion picture theatres conduct a national health week for the benefit of charities in need of money for medical research.

Reporting on the Movietime, U.S.A. projects, Robert J. O'Donnell, national director, said that since the tours were started a year ago, 330 Hollywood personalities had made 8,000 personal appearances in 1,500 cities and towns in nearly all of the 48 states. O'Donnell, who was commended for his work, emphasized that the tours must be continued because of their great value in promoting industry good-will and because they have perfected an organization for future industry action on other problems that might arise.



R. J. O'Donnell

**The committee heard a proposal from Steve Broidy, president of the Motion Picture Industry Council of Hollywood, that COMPO cooperate in an extension of the MPIC's public relations service through exhibitors. It was referred to the finance committee.**

After a presentation by O'Donnell of the plans of Texas COMPO for an exposition and touring train, the committee adopted a resolution approving the presentation and instructing the COMPO co-chairmen to prepare a report on the project.

The session was presided over by Rembusch and will resume tomorrow morning.

# Reviews

## "Hiawatha"

*(Allied Artists)* *Hollywood, Dec. 10*

PRODUCER Walter Mirisch has presented the story of the Henry Wadsworth Longfellow American poetic classic in terms of straightaway action with fine dramatic values and without loss of the tale's charm.

Filmed in CineColor, this held a capacity preview audience composed principally of press and profession at the Academy Awards Theatre in Hollywood completely in its spell, and drew sustained applause at the closing.

The production is a notable achievement to be credited to Mirisch and to his associate producer, Richard Heermance, his director, Kurt Neumann, his writers, Arthur Strawn and Dan Ullman, and his cinematographer, Harry Neumann.

The filming of the Longfellow poem presented problems of various kinds. The measured narration of the poet had to be enlivened, and Mirisch made it a point to throw in a hot-tempered killing at almost the very beginning of the film. How to write dialogue that would convey the Longfellow story without falling into the rhythm of the poem was no simple question. It was answered by giving the Indians plain every-day English lines to speak in every-day fashion, with no poetic phrases or expression undertaken. Only at the start and close of the picture are a few lines of the poem spoken, by an off-screen narrator.

The story of Hiawatha is too well known, for repetition in synopsis here. The important fact is that it comes out in the Mirisch production a story of Indian life, customs and conflicts in the America of the Ojolbways, the Illinois and the Dacotahs, before the coming of the whites, and that it retains the charm of the poem without utilizing the devices of poetry, and in spite of the swift and sometimes bloody melodrama contained in it.

Vincent Edwards portrays the title character, and Yvette Dugay plays Minnehaha. Others in the cast are Keith Larsen, Gene Iglesias, Armando Silvestre, Stuart Randall, Michael Tolan, Ian MacDonald, Katherine Emery, Morris Ankrum and Stephen Chase.

Running time, 80 minutes. General audience classification. Release date, Dec. 28.

## "Babes In Bagdad"

*(Edward J. and Harry L. Danziger-United Artists)*

PAULETTE GODDARD and Gypsy Rose Lee are the two lasses referred to in the title of this harum-scarum satire that occasionally is humorous and often is opulent. It is especially attractive when the two very amply endowed actresses are dazzlingly displayed in a variety of revealing costumes in a bright color process titled Exoticolor.

The emphasis on glamor undoubtedly can be exploited and the marquee lure of the cast is of value. Richard Ney and John Boles are further aids.

Edward J. and Harry L. Danziger have provided lavish interior settings and utilized Spanish backgrounds. The screenplay by Felix Feist and Joe Anson includes harum gags and intersperses modern colloquialisms with pseudo-Arabian dialogue. Director Edgar G. Ulmer has allowed the performers to cavort freely and the mixture of serious playing and broad acting is quite ludicrous.

Richard Ney is the godson of a Caliph whose monogamous viewpoint results in his investigating a complaint filed by Miss Lee and other harum members against Kadi John Boles. At the same time he looks into the Bagdad corruption carried on by the tax collector, villainously portrayed by Thomas Gallagher. It takes a few days for Ney to get the goods on Gallagher, trick Boles into letting him marry Miss Goddard and turn Boles into a tractable ruler, who accepts Miss Lee as his sole wife.

Others in the cast are Sebastian Cabot, Macdonald Parke, Natalie Benesh, Hugh Dempster, and Peter Bathurst.

Running time, 79 minutes. General audience classification. Release date, Dec. 7.

WALTER PASHKIN

## Notaro in Roth Post

Pat Notaro has resigned from Warner Brothers Theatres, effective Jan. 3, after having been with that company for 24 years, to accept an executive post with Roth Enterprises which operates theatres in Washington and Virginia. He will make his headquarters in Washington.

# Rogers Unit

(Continued from page 1)

Sam J. Switow and Joseph R. Vogel.

The reelected officers are: A. Montague, president; Robert J. O'Donnell, chairman of the board; Chick Lewis, executive vice-president; Max A. Cohen, secretary; S. H. Fabian, treasurer; George Eby, assistant treasurer, and Harry Brandt, Robert Mochrie, Herman Robbins and Richard Walsh, vice-presidents.

At a meeting of the board of directors here Tuesday, Lewis reported on the year's improvements at the hospital and announced the appointment of Charles Gratz of Pittsburgh as hospital administrator.

Fabian, reported that for the fiscal year ended Oct. 31, the hospital operating cost amounted to $174,127, with an over-all expense for the entire program totalling $221,072, an increase of $7,500 over the costs of 1951.

Fred Schwartz, chairman of the finance and fund-raising committee, reported that this year's "Christmas Salute" was running ahead of last year's drive and that the results will exceed 1951's total of $97,000. The "Coin Box" project, Schwartz said, has 3,754 theatres cooperating.

The 1953 board of directors is comprised of Beresin, Maurice Bergman, Charles Boasberg, Harry Brandt, Cohen, Tom Connors, George Dembow, Gus S. Eyssell, Fabian, Feldman, William J. German, Leonard H. Goldenson, Maurice R. Goldstein, John H. Harris, William Heineman, J. Robert Hoff, Harry M. Kalmine, Paul N. Lazarus, Jr., Lewis, Al Lichtman, Mochrie, Montague, O'Donnell, Sam Rinzler, Robbins, William Rodgers, Samuel Rosen, Schwartz, Wilbur Snaper, Starr, Switow, Morton Thalhimer, Vogel, Richard F. Walsh, Murray Weiss, William White, and Herbert J. Yates, Sr.

## Para. Christmas Party

The Paramount Pictures Club will be host to Paramount employes of the New York metropolitan area at a Christmas party on the afternoon of Dec. 24 in the Paramount Hotel. Sid Mesibov is club president.

# 'Carmen' TV

(Continued from page 1)

Detroit, Baltimore, Albany, Cincinnati and Sacramento.

TNT said that more than 20 additional theatres desiring to carry the opera are unable to because of the unavailability of A. T. & T. long lines for the occasion.

**See 'Carmen' Telecast Sellout Unlikely at Albany's Grand**

ALBANY, N. Y., Dec. 10.—Fabian's Grand Theatre is advertising 263 seats still purchaseable, at $1.20, $1.80 and $2.40 for the telecast of "Carmen" tomorrow night. Sales to date do not indicate a capacity audience — 1500 — unless they pick up sharply. Some observers believe the date is too close to Christmas.

The theatre will show a picture until 4:30 P.M. Closing for three hours, it will reopen for the telecast at 8:30. Breaking time is scheduled for 11:45. One of the three intermissions will be devoted to a musical quiz, from New York. The Grand will have its concession stand open, but will sell no popcorn.

**'Carmen' Telecast at Orpheum, Warner Scaled at $1.50-$3.60**

HOLLYWOOD, Dec. 10. — Admission prices for the "Carmen" telecast range from $1.50 to $3.60 at both the Orpheum, Downtown, and the Warner, Hollywood. The Orpheum is getting $3.60 for the main floor (except first five rows at $2.40) and balcony loges. The balcony behind the loges is $2.40 and $1.50. Warner is scaled identically for balcony, but gets $3.60 for first 11 rows downstairs, $2.40 for remainder.

**Paramount in Denver Sees Sellout for 'Carmen' Telecast**

DENVER, Dec. 10.—The Paramount here with 2,200 seats is expected to be sold out for the telecast of "Carmen" tomorrow night. Prices are $2.30, $3.60, and $4.80. Closed all day, the house will open at 5:00 for free coffee and sandwiches with "Carmen" starting via large screen television at 6:40.

FIRST IN FILM NEWS

# MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 113 NEW YORK, U. S. A., FRIDAY, DECEMBER 12, 1952 TEN CENTS

## Myers Clarifies Allied's Stand On Arbitration

### *Issue May Be Discussed, But Only Board Can Act*

WASHINGTON, Dec. 11.—Allied States Association general counsel Abram F. Myers said today that Allied leaders cannot participate in any arbitration negotiations until the board reverses the stand it took at the recent Chicago meeting.

**However, he added, "it would be proper for Allied's president to confer informally with representatives of distribution on this or any other subject and to receive from them and report to the board any proposals they may see fit to offer for ending the impasse."**

Myers' statement was issued to clarify the confusion existing in the industry as to how far Allied leaders can now take part in arbitration talks. Myers has always taken the stand

(*Continued on page* 5)

## *Compo Reelects Trio of Heads For One Year*

CHICAGO, Dec. 11.—The Council of Motion Picture Organizations will retain its executive triumvirate for another year. The executive committee of COMPO today unanimously reelected Trueman T. Rembusch, San Pinanski and Al Lichtman as co-chairman of the organization for 1953 and expressed full approval of the trio's conduct of COMPO

(*Continued on page* 5)

## Southwest Industry Will Honor Zukor

DALLAS, Dec. 11.—The Texas Variety Club and the Texas Council of Motion Picture Organizations will jointly honor Adolph Zukor at a Golden Jubilee celebration banquet at the Baker Hotel here on Jan. 28. Variety Clubs International, sponsor of the Zukor Jubilee next year, will participate.

One thousand Southwest exhibitors are expected to attend. Dignitaries

(*Continued on page* 5)

## *Green, Veteran of Proxy Wars, Admits Buying Fox Stock*

Recent stock market activity in 20th Century-Fox shares is officially attributed to buying by Charles Green, a New York appliance dealer, who has specialized in several well-known proxy fights and campaigns against management in such companies as Twin City Rapid Transit and United Cigar-Whelan Stores Corp.

Green confirmed his buying of 20th-Fox stock in the open market to MOTION PICTURE DAILY yesterday. He pointed out that he had been critical of company operations at the annual meeting of 20th-Fox stockholders at the home office last May but said his current buying of the stock is "strictly as an investment." However, Green's past activities in corporate relations suggest the possibility

(*Continued on page* 5)

## Allied Policy Okayed By New Jersey Unit

National Allied's statement of policy regarding the association's withdrawal from intra-industry activities in order to devote itself to taxes and other problems has been approved by Allied Theatre Owners of New Jersey. At its membership meeting in Passaic Wednesday. The New Jersey unit also endorsed the national organization's stand on arbitration in

(*Continued on page* 5)

# HUGHES MAY PICK RKO MANAGEMENT

## DepinetConfirms His Decision Not To Re-enter RKO

HOLLYWOOD, Dec. 11.—Confirming earlier reports that he would not return to RKO Pictures, Ned E. Depinet, in a statement issued here prior to his departure for New York today, said: "Due to existing circumstances it was my considered decision that it would serve no useful purpose for me to reenter the management of RKO at this time."



**Ned E. Depinet**

Depinet added: "I am sure Mr. (Howard) Hughes intends to do whatever is necessary to give RKO good management and I hope with all my heart that he succeeds."

Depinet was here for the past 10 days as a participant in the Hughes-Stolkin syndicate discussions. His statement in full follows:

"There has been for the past few

(*Continued on page* 4)

### *Report Stalemate Ends With Stolkin Group Given Pact Deferments*

HOLLYWOOD, Dec. 11.—Howard Hughes and Ralph Stolkin were scheduled to issue a statement late tonight announcing that the deferment on the Stolkin stock purchase agreement had been granted and it would result in a new RKO Pictures management and board of directors.

According to the reports, both sides are reverting to the position they took earlier this week under which Hughes would grant deferments of obligations of the Stolkin group under their stock purchase agreement which gave them Hughes' 29 per cent controlling interest in RKO Pictures, and would himself be responsible for designation of new management and reorganization of the board of directors.

**With Ned E. Depinet, former company president, confirming**

(*Continued on page* 4)

## *26 'U' Productions Before the Cameras In Next 7 Months*

HOLLYWOOD, Dec. 11.—Universal-International will put a minimum of 26 productions before the camera during the next seven months, at least 16 of them to have color by Technicolor.

The new production schedule was made public as a climax to a week-long series of policy meetings at the U-I studio, with executives of the company from all sections of the country in attendance.

The company pointed out that the

(*Continued on page* 4)

## *Find 'Carmen' Box-Office Video Event Fair-Good*

The box-office performance of last night's "Carmen" theatre telecast was spotty, varying from excellent to fair, on the basis of advance sales in most of the 31 theatres in 27 cities which carried the Metropolitan Opera Company's three-hour show. The Theatre Network Television attraction was the first entertainment show offered on theatre TV.

In New York, before curtain time, Fox Fabian's in Brooklyn reported the ticket sale as fair, while the RKO Fordham, Bronx, found the ticket sale encouraging. The 50th Street Guild Theatre reported a virtual sell-out of its 450 seats, which were lowered from $7.20 to $4.80 when tickets failed to sell as quickly as expected.

Factors affecting poor results in some situations, it was explained, was the price for the attraction, which varied in the majority of situations from $1.80 to $3.60, and opera not

(*Continued on page* 4)

### *Postpone Bendix Telecast to Spring*

**The scheduled Dec. 30 Bendix theatre telecast has been postponed until the spring, according to circuit executives who said they were informed here yesterday of the postponement by Teleconference, Inc., the new theatre TV programming agency which booked the event.**

## Oral Argument Jan. 5 On UPT-ABC Merger

WASHINGTON, Dec. 11.—The Federal Communications Commission has ordered oral argument on Jan. 5 in the United Paramount-American Broadcasting merger case.

The argument will also cover the question of Paramount Pictures' relationship with Allen B. DuMont Television Laboratories, the anti-trust records of Paramount and UPT, and

(*Continued on page* 5)

# Personal Mention

KARL HOBLITZELLE'S life story was the subject of a radio program over WFAA, Dallas, this week. The program was directed by Texas COMPO's Paul Short.

•

GEORGE NICHOLS of the M-G-M studio publicity department arrived here yesterday from the Coast for a week's visit.

•

JEAN RENOR, French director, will arrive here today from Paris via Pan American Airways.

•

LEON BRANDT, RKO Radio Pictures exploitation manager left here last night by plane for Hollywood.

•

DAVID GOLDING, Goldwyn Productions' advertising-publicity director, left here yesterday for Florida.

## *Production Code Seal to 'Bwana'*

HOLLYWOOD, Dec. 11. — "Bwana Devil," now in its third week at the two Paramount theatres here, has received Production Code seal of approval, which it lacked for the opening, following producer Arch Oboler's elimination of the sequence found objectionable by the PCA.

Meanwhile, Oboler flew today to San Francisco for advance promotional work on the St. Francis Theatre engagement of the first Natural Vision feature in three-dimension, which starts on Dec. 16. Following the premiere there, Oboler flies to Detroit for an opening on the 23rd, then to Texas, where the film will open in Dallas, Houston and San Antonio on Christmas Day.

## *Montague Option Deal with Columbia*

An option to acquire an aggregate 10,000 shares of Columbia Pictures common stock has been provisionally granted to Abe Montague, Columbia vice-president, the Securities and Exchange Commission was informed here yesterday. A similar option for 1,000 shares was reported for Gerald Rackett, supervisor of the company's film laboratory.

The five-year Montague contract, the SEC was informed, sets the purchase price at $12 per share and is exercisable at any time from Nov. 3, 1952 to Sept. 9, 1958. The execution of the option must be approved at the next annual meeting of stockholders in Jan., 1953.

## *UPT Closes 'Frisco Run*

SAN FRANCISCO, Dec. 11. — The 2,135-seat downtown State Theatre has been closed by United Paramount and the reason given was high operational costs, including labor. Fox West Coast closed the 2,578-seat El Capitan and the 990-seat Noe (both neighborhoods) last month, a few days after signing new contracts with the projectionists' local, which incorporated a health and welfare plan.

## *'Collier's' Editorial Lauds 'Andersen'; Sees Good Patronage for Better Films*

**Another friendly salute to the motion picture industry, together with a persuasive "plug" for Samuel Goldwyn's "Hans Christian Andersen" appears on the editorial page of the Dec. 20 issue of *Collier's*, on newsstands today.**

**A large color photo of Jeanmaire dominates the magazine's editorial page. The lead editorial beneath it is headed "Something Worth Seeing." Introducing Jeanmaire to its readers, the *Collier's* editorial says: "We liked her in the picture and we liked and enthusiastically recommend the picture itself—which reminds us that we've seen a lot of good movies this year. It also reminds us that Mr. Goldwyn, who has made many a good one in his time, wrote an article in *Collier's* something more than a year ago. Its title was 'Is Hollywood Through?'. . . He figured Hollywood would keep on going. Turned out he was right.**

**"We notice that people still seem to be going to the movies. And when there's a particularly popular attraction playing, it's still tough to get a seat.**

**"Maybe the box-office scare of the last two or three years will turn out to be a healthy thing for the film makers. It seems to us that even now they are turning out a better product in a stronger effort to compete with television for the American audience."**

***Collier's* was one of the national magazines which editorialized strongly against the Justice Department's anti-trust suit to force the sale of 16mm. films to television and other non-theatrical users.**

## 9 AM Sale of Roxy Reopening Tickets

The box-office of the Roxy Theatre here will open on Monday at 9:00 A. M. for the advance sale of reserved seat tickets for the theatre's reopening on Monday evening, Dec. 22. The box-office will be open daily thereafter from 9:00 A. M. to 9:00 P. M.

The premiere will introduce an enlarged ice stage with "Ice-Colorama," presenting "Crystal Circus," with a company of 80. The new ice stage, measuring 3,600 square feet, will introduce the use of neon color tubing in four colors, in addition to black light, for fluorescent effects. Also, John Philip Sousa's "Stars and Stripes Forever," 20th-Fox, starring Clifton Webb, will have its world premiere on the 22nd.

## *Tribute to Sousa Here on Sunday*

A group of celebrities will gather at the Lambs Club here Sunday evening to honor the memory of American "March King" John Philip Sousa. Heading the roster will be Clifton Webb, who portrays Sousa in 20th Century-Fox's musical, "Stars and Stripes Forever"; John Philip Sousa, III; Brig. Gen. V. J. McCaul, director of public information, USMC; District Attorney Frank Hogan; N. Y. C. Commissioners Walter Shirley and Jacob Grumet, and Winthrop Rockefeller. Representing the entertainment world will be Vinton Freedley, Conrad Nagel, Rube Goldberg, Bobby Clarke, Ralph Bellamy and Jack Pearl.

## *L. Raphael Resigns*

Louise B. Raphael, formerly assistant to John Mitchell, has resigned from United Artists-TV, effective today and will announce new plans following a vacation.

## Meet on Hartford 'Times' Symposium

Commendations continue for the two motion picture industry and newspaper symposiums sponsored at Hartford during the year by the *Hartford Times*.

Both Robert M. Weitman, vice-president, and Robert H. O'Brien, secretary-treasurer of United Paramount Theatres, addressing a meeting here this week in the Paramount Building, of UPT and *Hartford Times* executives, stated that the two sessions of motion picture-newspaper personnel held by the Gannett daily "went far" in discussions of common ailments of the film business, as related to the press.

Weitman said, "There's a new feeling of optimism in Hollywood. This is based not only on better industry relations, as seen in the two *Hartford Times* symposiums, but also in stepped-up interest on the part of top executives in better story selection, improved production technique and the disappearance of those 'Doubting Thomases' of a year or two ago who proclaimed that the movies were done and finished."

O'Brien observed: "Millions of new dollars have been invested in Hollywood productions. New methods of production not only are welcomed and tried, but the production community itself is ever-searching for new talent, new scripts."

In attendance, in addition to Weitman and O'Brien were Leonard H. Goldenson, UPT president; Walter Gross, vice-president and general counsel; M. J. Mullin and Harry Browning, New England Theatres; F. S. Murphy, David R. Daniel and Allen M. Widem, *Hartford Times*.

## *Samuel Ward Dies*

BALTIMORE, Dec. 11. — Samuel Ward, 48, manager of the Royal Theatre here, died today at Maryland General Hospital.

## Stress Exploitation At AMPA's Clinic

Practical ways to put exploitation to the best uses of the exhibitor highlighted last night's Showmanship Class of the Associated Motion Picture Advertisers at the Woodstock Hotel here. Speakers were Dan S. Terrell, exploitation-publicity director of M-G-M; Sid Meisbov, exploitation manager of Paramount Pictures; Edgar Goth, director of advertising-publicity-exploitation for Fabian Theatres, and Don A. Brennan, an executive of Curtis Publishing Co.

Terrell pointed up the value of "off-the-amusement page" ads in newspapers in stimulating public interest, emphasizing the potentialities of co-operative advertising pages and classified ad tieups. It is necessary, he said, to attract the attention of persons who ordinarily do not read the amusement pages.

"Any theatre that neglects the opportunity for extra "off-amusement-page" publicity provided by the right sort of commercial tieups is making a serious omission in campaigns to bring attractions to the widest possible audience," Terrell said.

Mesibov stressed the "stunt" exploitation of all forms of retail or point-of-sale advertising that falls in the jurisdiction of exploitation activities. The so-called "stunt," he said, can be head and shoulders above retail advertising in any other business. Regardless of product, even when pre-sold, the "stunt" by its very nature can be the ace-in-the-hole, he asserted.

Goth played up the so-called "attendance stunts," such as jitterbug contests, giving case histories of successful promotions of this type. He also presented advertising "roughs" to illustrate his point.


NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"MILLION DOLLAR MERMAID"
Esther WILLIAMS • Victor MATURE
Walter PIDGEON • David BRIAN
Color by TECHNICOLOR • An M-G-M Picture
& The Music Hall's Great Christmas Stage Show

DAMON RUNYON'S
'Stop, You're Killing Me!'
Color by WARNER COLOR
starring BRODERICK CRAWFORD CLAIRE TREVOR
in person JACK CARTER JANIS PAIGE HONEY BROTHERS BUDDY MORROW AND HIS ORCHESTRA
PARAMOUNT
Midnight Feature

SAMUEL GOLDWYN presents
Hans Christian Andersen
starring DANNY KAYE
CRITERION • PARIS
B'way & 45th St. 58th St. W. of 5th Ave.


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**STAR OF THE YEAR!**

He follows his triumphs in "Quo Vadis" and "Ivanhoe" with another sensation . . .

**M-G-M presents The Love Story Behind The Billion Dollar Secret!**

"ABOVE AND BEYOND" starring Robert Taylor • Eleanor Parker • with James Whitmore • Marilyn Erskine • Screen play by Melvin Frank, Norman Panama and Beirne Lay, Jr. • Story by Beirne Lay, Jr. • Produced and Directed by Melvin Frank and Norman Panama

*From Editorial in Hollywood Reporter, Nov. 26, 1952*

# "ROBERT TAYLOR will probably play to more people for the rest of this year and next than any other star in films, being in 'Quo Vadis', 'Ivanhoe' and 'ABOVE AND BEYOND.'"



*Robert Taylor*
*Eleanor Parker*

**"Picture of the Month. A love story no woman will ever forget."**—*LOUELLA PARSONS, Cosmopolitan Magazine*
**"Thrilling and exciting picture."**—*HEDDA HOPPER, Nationally Syndicated Columnist*
**"His finest performance and the picture is a certain Academy Award Winner."**—*SHEILAH GRAHAM, Nationally Syndicated Columnist*
**"Will fascinate both men and women. Thrilling and moving."**—*FLORENCE SOMERS, Feature Editor of Redbook*
**"Spine-tingling experience. Its excitement is the warm emotional impact."**—*RUTH HARBERT, Good Housekeeping Motion Picture Editor*
**"A wonderful modern love story, dramatizing sharply the emotional problems of our times."**
—*ELEANOR STIERHAM, Today's Woman Fiction Editor*

## ITS FAME WILL GROW AND GROW!

# RKO Pictures

(Continued from page 1)

**prior to his departure for New York today that he had decided not to return to the company, it was believed that under the presently reported plan Noah Dietrich, former RKO board chairman, would be named president and a director.**

In addition, it is believed that Hughes will invite J. Miller Walker, former RKO secretary, general counsel and board member, to return to the company in those capacities. Walker was among the RKO Radio executives who were let out during the brief tenure of Arnold Grant, as chief executive officer of the company for the Stolkin group. The appointment of a Hughes financial associate as an officer, probably chairman, and member of the board, also was said to be in readiness.

### Court Hearing

Should these appointments meterialize, the present board vacancies would be filled in advance of the hearing next Wednesday in New York Supreme Court on the petition of some RKO Pictures' stockholders for the appointment of a receiver for the company. That hearing was adjourned from last Wednesday, largely on representations that the management and board vacancies would be settled "momentarily."

The presently reported development followed close on the heels of what appeared yesterday to be a stand-off for both the Hughes and Stolkin sides. A number of earlier plans having been kicked over for one reason or another, it appeared definite last night that all deals were being called off, with Hughes holding the Stolkin group to its original stock purchase agreement, carrying with it the management and board responsibilities.

However, that stalemate today appeared to have been broken as further talks ensued, leading to the board-management responsibility going to Hughes who, presumably, is granting the Stolkin group additional time in which to seek a purchaser for its stock.

## *FCC Lets Mt. Hood Amend TV Petition*

WASHINGTON, Dec. 11.—The Federal Communications Commission has agreed to let Mt. Hood Radio and Television Broadcasting Corp. amend its application for a television station to show that Ralph Stolkin, Sherril Corwin and Edward G. Burke, Jr., had sold their stock in the company

Mt. Hood, applicant for a Portland, Ore., station, is owned 43.5 per cent by Ted Gamble. Stolkin, Corwin and Burke owned another 43.5 per cent but some weeks ago sold out to more than 30 employes of station KOIN, Mt. Hood's Portland AM station.

Hearings were then underway on Mt. Hood's application but when the company petitioned to amend its application to show the changed ownership, the hearing examiner ruled against the petition and the hearing was recessed while Mt. Hood appealed to the full Commission.

The FCC decision, which set aside the examiner's ruling, opens the way for an immediate resumption of the hearing.

## *CDA Considers 2 Theatre Telecasts*

**Washington, Dec. 11.—Federal Civil Defense Administration officials said they hoped to send two training programs over closed circuit theatre television early next year.**

**One would be aimed at plant managers and the other at union officials. Full details are still to be worked out. The CDA pioneered in the use of theatre television as a government information and training device.**

# 'Carmen'

(Continued from page 1)

being a prime draw in many localities. Other negative factors were the proximity to the holiday season, and in some places, inclement weather which precluded last-minute drop-in trade.

In San Francisco, the 400-seat Telenews sold out at $6.00 per seat. Considering the opposition, Dancers Bali at the local opera house, district manager John Parsons said there is definately an audience for this type of attraction. He said out of 20,000 names on the San Francisco opera list, certainly 400 would pay to see this type of entertainment. However, beyond the 400, the appeal is definitely limited, he said.

### Fabian's Grand

In Albany the telecast in Fabian's Grand drew an audience of 950 in the 1500-seat theatre, at $3.60 top. Manager Paul Wallen said that the weather—heavy rain fell during the entire day—and the time of year—near Christmas—were adverse factors. He thought that at a more favorable period, an opera might attract a larger crowd.

The fact that the higher priced seats did not sell too well indicated that the house might have been over-scaled. The orchestra was about 50 percent of capacity. First balcony had a larger percentage of patrons, while second balcony was reported full. Seats went at $3.60, $3, $2.40, $1.80 and $1.20. It was not a cream crop audience, in money and in dress, but it was attentiv and responsive. A surprising number of young men and young women attended. Souvenir program sales totalled 175. The concession stand did a fair candy, ice cream and cigarette business. Popcorn was not sold.

The picture thrown on the screen, during the first act, was clear. Sound occasionally was too loud, although this was corrected.

### Met Poll

Patrons were asked to rate—on an official ballot, mailable to the Metropolitan Opera Association—the picture and sound, with their reaction to "Carmen" and their willingness "to see other operas here." Twelve works were listed for choice.

Thirty State Teachers College students, the girls in evening clothes, served as ushers. Manager Wallen and his assistants wore tuxedos. Palms decorated the outer lobby. Fabian upstate general manager Saul J. Ullman observed the telecast.

In Baltimore, the State Theatre, with 1,820 seats, was slightly over half filled for "Carmen." While owner Frank Durkee declined to report the gross, he declared the box-office was just about out of the red.

The audience reaction at intermission was completely enthusiastic, which prompted Durkee to state "perhaps the public can be sold on this form of entertainment." At what intervals he hesitated to state. However, Durkee added the idea would be undoubtedly excellent if something of mass appeal such as "South Pacific" were offered. He blamed some of last night's half-filled house on the uncooperative local press rather than the lack of interest by the music loving public. The reception and sound came through with exceptional clarity. Numerous theatres executives from Washington came over to witness the performance.

### Chicago

The telecast at the Telenews Theatre in Chicago was a virtual sell-out, with only a few seats in the back row of the balcony vacant as the opera started. In contrast to the poor visual reception for the Lees telecast the "Carmen" picture was excellent on the close-ups although fuzzy on the long shots. The sound was excellent. Prices charged at the Telenews, the only theatre in Chicago to carry the telecast of the opera, were $6, including tax, for all seats.

In Kansas City, Mo., "Carmen" on the Ashland screen drew much more than half of the capacity, which is 1,200, with the event priced at $2.44, reserved seats leading in advance sales, and $1.22 and $3.66 priced seats about equally divided.

Kansan regular opera goers and music lovers were enthusiastic over the event, with many small parties both in advance sales and buying tickets at the door. The head usher and the staff of the Kansas City Music Hall were in tuxedos, providing a familiar atmosphere for patrons of the Philharmonic and similar musical events. The management says the project was well worth while and will put on such events when feasible, educating the public to the high value of the television screen presentation and also as to the location of this Eastside neighborhood theatre.

### Denver

In Denver, "Carmen" was well received. Reception and sound were fine. The gross was about $3,500, with half going to the Met and the arranging company. The audience reaction was good and those talked to indicated they would like to see more of the same.

In Omaha, the telecast of "Carmen" drew a 1,400 house at the Orpheum, with $3.85 top and $1.20 low. Tri-States district manager William Miskell said the crowd was about 50 per cent of the 3,000 seating capacity but it was enthusiastic. He said he feels pre-Christmas period was a poor time for presentation.

In Boston, the Pilgrim reported a sell-out, while the Hippodrome in Cleveland reported only a fair advance sale.

## *To Raze Baltimore Rivoli*

BALTIMORE, Dec. 11.—The Rivoli Theatre here, one of Baltimore's deluxe first-runs a generation ago, is to be torn down to make way for a parking lot. Present plans are for closing Christmas Eve. Bob Houseman is manager. When the house originally opened it marked the introduction to the public of Fred Waring and His Pennsylvanians.

# 'U' Films

(Continued from page 1)

1951-52 fiscal year, which ended a few weeks ago, "was one of the most successful in Universal-International's history. Therefore, plans for the coming year will follow closely the pattern set during the preceding 12 months."

As already announced, U-I will make 36 pictures, 26 of them in Technicolor, during 1952-53.

The meetings were attended by Milton R. Rackmil, president; N. J. Blumberg, chairman of the board; William Goetz, in charge of production; Alfred E. Daff, executive vice-president; Edward Muhl, vice-president and general manager; Charles J. Feldman, general sales manager; David A. Lipton, vice-president in charge of advertising-publicity, and sales executives from all over the country.

Emphasis was placed on plans for "The Glenn Miller Story," based on the life of the orchestra leader. James Stewart will star and Anthony Mann will direct the picture, which will be produced by Aaron Rosenberg.

Four of the pictures, all in Technicolor, already are before the cameras. They are: "The Golden Blade," starring Rock Hudson and Piper Laurie; "Prince of Bagdad," starring Victor Mature and Mari Blanchard; "East of Sumatra," starring Jeff Chandler, Marilyn Maxwell, Anthony Quinn and Suzan Ball, and "The Stand at Apache River."

Other Technicolor productions include "Walkin' My Baby Back Home," a musical starring Donald O'Connor; "Bengal Rifle," "Fort Laramie," "Wings of the Hawk," starring Glenn Ford, "Outlaw Haven," "King of the Wind," "Port Royal," "Devil's Canyon," "The Long Hunters," "Smoke Signal," "Streets of Cairo," "Men of Iron," "Saskatchewan," "Sun Mountain" and "Comanche Sky."

Black and white films include: "You Belong to Me," starring Barbara Stanwyck and Richard Carlson; "Drifting," starring Tony Curtis, Joanne Dru and Lyle Bettger; "It Happens Every Thursday," starring Loretta Young and John Forsythe. "Abbott and Costello Meet Dr. Jekyll and Mr. Hyde," "Bonzo, Private Eye," "The Man from Outer Space," "All-American," "Black Lagoon," "Spin the Glass Web" and "Francis Joins the Wacs."

## Depinet

(Continued from page 1)

weeks considerable speculation as to my position in a new RKO executive set-up and numerous stories have been published implying that I might return to the presidency of the company. It is true that Mr. Howard Hughes asked me to return to the board of directors of RKO and to again become the president. I deeply appreciated this expression of confidence in me by Mr. Hughes.

"However, due to existing circumstances it was my considered decision that it would serve no useful purpose for me to re-enter the management of RKO at this time. I therefore declined, with thanks, Mr. Hughes' request. I am sure Mr. Hughes intends to do whatever is necessary to give RKO good management and I hope with all my heart that he succeeds."

# Fox Stock

(*Continued from page* 1)

that he cold be preparing to engage in a proxy fight for next year's annual meeting.

The cumulative voting method is used in 20th Century-Fox board elections and if Green gained representation on the board, he would be in a position to demand a voice in management, observers point out.

Green's holdings of 20th- Fox stock are reportedly around 20,000 shares, owned personally. However, it is believed he may control much more than that, which would be voted his way in the event of a proxy fight.

Green's proxy battles have been the subject of national magazine attention in the past year and a half, in suchs publications as *Collier's* and *Time*. He is said to have sued *Collier's* subsequently and the case was settled out of court.

In its issue of Oct. 15, 1951, *Time* described him as having "a sharp eye for a quick profit. He buys stock in companies that make money, but pay small dividends, or none, then pressures the management into shelling out."

Of Green's invasion of United Cigar-Whelan Stores Co., *Time* said: "Green started his attack by charging that President Walter G. Baumbogger and his associates 'haven't the faintest idea how to run the business profitably.'

### Green's Career

"President Baumhogger and associates then reopened a chapter in Green's career that he would like to forget—a stormy 16 months when he was president of Minneapolis and St. Paul's Twin City Rapid Transit Co.," *Time* relates. "Green had won that job after threatening a proxy fight. In November, 1949, he had gone to Minnesota armed with 19,200 shares of T.C.R.T. and complaints about no dividends. As an ally in his fight, he picked up Nightclub Proprietor Isadore Blumenfeld, alias Kid Cann, a wealthy Minneapolis underworld character with a record of 30 arrests (two for murder) and three liquor convictions.

"Green won and got the $40,000-a-year president's job. While car riders howled bitterly, Green won approval of a fare hike from 12c to 15c. He fired 800 employes, curtailed schedules, abandoned unprofitable trolley and bus lines.

"Green's lawyer, Fred A. Ossanna and other associates became so alarmed at the publicity that they quarreled with Green," the *Time* account continues.

"In July 1950 the Ossanna group had helped buy up Green's shares. Green was eased out last March, and Ossanna put in as board chairman. Charlie Green hastened back to New York a wiser and richer (by about $100,000) man.

"In all this," *Time* said, "United Cigar-Whelan's management saw a baleful parallel to Green's present maneuvering. But Green mustered enough votes to force his foes to hold a special stockholders' meeting.

"This week (October, 1951) the ballot count was announced. Green polled more votes than the management 1,010,000 to 598,000) but lacked the majority of all common shares (2,307,000) needed to unseat the management at a special meeting. Faced with probable defeat at the next regular meeting (where only a majority of those present would be needed), the management 'compromised.' It apparently planned to give Green a majority of directors on a new board."

The turnover of 20th-Fox stock yesterday on the New York Stock Exchange was 18,600 shares, closing at 14, a gain of three-quarters of a point on the day for a new high for this year.

Green also is said to have engaged in several successful proxy fights in the steel industry.

## *REELECT COMPO TRIUMVIRATE*



Trueman Rembusch



Sam Pinanski



Al Lichtman

## Myers Clarifies

(*Continued from page* 1)

that the Chicago resolution barred any formal Allied participation and he reaffirmed this today.

His statement began by pointing out that the recent Chicago board meeting and the convention itself voted to take Allied officials out of all cooperative activities which did not give direct and immediate benefits to exhibitors. He said that the rejection of the distributors' arbitration draft was based on dissatisfaction with the draft itself and also on the belief that Allied leaders working on arbitration could spend their time better in other activities. He pointed out that arbitration was the only cooperative activity "deemed to be expendable" by the board. He said that the "necessary effect" of the board's action was to terminate Allied's arbitration negotiating committee and the activities in this field of Myers himself.

## UPT-ABC Merger

(*Continued from page* 1)

other issues in the proceedings.

The Commission has allotted five hours for argument, with each major party getting one hour. One of the parties will be the Commission's own broadcast bureau which appealed examiner Leo Resnick's decision approving the merger and giving film companies a clean bill of health as television licensees.

## *Called on Ticket Taxes*

BRADENTON, Fla., Dec. 11.—Two officials of the company operating the Trail Drive-in have been ordered to appear in Federal Court in Tampa on a charge of failing to report $11,000 in amusement taxes. Mose L. Waller of Lenior City, Tenn., is president and F. H. Thomas of Sarasota, Fla., is secretary-treasurer of the Waller and Thomas Amusement Co. operating the drive-in. Seven counts charge them with "wilfully failing to make returns of collected taxes."

## Compo Reelects

(*Continued from page* 1)

affairs since they took office last June.

At the conclusion of the committee's two-day meeting here, the group approved a budget including all estimated expenses for the tax repeal campaign. A proposal that COMPO cooperate with the Motion Picture Industry Council of Hollywood in an extension of MPIC public relations work was referred to the organization's finance committee for further study.

A committee report on a "National Health Week" project, calling for theatres to collect funds for charities needing money for medical research, was accepted and referred to COMPO's constituent organization members with the proviso that if they approve the report a committee will be appointed to put the plan into effect.

Because of a conflict of dates with other meetings scheduled by exhibitor organizations, it was decided to postpone the industry "round table" in Hollywood which had been tentatively set for Feb. 2-6. A date in April or May will be fixed later, depending on the needs of the tax repeal campaign.

**The committee went on record as favoring production of a new series of short subjects similar to the "Movies and You" series released a few years ago. An effort will be made to obtain from the trustees of the residual funds the use of $44,000 surplus remaining from the income of the previous series.**

Because of the cost, a plan for an industry radio program was voted down. The plan, submitted by Robert J. O'Donnell, called for five recorded broadcasts each week, the subject matter to be devoted to promoting industry causes.

Part of the session was given over to further discussion of the tax repeal campagn, with emphasis being laid on procedures to be followed after Congress convenes. The committee approved the work of the tax repeal campaign committee and gave it a vote of confidence in its plans for the second phase of the campaign.

## N. J. Allied

(*Continued from page* 1)

rejecting the distributors' draft of a proposed system. The members also held a general discussion on film rentals and other trade matters.

The beefsteak dinner at the Ritz Restaurant which followed the business session was attended by 118.

# Honor Zukor

(*Continued from page* 1)

invited include Governors Allan Shivers, Texas; Roy J. Turner, Oklahoma; Robert Kennon, Louisiana; Francis Cherry, Arkansas; Frank Clement, Tennessee; Hugh White, Mississippi; Howard Pyle, Arizona; Edward L. Mechem, New Mexico; Dan Thornton, Colorado; Edward F. Arn, Kansas; Phil M. Donnelly, Missouri and Robert Crosby of Nebraska.

Paul Short and John Rowley were appointed temporary co-chairmen, but it is expected that R. J. O'Donnell, international chairman of the Zukor Jubilee celebration, will appoint a general chairman at the next board of directors and general meeting of Texas Variety.

Arrangements are being completed to televise the banquet in addition to bringing it to radio audiences via network hookups. Newsreel coverage will be extensive.

Rowley is arranging a meeting with the chief barkers of Houston, Oklahoma City and Memphis, as well as film leaders from Kansas City, Denver and New Orleans who will work together to bring leaders to Dallas for this event.

Variety International will also honor Zukor at the International Variety convention in Mexico City, April 18-23. Los Angeles Variety, under the chairmanship of Charles Skouras, will hold a celebration on Jan. 7. The New York tent will pay homage to Zukor on March 14. The clubs in London, Paris and Rome have not set exact dates, but they are expected to plans events for June and July.

Chief barkers of Variety in Chicago, Detroit, Pittsburgh, Boston and Toronto have expressed their approval and pledged their clubs to honor Zukor during 1953.

### Charles Skouras Names Zukor Jubilee Dinner Committee

LOS ANGELES, Dec. 11.—Charles P. Skouras, chairman of the Hollywood Adolph Zukor Golden Jubilee testimonial dinner to be held at the Ambassador Hotel here on Jan. 7, has named the following general committee:

Steve Broidy, Harry Cohn, Sherrill Corwin, Ned Depinet, Cecil B. DeMille, Walt Disney, Y. Frank Freeman, William Goetz, Samuel Goldwyn, Don Hartman, B. B. Kahane, Jesse L. Lasky, Sol Lesser, L. B. Mayer, Dore Schary, Joseph Schenck, Louis K. Sidney, Edward Small, Leo Spitz, Walter Wanger, Harry Warner, Jack Warner, Herbert J. Yates, Darryl Zanuck and Eugene Zukor.

Sidney and Lasky are co-chairmen heading the committe in charge of program and entertainment.

The general arrangements committee, which includes studio publicity directors, is headed by Perry Lieber. Members are Harry Brand, Teet Carle, Alex Evelove, Mickey Gross, Al Horwits, George Lait, Howard Strickling and Duke Wales.



# *Such is FAME . . .*




**"Recognized by Fame"**

. . . through the years that has become a soundly established hallmark of authority on the standing of Producers, Directors, Stars and Productions in the fields of motion pictures, radio and television. For the genuinely famous are in FAME and the reasons why they are there are clear and dependable.

## *Looking around us . . .*

. . . ers who go off on a holiday and . . . e asked us, from time to . . . mend in the . . . ound this

Editorially, in the newspaper and magazines of the nation and throughout the world, FAME is the recognized authority for articles, stories and items concerning the status of Hollywood personalities and product. It is by far the most often quoted source of information of its kind. The 1952 issue of FAME was the acknowledged basis of such information published, broadcast, or televised to an aggregate of well over *sixty million* people!

Such is the incomparable service of FAME in the widespread interests of the industry—in addition to its thoroughly accepted reference values within the industry itself.

**Watch for an important announcement regarding the next issue of FAME.**

*The FAME polls for this year's audit of personalities are now in active process of fact-finding. The announcements of the results will have an even greater significance than ever before.*

ONE OF A SERIES ON THE INFLUENCE OF FAME

NEWS WHILE IT IS NEWS

# MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 72. NO. 114 NEW YORK, U. S. A., MONDAY, DECEMBER 15, 1952 TEN CENTS

## MixedReaction By Exhibitors To 'Carmen'

### *Theatre Men Divided As To Future of Opera TV*

Exhibitor reaction to the first large screen telecast of an operatic performance, the Metropolitan Opera's production of "Carmen" last Thursday night, was mixed but might fairly be described as an artistic success, while something less than that, financially, to the exhibitor.

However, virtually all theatres operators contacted agreed that the telecast was a showmanly experience which they would be interested in repeating if the operatic attraction selected is a good one and the price for it is "right."

Fewer than a half-dozen of the 31 theatres in 27 cities which took the "Carmen" telecast reported sell-outs. Even after allowing for inclement weather in many cities, which held down drop-in trade, and for the proximity of the date to the Christmas holiday, the traditionally slow show business season, attendance was less

(Continued on page 4)

## NEWS FLASHES

WASHINGTON, Dec. 14.-- Notices of appearance have been filed by 19 groups at the theatre television hearings scheduled to reopen Jan. 26 before the Federal Communications Commission. All have indicated that they will file exhibits. Among the 19 are the Motion Picture Association of America, and National Exhibitors Theatre Television Committee.

•

OTTAWA, Dec. 14. -- The removal of steel controls for theatre construction and repair, effective Dec. 31, was announced by the Canadian government. The lifting of steel controls is expected to stimulate large expenditures by major circuits.

### *U. A. Sales Drive To Honor Kranze*

**United Artists will launch a 26-week sales, billing and liquidation drive on Dec. 22, in honor of B. G. Kranze, the company's newly-appointed general sales manager, it was announced at the weekend by William J. Heineman, vice-president in charge of distribution.**

**To be called the "Bernie Kranze Drive," it will extend through June 20.**

## *'Stars & Stripes' Premiere 1st to Be Nationally TV'd*

The first national telecast of a motion picture premiere has been set by 20th Century-Fox for "Stars and Stripes Forever," on Dec. 22 at the newly-refurbished Roxy Theatre in New York, Charles Einfeld, vice-president of the company, announced at the weekend.

The event will be televised by ABC in a "live," theatre-front show between 8:30 and 9:00 P.M., EST, and will be carried by ABC's flagship station in New York, WJZ-TV, and outlets in such key cities as Philadelphia, Chicago, Atlanta and Cleveland, where the production will have openings during the Christmas-New Year's holidays.

Two nights later, on Dec. 24, the original telecast will be seen over other stations of the ABC-TV network, including those in Detroit and Baltimore with additional stations expected to carry the half-hour show that evening.

(Continued on page 4)

## Bergman, White and DeBra at AMPA

The Associated Motion Picture Advertisers will wind up its series of Showmanship Classes for the year here on Thursday night when the principal speakers will be Maurice Bergman of Universal Pictures, and Gordon White and Arthur DeBra, of the Motion Picture Association of America. They will summarize the role of public relations in the motion picture industry and tell of their experiences in this field.

The showmanship clinics were inaugurated this year by AMPA president Harry McWilliams of Columbia Pictures. Personnel in the publicity, advertising and exploitation fields, and others served as lecturers.

## *GettingerRKOPlan Calls for Three SeparateCompanies*

A plan for the reorganization of RKO Pictures calling for the creation of a new studio company, a new reissue company and the conversion of the present company into a distribution organization physically consolidated with some existing company, "like United Artists," has been prepared by Milton M. Gettinger, attorney, who sometimes represents the Chemical Bank & Trust Co. of this city.

Gettinger said he had been asked to prepare the plan by several groups interested in purchasing control of RKO Pictures, whom he did not identify.

Salient provisions of Gettinger's plan are as follows:

A new "Studio Corporation" would be formed and would issue 4,000,000 shares to RKO Pictures in exchange for the Hollywood studio properties and the entire inventory of currently released and new product, which he says has an estimated cost of approximately $35,000,000. The 4,000,000

(Continued on page 2)

## Cinerama May Open In Chicago in March

CHICAGO, Dec. 14. — Papers are being drawn up for the official consummation next week of a contract between Cinerama and Eitel's Palace Theatre, which will lead to Cinerama opening in Chicago around the beginning of March.

Following the run of "Stars and Stripes Forever" at the Palace, which opens Christmas day, the house will go dark for about six weeks for installation of the Cinerama equipment. The Palace has been run under joint management of Arthur Wirtz, James Coston, and the landlord, Otto K. Eitel, since last spring when RKO gave it up after many years.

## Industry Leaders to Aid FJP Drive

An executive committee of the amusement division of the Federation of Jewish Philanthropies has been announced by Barney Balaban, S. H. Fabian and Manny Frisch, joint heads of the industry's FJP drive.

Named to the committee are: Harry Brandt, Brandt Theatres; Jack Cohn, Columbia Pictures; Emil Friedlander; Leopold Friedman, Loew's; Leonard

(Continued on page 4)

## MPA's Foreign Operations to Be Broadened

### *McCarthy Resigns Post; Geographical Area Set*

The international division of the Motion Picture Association of America will be reorganized in order to step up operations in the foreign field, Eric Johnston, MPAA president, announced here at the weekend. Johnston told the association's board of directors that the reorganization plan would deal more effectively with the constantly increasing problems of the industry's overseas activities.

The resignation of John G. McCarthy, managing director of the international division, was announced at the meeting. The resignation became effective immediately. It was stated that McCarthy had several new affiliations under consideration and would announce future plans after a vacation.

Ralph D. Hetzel, Jr., will serve directly under Johnston in New York in the conduct of foreign business. Joyce O'Hara will handle contacts

(Continued on page 4)

## *May Oppose 16mm. Suit Charges Today*

LOS ANGELES, Dec. 14.—Defendant film companies in the government's anti-trust suit to force the sale of 16mm. films to television and other non-theatrical users plan to move in Federal court here tomorrow for the elimination of some allegations in the government's complaint.

The companies' answers to the com-

(Continued on page 4)

### *New England Show Train to the Hall*

**Seven hundred New Englanders came to New York Friday evening on a special New Haven Railroad show train to witness Radio City Music Hall's Christmas production. The special train brought theatre-goers from as far North as Massachusetts to the Rockefeller Center showplace.**

**Russell V. Downing, Music Hall president; Raymond Paige, music director, and Richard Leibert, organist, rode the train with the theatre guests.**

# Personal Mention

GEORGE J. SCHAEFER left here at the weekend for the Coast.

•

J. E. PERKINS, chairman and managing director of Paramount Film Service, London, and RITA HAYWORTH, were among the passengers who arrived here on the *S.S. Queen Elizabeth* Saturday.

•

MRS. HAYDEN EVANS is the mother of a daughter born at King Edward Hospital in Bermuda. MRS. EVANS, formerly with United Artists, is the daughter of JACK KRIEGER, producer.

•

EDWARD L. HYMAN, vice-president of United Paramount Theatres, and his assistant, BERNARD LEVY, have returned to New York from Detroit and Cincinnati.

•

WILLIAM F. RODGERS, M-G-M vice-president and sales consultant, left here Sunday for an indefinite stay in Florida.

•

JOSEPH WALSH, Paramount's branch operations manager, will arrive in Los Angeles tomorrow from New York.

•

PINCUS SOBER of M-G-M's legal department, has returned to New York after a 10-day trip to the Northwest.

•

CLYDE DICKERSON has been named booker at the Schine office in Cleveland to succeed BENNETT GOLDSTEIN.

## Big Ad Campaign For 'U' Drive

HOLLYWOOD, Dec. 14.—An extensive advertising and promotional campaign in conjunction with the "Charles J. Feldman Silver Anniversary Drive," covering 12 releases during an 18-week period beginning Dec. 28, was announced here by David A. Lipton, vice-president in charge of advertising and publicity.

The drive, plans for which were blueprinted during last week's executive meetings at the studio, will highlight four major Technicolor productions. Lipton added that top stars and young players, heads of the costume and make-up departments and other studio personnel will aid in the promotion of the pictures.

## *Loew's RKO Theatres Get Long Holidays*

Employes of Loew's—M-G-M and RKO Theatres home offices will enjoy a long Christmas holiday weekend, the companies have announced. M-G-M will be closed from 4:00 P.M. Dec. 24 until Monday, Dec. 29 and RKO from 1:00 P.M. Dec. 24 until Monday. RKO Radio Pictures had previously decided to close over the Christmas weekend. M-G-M also announced that it will close New Year's weekend from 4:00 P.M. Dec. 31 until Monday, Jan. 5.

## *Carolinas Get 1st Theatre Television*

**Charlotte, Dec. 14.—First theatre in the Carolinas to receive large-screen television program will be the Carolina here. Equipment is now being installed.**

# *NEWS in Brief . . .*

The final two-day merchandising-promotion meeting in the series being held by Paramount's A. W. Schwalberg, E. K. (Ted) O'Shea and Jerome Pickman, will get underway here tomorrow, with Hugh Owen, Eastern and Southern division manager, and key personnel from his territories.

Schwalberg, O'Shea and Pickman will arrive in New York tomorrow morning from Chicago. Schwalberg will preside, as he did at the recent Philadelphia, Dallas, Los Angeles and Chicago meetings.

•

With free trips to Paris as top prizes, Warner Brothers has set up an essay contest of national scope to promote "April in Paris," with the cooperation of Air France and the French Government Tourist Office. Theatres all over the country are eligible to participate if their playdate of "April in Paris" is between Dec. 25 and Feb. 14.

"Why I Would Like to Spend April in Paris?" is the poser which contestants are required to answer in 100 words or less, with entry blanks available at participating theatres. The theatre manager and a local committee will select the five best local letters which are to be forwarded to a national committee in New York for judging of the two final winners to be awarded the trip.

•

Plans for the production of "Romeo and Juliet" were announced here by the J. Arthur Rank Organization. The picture, to be made in Technicolor, is to be produced jointly by the Rank organization and the Italian film company, Universalcine.

•

WASHINGTON, Dec. 14.—A House Interstate Commerce sub-committee which has been holding intensive hearings on the program content of radio and television broadcasts will release its report tomorrow, Oren D. Harris, sub-committee chairman, announced over the weekend.

•

A special premiere of "The Jazz Singer" will take place on Jan. 13 at the Paramount Theatre here for the benefit of the National Foundation for Infantile Paralysis, as a result of arrangements concluded by Warner Brothers, the producers, Basil O'Connor, president of the Foundation, and Robert Weitman, vice-president of United Paramount Theatres.

The Paramount has a ticket sale goal of $50,000, with tickets scaled from $2 up to "Golden Circle" seats at $100.

# RKO Plan

(*Continued from page 1*)

shares of the new company would be turned over as a stock dividend to RKO Pictures stockholders.

A new "Library Corporation" would be formed and would receive title to all old shorts and features in RKO Pictures' vaults, in exchange for 4,000,000 shares of the new corporation, these shares also to be declared as a stock dividend to RKO Pictures stockholders. It is contemplated that the pictures out of release would be turned over for reissue by a company such as Realart, under a deal similar to that by which Realart distributes reissues for Universal.

RKO Pictures would be continued solely as a distributor of independent product, including that made at the new Studio Corporation's plant. Such product, the plan contemplates, would consist of a minimum of 26 pictures annually, each budgeted between $300,000 and $500,000.

**As an integral part of the conversion of the present RKO company to an exclusively distributing organization, Gettinger's plan contemplates a consolidation of its distribution facilities, worldwide, with those of United Artists, primarily to effect operating and executive economies.**

Gettinger said he had asked Arthur Krim, U.A. president, if he would be interested in the plan and received an affirmative answer. Krim is now in Europe. Other U.A. officials here said they knew nothing of the plan and had no interest in it.

Gettinger's plan for consolidation of distribution of the two companies proposes that U.A. transfer its present distribution contracts to RKO, retaining all other assets, in exchange for a block of RKO Pictures common stock, the number of shares to be determined by the ratio of RKO and U.A. distribution gross for the past several years. U.A.'s is estimated at $24,000,000 annually, RKO's at $36,000,000.

Gettinger sees an annual profit on this operation of between $8,000,000 and $10,000,000 on a gross of $60,000,000, in which the new consolidated distribution company would share at the rate of 30 to 35 per cent in distribution fees. He estimates the overhead of the company at $10,000,000 per year maximum.

The new studio company, it is suggested in the plan, would attract independent producers by offering, through banks, estimated production loans of about 60 per cent of the approved budget. Production would be on a "cooperative" basis to provide studio facilities at actual cost as well as release arrangements through RKO. The independent producers would pay the studio an agree-on percentage of profits after negative cost has been recovered.

In addition, it is contemplated that RKO also would distribute product of "outside" independents.

The plan envisions a distribution to stockholders by the studio company of "between $20,000,000 and $30,000,000 over the next several years" after repayment of bank loans. It also suggests "that there should be freed to stockholders between $15,000,000 and $20,000,000 of working capital as liquidating dividends during the next 18 months."

The plan estimates the RKO studio's worth at $4,000,000 and the backlog of old pictures at between $10,000,000 and $15,000,00. There is no proposal to sell the latter to television.

# *Newsreel Parade*

*GREAT BRITAIN's explosion of the atomic bomb in the barren Monte Bello Islands off the coast of Australia making England the third atomic power in the world is highlighted in all current newsreels. Also featured is President-elect Eisenhower returning from Korea.*

**MOVIETONE NEWS, No. 101**—British A-bomb exploded off Australia. Ike returning from Korea. Big battle in Indo-China. Peron announces new five-year plan. Jewels for the Coronation. Post office aids Santa. Mermaids throw porpoise party at Marineland, Florida. Rodeo in Australia.

**MOVIETONE NEWS SPECIAL THEATRE SUPPLEMENT**—Russian foreign minister Vishinsky leaves from New York. Ridgeway on inspection tour of NATO forces. "Mamie" Eisenhower at Great Neck in funding raising for USO Camp Shows for Korea. Mark Clark and Syngman Rhee visit cadets at Korean Military Academy. "GIs" give toys to German orphans. Army demonstrates new tank retriever of wounded. Korea black-market operations. Two Detroit boys pilot midget automobiles. Christmas village in Torrington, Conn. Postman wins national crocheting championship. Cat mothers brood of chicks and kittens in Australia.

**NEWS OF THE DAY, No. 231**—Britain's first atomic bomb explosion. Ike homeward bound. Fight for survival in Indo-China. Peron declares new five-year plan. Atomic power plant model. Coronation jewels. Santa's home town celebrates in Indiana. General Franco goes partridge hunting. Japanese judo champ routs Geman.

**PARAMOUNT NEWS, No. 34**—Truman assails Ike and MacArthur. Eisenhower aboard *USS Helena*. British crown jewels. Argentina's new five-year plan. French Morocco. days of unrest. Judo expert throws 20 opponents. Britain's first atomic bomb explosion.

**TELENEWS DIGEST, No. 40B**—British explode atom bomb. Itzhak Ben-Zvi elected Israel's second president. Secretary Sawyer visits Franco. Sultan of Morocco at festival as riots spread in Casablanca. Marines receive training in mock battle. New resort styles displayed at Palm Beach. British fleet on maneuvers in Arctic waters.

**UNIVERSAL NEWS, No. 421**—French strike back in savage attack in Indo-China. Eisenhower at sea. Freighter aground in Washington. Peron plan. "Operation Morale" for the Navy. Crocheting in New York. Commando troops in training in Malta. Britain explodes its A-bomb.

**WARNER PATHE NEWS, No. 36**—British A-bomb explosion. Eisenhower returning. Peron plan. Indo-China battle. Royal jewels for the Coronation. Christmas trees to Hawaii. Youngsters in Paris at Christmas time. Cleveland Browns-Chicago Cardinals football game.

## *Winikus to Coast on Advertising Plans*

Francis M. Winikus, national director of advertising-publicity for United Artists, will leave here for Hollywood today by plane for a week's stay to set final advertising and promotion plans for the pre-release Academy Award premiere of "Moulin Rouge" and to confer with producers.

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"THE AFRICAN QUEEN"

UNITED ARTISTS

"QUO VADIS"

"WEEKEND WITH FATHER"

UNIVERSAL INTERNATIONAL

20th CENTURY-FOX

"RED SKIES OF MONTANA"

COLUMBIA PICTURES

"THE HAPPY TIME"

# Most of the Major companies advertised Market by market in

# Pictorial Review

during 1952

Paramount Pictures

"THE GREATEST SHOW ON EARTH"

20th CENTURY-FOX

"SNOWS OF KILIMANJARO"

COLUMBIA PICTURES

"MY SIX CONVICTS"

"THE LUSTY MEN"

RKO RADIO PICTURES

"PLYMOUTH ADVENTURE"

"SCARAMOUCHE"

Paramount Pictures

"DENVER and RIO GRANDE"

"THE BLAZING FOREST"

Paramount Pictures

"THE QUIET MAN"

A REPUBLIC PICTURE

UNITED ARTISTS

"ISLAND OF DESIRE"

# MPA 'sForeign

(Continued from page 1)

with the State Department and foreign embassies in Washington.

Under the reorganization plan, Johnston is setting up three geographical divisions — Europe and Africa, the Western Hemisphere and Asia. Responsibility for each of these areas will be assigned to a representative in the New York headquarters. Johnston personally will take over active direction of all of the association's international affairs.

### European-African Desk

Hetzel, in addition to his over-all duties, will be in acting charge of the European-African desk, with George R. Canty as assistant director. Robert J. Corkery, who accompanied Johnston on his recent trip to South America, will handle the Western Hemisphere desk. The head of the Asiatic desk will be named shortly.

The changes, Johnston explained, are designed to attune the association to the growing importance of the overseas business to the industry. In virtually every country, he said, new and complicated problems that are constantly developing require specialized attention and action. He felt the new division setup would facilitate the successful handling of these problems.

To keep the association currently abreast of economic developments in the different countries, Johnston has assigned the association's economist, G. Griffith Johnson, to devote his time to international affairs.

## *Delay Crescent Hearing*

WASHINGTON, Dec. 14.—Argument on the Government's contempt charges against Crescent Amusement Co. will not be heard until after Jan. 1, Supreme Court officials said.

## 'Stars & Stripes'

(Continued from page 1)

An eight-day saturation advertising campaign, beginning today and running through the day of the "Stars and Stripes" launching, will pre-sell the musical over 80 TV spot announcements.

The intensified spot compaign is considered to be the largest single sale of its kind ever consummated for a motion picture campaign.

## 16mm Suit

(Continued from page 1)

plaint were scheduled to be filed tomorrow, after several postponements of the original deadline. However, it is now assumed that if the defendants move to strike out some of the government allegations, as planned, their motion would be made returnable in a week or two, thus automatically setting back the date again for the filing of their answers.

## FJP Campaign

(Continued from page 1)

H. Goldenson, United Paramount Theatres; Henry Jaffe, Jaffe and Jaffe; Al Lichtman, 20th Century-Fox; Herman Robbins, National Screen Service; Samuel Rosen, Fabian Theatres; Fred Schwartz, Century Circuit; Sol A. Schwartz, RKO Theatres; George Skouras and Spyros S. Skouras, Skouras Theatres; Albert Warner, Warner Brothers.

# 'Carmen' Telecast Reaction

(Continued from page 1)

than anticipated in many theatres.

The experience, exhibitors said, demonstrated that some cities have sufficient opera enthusiasts to draw a good house and others haven't. Those that have, apparently, are Boston, San Francisco, New York and Los Angeles. The latter did not have sell-outs but attendance was, on the whole, better than in some other cities much farther from the "Met's" home base, and where smaller theatres and fewer of them took the telecast.

Exhibitor reaction to the reception of the telecast also was mixed. There were numerous criticisms of an indistinct picture and excessive sound volume. Other exhibitors found the reception good, on the whole, and pointed out that TV, as a medium, simply will not accommodate crowd scenes such as the opera's massed choruses, even when on large screens.

The lack of color also was mentioned frequently, many stating that it would add tremendously to an operatic telecast.

### Complain of Costs

The recurring complaint of exhibitors, though, was the cost of booking the attraction, which virtually everyone contacted referred to as "too high." Several pointed out that even allowing for 20 additional theatres which Theatre Network Television said wanted the program but were unable to get because of unavailability of A. T. & T. lines, half of the TV-equipped theatres were uninterested. They attributed this solely to the terms asked, which were a guaranty of 40 cents per seat against 50 per cent of the gross, whichever was higher. Some newspapers reported that half of this went to the Metropolitan and half to TNT. The estimated gross for the 31 theatres was in excess of $100,000.

Following are individual city reports on the telecast, in addition to those published in *Motion Picture Daily* last Friday.

CHICAGO—Local critics blasted the theatre television presentation of "Carmen," which was marred here by the failure of an electronic control that overheated, distorting the picture, particularly on the long shots. Critics Janet Kern of the *Herald-American* and Sam Lesner of the *Daily News* were more critical, however, of the production which they felt should have originated in a studio.

### Hit Admission Price

They agreed that the sound was "excellent at times" although the volume was overpowering in certain arias. Both remarked that the admission price of $6 was out of line and that some method should be devised to bring opera to the public at a more reasonable price and with greater visual and auditory fidelity.

Jack McPaul, *Sun-Times* reporter, rated the performance a "click," saying that although the picture left something to be desired, the sound was excellent and audience reaction was good. The picture, while better in many respects than that for the Lees telecast, was not up to what has been experienced with fight telecasts here.

CLEVELAND—There was a small attendance of 1,500 at the 3,500-seat Hippodrome here for the "Carmen" theatre telecast. About 1,000 patrons occupied the $2.40 balcony seats and the other 500 the $3.60 orchestra seats. There were no takers for the upper balcony, priced at $1.25. The gross for the performance was approximately $4,200.

Theatre manager Jack Silverthorne believes audience enthusiasm, as evidenced by generous applause, justifies an occasional repeat presentation of TV operas selected for popular appeal.

Sound was perfect and there were no continuity breaks. Picture clarity varied from gray to clear and was not comparable to motion picture standards. A representative of the Northern Ohio Metropolitan Opera Company, which sponsors annual Metropolitan Cleveland engagements, thought the presentation interesting, with room for mechanical improvement and that it should be repeated. They do not see it as a threat to live opera because of limited screen area, lack of color and loss of audience excitement.

### Repeat Called For

BUFFALO—The "Carmen" telecast was practically a sell-out at the Center Theatre. Only a few hundred seats were unsold in the orchestra. No seats were reserved. The price scale was: balcony, $1.80, which was sold out several days in advance; orchestra, $2.40; and loges, $2.80. Business was around $3,500 net. Management reaction was very good, believing that opera should be repeated several times annually on a reserved seat basis.

Press reaction here was very good, the *Courier-Express* declaring: "On the whole, reception and sound were good at the Center. Several times the audience, although 400 miles from the proceedings, applauded arias. Unlike the New York assemblage, Buffalo opera-goers were not in formal dress, but their sense of communion with the big city production was unmistakable."

Said the *Evening News*: "Buffalo's first theatre telecast was a qualified success. As a musical event it was first class. As a telecast it was imaginative, dramatic and exciting. But due to unexplained transmission difficulties that resulted in a picture something less than perfect, it did not fully realize the tremendous potentialities of the video medium. That this fault did not detract overly from the show was indicated by many comments of praise from persons in the near-capacity audicence. By and large the viewers seemed enthusiastic over this initial Buffalo presentation and the future of large screen telecast entertainment."

### Big Scene Comment

DETROIT—Approximately 2,500 people paid $1.20 to $3.60 for reserved seats to see the large screen telecast of "Carmen" at the 3,500-seat Hollywood Theatre here.

The regular screen of the theatre was used. It is 22 feet by 16 feet high. The picture looked like a TV movie, especially in the distance shots. An A. T. & T. representative explained that as the picture size increased its clarity was reduced. Quality of close-ups was good and contained clear detail, but when scenes shifted to a panorama of the stage, it was like looking down at a group of people from a great height. Sound was excellent.

MINNEAPOLIS—A near-capacity audience of almost 1,000 braved a snowstorm for the telecast of the Metropolitan Opera's "Carmen" at the Gopher here. The Minneapolis symphony Orchestra played in opposition at the University of Minnesota Auditorium, splitting the carriage trade. Sound reception was good with the music lovers applauding vigorously. Reaction to the picture was mixed as the long shots turned fuzzy and had insufficient light. Most often heard comment was, "If it had only been in color." The house was scaled from $1.80 to $3.60.

BOSTON—According to a report from Lynn, Mass., the Paramount Theatre there grossed approximately $1,500 for the telecast of "Carmen" last Thursday night. Capacity of the house is 2,500. It was scaled at $2.40 orchestra and $1.25 balcony, both reserved.

MILWAUKEE—Bad weather here on the night of the "Carmen" theatre telecast held down box office sales of tickets somewhat, in contrast to a very good advance sale for the performance at Standard's Riverside Theatre. The management stated, however, that it would definitely be interested in scheduling another operatic telecast should one be made available.

CINCINNATI — "Carmen" did less than two-thirds capacity at the 3,300-seat RKO Albee here. Audience reception was excellent and sound, perfect. The house was scaled at $1.19 to $3.59, including tax. Gross was about $3,300. The consensus of theatre men here was that opera telecasts will not pay off.

HOLLYWOOD—The telecast was just slightly less than a sell-out at both the Warner Hollywood and the Los Angeles Orpheum theatres despite the 5:30 P.M. starting time which obviously prevented many interested persons from attending.

Trade circles on the Coast displayed uniformly favorable reaction to the first such telecast, expressing the opinion that future events of a similar nature will fare as well or better financially. The newspaper critics gave the telecast extensive coverage, almost totally favorable.

## *Boston Wants More Opera Theatre TV*

**Boston, Dec. 14.—Edward S. Canter, treasurer of American Theatre Corp. here, said his company "will be very glad to present future opera telecasts" as a result of its experience with the "Carmen" performance at the Pilgrim Theatre.**

**He called the presentation of the opera "a tremendous success," pointing out that Boston has a ready-made audience for this type of entertainment. The Pilgrim sold out for the performance in advance.**

## *Frank Abbott Stricken*

DETROIT, Dec. 14.—Frank P. Abbott, manager of the Regent Theatre in Battlecreek, and associated with theatres there for 45 years, died at a Battlecreek Hospital after being stricken on stage last Tuesday.

## *Harold Bernstein, 47*

DETROIT, Dec. 14.—Harold Bernstein, 47, of Bay City, owner of five theatres, died Wednesday of a heart attack in a Detroit hospital. He was stricken while on business in Detroit. His widow and four children survive.

# A NEW "SUPREX" TRADE-MARK CARBON

WITH THE DIFFERENCE YOU CAN SEE!

**NATIONAL CARBON**

*PRESENTS:*

- Amazing New Light-Efficiency
- Lower Current Consumption
- Improved Arc-Stability
- Better Light Distribution

## ALL AT LOWER CARBON COST!

Not just claims but VISIBLE improvements distinguish the NEW 9 mm "Suprex" projector carbon in any 9-8 mm copper-coated high-intensity trim.

AND THAT'S NOT ALL! With an optimum current range of 65-75 amperes, the new 9 mm "Suprex" carbon and the 8 mm "Orotip" C negative carbon can be substituted directly for the 8 mm-7 mm carbon trim up to 70 amperes*. Merely install appropriate holders and guides in your present equipment and get:

- More light at slightly increased current
- Equal light at same current
- Lower carbon consumption and cost
- Better light distribution at all currents

*Above 70 amperes, see your theatre supply dealer for his equipment recommendations.



## BUY WISE—DEMAND TO SEE THE DIFFERENCE!

*The terms "Suprex" and "Orotip" are trade-marks of Union Carbide and Carbon Corporation*

**NATIONAL CARBON COMPANY**

**A Division of Union Carbide and Carbon Corporation**

***30 East 42nd Street, New York 17, N. Y.***

*District Sales Offices:* Atlanta, Chicago, Dallas, Kansas City, New York, Pittsburgh, San Francisco

*In Canada:* National Carbon Limited, Montreal, Toronto, Winnipeg



# Something Wonderful Happened to — Martin Quigley...

QUIGLEY PUBLISHING COMPANY, INC.
ROCKEFELLER CENTER
NEW YORK

OFFICE OF THE PRESIDENT

MOTION PICTURE HERALD
MOTION PICTURE DAILY
BETTER THEATRES
THEATRE SALES
MOTION PICTURE ALMANAC
FAME

November 25, 1952

Dear Sam:

As a long-time admirer of the art and showmanship of Samuel Goldwyn, I am delighted to seize this first moment of a new business day to express pleasure and gratification over my happy experience last evening in seeing "Hans Christian Andersen."

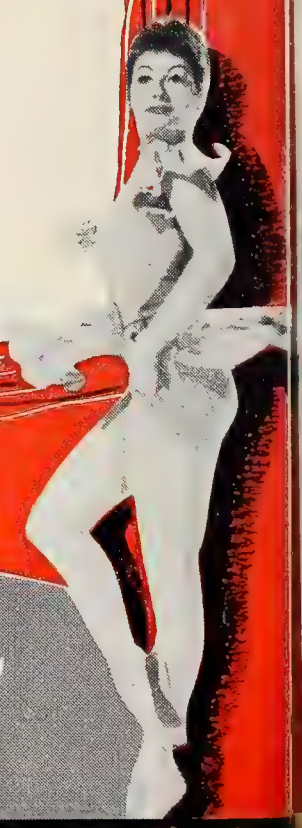
I feel a deep sense of obligation to you for this rare experience—an obligation which I believe I shall eventually be sharing with countless millions of people the whole world over.

"Hans Christian Andersen," as you have brought the subject to the screen, is, in my opinion, a living, vibrant work of art--an achievement of classic significance in its beauty, melody, humor, movement and sentiment. It represents to me the Screen in the full bloom of the maturity of the art. This production alone would insure for its producer a permanent place in the hall of fame of theatrical entertainment.

Yours sincerely,

Martin Quigley

Mr. Samuel Goldwyn
Sherry Netherland Hotel
Fifth Avenue at 59th Street
New York, New York



# Hans Christian Andersen

TECHNICOLOR

FIRST IN FILM NEWS

# MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 114 NEW YORK, U. S. A., MONDAY, DECEMBER 15, 1952 TEN CENTS

## MixedReaction By Exhibitors To 'Carmen'

### *Theatre Men Divided As To Future of Opera TV*

Exhibitor reaction to the first large screen telecast of an operatic performance, the Metropolitan Opera's production of "Carmen" last Thursday night, was mixed but might fairly be described as an artistic success, while something less than that, financially, to the exhibitor.

However, virtually all theatres operators contacted agreed that the telecast was a showmanly experience which they would be interested in repeating if the operatic attraction selected is a good one and the price for it is "right."

Fewer than a half-dozen of the 31 theatres in 27 cities which took the "Carmen" telecast reported sell-outs. Even after allowing for inclement weather in many cities, which held down drop-in trade, and for the proximity of the date to the Christmas holiday, the traditionally slow show business season, attendance was less

(*Continued on page 4*)

## 19 Groups to File Theatre TV Exhibits

WASHINGTON, Dec. 14.—Nineteen groups have filed notice of appearance at the theatre television hearings scheduled to reopen Jan. 26 before the Federal Communications Commission, and have indicated will file exhibits.

Among the 19 are the Motion Picture Association of America, the National Exhibitors Theatre Television Committee, American Telephone and Telegraph, Paramount Television Productions, Allen B. DuMont Laboratories and Skiatron.

### *Lift Steel Controls In Canada Dec. 31*

**Ottawa, Dec. 14.—The Canadian government announces the removal of steel controls for theatre construction and repair, effective Dec. 31. The lifting of controls is expected to stimulate large expenditures by major theatrical companies next year since many projects had been held up by restrictions.**

### *U. A. Sales Drive To Honor Kranze*

**United Artists will launch a 26-week sales, billing and liquidation drive on Dec. 22, in honor of B. G. Kranze, the company's newly-appointed general sales manager, it was announced at the weekend by William J. Heineman, vice-president in charge of distribution.**

**To be called the "Bernie Kranze Drive," it will extend through June 20.**

## *'Stars & Stripes' Premiere 1st to Be Nationally TV'd*

The first national telecast of a motion picture premiere has been set by 20th Century-Fox for "Stars and Stripes Forever," on Dec. 22 at the newly-refurbished Roxy Theatre in New York, Charles Einfeld, vice-president of the company, announced at the weekend.

The event will be televised by ABC in a "live," theatre-front show between 8:30 and 9:00 P.M., EST, and will be carried by ABC's flagship station in New York, WJZ-TV, and outlets in such key cities as Philadelphia, Chicago, Atlanta and Cleveland, where the production will have openings during the Christmas-New Year's holidays.

Two nights later, on Dec. 24, the original telecast will be seen over other stations of the ABC-TV network, including those in Detroit and Baltimore with additional stations expected to carry the half-hour show that evening.

An eight-day saturation advertising

(*Continued on page 4*)

## Cinerama May Open In Chicago in March

CHICAGO, Dec. 14. — Papers are being drawn up for the official consummation next week of a contract between Cinerama and Eitel's Palace Theatre, which will lead to Cinerama opening in Chicago around the beginning of March.

Following the run of "Stars and Stripes Forever" at the Palace, which opens Christmas day, the house will go dark for about six weeks for installation of the Cinerama equipment. The Palace has been run under joint management of Arthur Wirtz, James Coston, and the landlord, Otto K. Eitel, since last spring when RKO gave it up after many years.

# NEW RKO RADIO DIRECTORS NAMED

## *GettingerRKOPlan Calls for Three Separate Firms*

A plan for the reorganization of RKO Pictures calling for the creation of a new studio company, a new reissue company and the conversion of the present company into a distribution organization physically consolidated with some existing company, "like United Artists," has been prepared by Milton M. Gettinger, attorney, who sometimes represents the Chemical Bank & Trust Co. of this city.

Gettinger said he had been asked to prepare the plan by several groups interested in purchasing control of RKO Pictures, whom he did not identify.

Salient provisions of Gettinger's plan are as follows:

A new "Studio Corporation" would be formed and would issue 4,000,000 shares to RKO Pictures in exchange for the Hollywood studio properties and the entire inventory of currently released and new product, which he says has an estimated cost of approximately $35,000,000. The 4,000,000

(*Continued on page 2*)

## *McCarthy Resigns MPA Foreign Post*

The international division of the Motion Picture Association of America will be reorganized in order to step up operations in the foreign field, Eric Johnston, MPAA president, announced here at the weekend. Johnston told the association's board of directors that the reorganization plan would deal more effectively with the constantly increasing problems of the industry's overseas activities. The resignation of John G. Mc-

(*Continued on page 4*)

## *Industry Leaders to Aid FJP Drive*

An executive committee of the amusement division of the Federation of Jewish Philanthropies has been announced by Barney Balaban, S. H. Fabian and Manny Frisch, joint heads of the industry's FJP drive.

Named to the committee are: Harry Brandt, Brandt Theatres; Jack Cohn, Columbia Pictures; Emil Friedlander; Leopold Friedman, Loew's; Leonard

(*Continued on page 4*)

## *Hughes, Dietrich, Brent, Walker, Burke Named; See Dietrich President*

HOLLYWOOD, Dec. 14.—Election of four new directors and the resignation of Sherrill C. Corwin as chairman of the board of RKO Pictures were announced by the company at the weekend. The new board now consists of Howard Hughes, Noah Dietrich, J. Miller Walker, Maurice H. Brent and Edward G. Burke, Jr. The latter is the only member of the directorate who likewise was a member of the board in existence at the start of the executive meeting on Friday.

**Brent is a senior member of the investment firm of Merrill Lynch, Pierce, Fenner and Beane. Walker previously was a vice-president, general counsel and a director of the corporation and had been with RKO for 21 years. Dietrich long has been associated with Hughes in his various enterprises.**

Corwin asked to be permitted to resign as an officer and director of RKO in order to devote his time to other business interests. For that reason, the board announced that his resignation was accepted.

The new directorate is expected to meet immediately to elect Dietrich president of RKO Pictures and RKO Radio, and Walker to the executive posts he held previously.

Brent, who has handled special assignments of a financial nature in RKO before, is regarded as the designee to the board of the Mellon Bank of Pittsburgh, which is associated with the Bankers Trust Co. of New York in RKO financing.

The move this weekend marks the return of Hughes to a position of management responsibility in RKO, which he relinquished last September with the sale of his stock to the Stolkin group. As reported by MOTION

(*Continued on page 2*)

## *May Oppose 16mm. Suit Charges Today*

LOS ANGELES, Dec. 14.—Defendant film companies in the government's anti-trust suit to force the sale of 16mm. films to television and other non-theatrical users plan to move in Federal court here tomorrow for the elimination of some allegations in the government's complaint.

The companies' answers to the com-

(*Continued on page 4*)

# Personal Mention

GEORGE J. SCHAEFER left here at the weekend for the Coast.

•

J. E. PERKINS, chairman and managing director of Paramount Film Service, London, and RITA HAYWORTH, were among the passengers who arrived here on the *S.S. Queen Elizabeth* Saturday.

•

MRS. HAYDEN EVANS is the mother of a daughter born at King Edward Hospital in Bermuda. MRS. EVANS, formerly with United Artists, is the daughter of JACK KRIEGER, producer.

•

EDWARD L. HYMAN, vice-president of United Paramount Theatres, and his assistant, BERNARD LEVY, have returned to New York from Detroit and Cincinnati.

•

WILLIAM F. RODGERS, M-G-M vice-president and sales consultant, left here Sunday for an indefinite stay in Florida.

•

JOSEPH WALSH, Paramount's branch operations manager, will arrive in Los Angeles tomorrow from New York.

•

PINCUS SOBER of M-G-M's legal department, has returned to New York after a 10-day trip to the Northwest.

•

CLYDE DICKERSON has been named booker at the Schine office in Cleveland to succeed BENNETT GOLDSTEIN.

## Big Ad Campaign For 'U' Drive

HOLLYWOOD, Dec. 14.—An extensive advertising and promotional campaign in conjunction with the "Charles J. Feldman Silver Anniversary Drive," covering 12 releases during an 18-week period beginning Dec. 28, was announced here by David A. Lipton, vice-president in charge of advertising and publicity.

The drive, plans for which were blueprinted during last week's executive meetings at the studio, will highlight four major Technicolor productions. Lipton added that top stars and young players, heads of the costume and make-up departments and other studio personnel will aid in the promotion of the pictures.

## *MGM, RKO Theatres Get Long Holidays*

Employes of Loew's—M-G-M and RKO Theatres home offices will enjoy a long Christmas holiday weekend, the companies have announced. M-G-M will be closed from 4:00 P.M. Dec. 24 until Monday, Dec. 29 and RKO from 1:00 P.M. Dec. 24 until Monday. RKO Radio Pictures had previously decided to close over the Christmas weekend. M-G-M also announced that it will close New Year's weekend from 4:00 P.M. Dec. 31 until Monday, Jan. 5.

# RKO Plan

(*Continued from page* 1)

shares of the new company would be turned over as a stock dividend to RKO Pictures stockholders.

A new "Library Corporation" would be formed and would receive title to all old shorts and features in RKO Pictures' vaults, in exchange for 4,000,000 shares of the new corporation, these shares also to be declared as a stock dividend to RKO Pictures stockholders. It is contemplated that the pictures out of release would be turned over for reissue by a company such as Realart, under a deal similar to that by which Realart distributes reissues for Universal.

RKO Pictures would be continued solely as a distributor of independent product, including that made at the new Studio Corporation's plant. Such product, the plan contemplates, would consist of a minimum of 26 pictures annually, each budgeted between $300,000 and $500,000.

Gettinger said he had asked Arthur Krim, U.A. president, if he would be interested in the plan and received an affirmative answer. Krim is now in Europe. Other U.A. officials here said they knew nothing of the plan and had no interest in it.

### Talked to Krim

Gettinger's plan for consolidation of distribution of the two companies proposes that U.A. transfer its present distribution contracts to RKO, retaining all other assets, in exchange for a block of RKO Pictures common stock, the number of shares to be determined by the ratio of RKO and U.A. distribution gross for the past several years. U.A.'s is estimated at $24,000,000 annually, RKO's at $36,000,000.

Gettinger sees an annual profit on this operation of between $8,000,000 and $10,000,000 on a gross of $60,000,000, in which the new consolidated distribution company would share at the rate of 30 to 35 per cent in distribution fees. He estimates the overhead of the company at $10,000,000 per year maximum.

### 'Cooperative' Basis

The new studio company, it is suggested in the plan, would attract independent producers by offering, through banks, estimated production loans of about 60 per cent of the approved budget. Production would be on a "cooperative" basis to provide studio facilities at actual cost as well as release arrangements through RKO. The independent producers would pay the studio an agree-on percentage of profits after negative cost has been recovered.

The plan envisions a distribution to stockholders by the studio company of "between $20,000,000 and $30,000,000 over the next several years" after repayment of bank loans. It also suggests "that there should be freed to stockholders between $15,000,000 and $20,000,000 of working capital as liquidating dividends during the next 18 months."

The plan estimates the RKO studio's worth at $4,000,000 and the backlog of old pictures at between $10,000,000 and $15,000,00. There is no proposal to sell the latter to television.

## *Carolinas Get 1st Theatre Television*

**Charlotte, Dec. 14.—First theatre in the Carolinas to receive large-screen television program will be the Carolina here. Equipment is now being installed.**

# *NEWS in Brief . . .*

The final two-day merchandising-promotion meeting in the series being held by Paramount's A. W. Schwalberg, E. K. (Ted) O'Shea and Jerome Pickman, will get underway here tomorrow, with Hugh Owen, Eastern and Southern division manager, and key personnel from his territories.

Schwalberg, O'Shea and Pickman will arrive in New York tomorrow morning from Chicago. Schwalberg will preside, as he did at the recent Philadelphia, Dallas, Los Angeles and Chicago meetings.

•

With free trips to Paris as top prizes, Warner Brothers has set up an essay contest, of national scope to promote "April in Paris," with the cooperation of Air France and the French Government Tourist Office. Theatres all over the country are eligible to participate if their playdate of "April in Paris" is between Dec. 25 and Feb. 14.

"Why I Would Like to Spend April in Paris?" is the poser which contestants are required to answer in 100 words or less, with entry blanks available at participating theatres. The theatre manager and a local committee will select the five best local letters which are to be forwarded to a national committee in New York for judging of the two final winners to be awarded the trip.

•

Plans for the production of "Romeo and Juliet" were announced here by the J. Arthur Rank Organization. The picture, to be made in Technicolor, is to be produced jointly by the Rank organization and the Italian film company, Universalcine.

•

WASHINGTON, Dec. 14.—A House Interstate Commerce sub-committee which has been holding intensive hearings on the program content of radio and television broadcasts will release its report tomorrow, Oren D. Harris, sub-committee chairman, announced over the weekend.

•

A special premiere of "The Jazz Singer" will take place on Jan. 13 at the Paramount Theatre here for the benefit of the National Foundation for Infantile Paralysis, as a result of arrangements concluded by Warner Brothers, the producers, Basil O'Connor, president of the Foundation, and Robert Weitman, vice-president of United Paramount Theatres.

The Paramount has a ticket sale goal of $50,000, with tickets scaled from $2 up to "Golden Circle" seats at $100.

# RKO Board

(*Continued from page* 1)

PICTURE DAILY on Friday, Hughes is granting deferments to the Stolkin group of maturity dates on their future payments due him under their stock purchase agreement. They paid $1,250,000 down in September and have approximately $6,000,000 more to pay in the next two years.

### Ends Negotiations

The agreement on the new board culminates weeks of negotiations between Hughes and the Stolkin group here, during which one solution after another was discarded after having been tentatively agreed upon. This final agreement was reported substantially in MOTION PICTURE DAILY on Friday. It permits RKO to go into New York Supreme Court next Wednesday with a complete board and chief executive officers to combat the pending stockholders' application there for appointment of a receiver for the company.

It is believed that Hughes will again assume direction of studio operations and production, although the official statement said nothing on that subject.

### Depinet Declined

Ned E. Depinet announced on Friday that he had been invited, but declined, to become president and a member of the board of the company.

In prepared statements by Hughes and Ralph Stolkin, head of the syndicate which purchased Hughes' 29 per cent interest in RKO Pictures, each explained the events leading up to the selection of the new board. Hughes said that on Nov. 22, he had received a call from Stolkin asking for a meeting between his group and Hughes concerning the company. One of the points of discussion, he said, was a review of the names of men who were being considered by the directors as possible candidates to fill existing vacancies. Following these discussions, the board met and elected the new members.

### Stolkin Statement

Stolkin's statement was similar, pointing out that the purchase of Hughes' stock was motivated by a "sincere confidence in the future of the motion picture business and the potential resources of RKO." He said his group's confidence in the investment and RKO's future had not diminished. Stolkin said the "feeling of responsibility impelled us to do everything within our power to reconstitute the board with stature, dignity and integrity." He added that at the same time, the group felt that new board members should have to be familiar with RKO and its problems. He declared that he was certain the men elected to the board would immediately focus their attention and effort upon the revitalization of RKO.

It is understood here that Hughes has granted the Stolkin group a deferment of obligations under its stock purchase agreement in order to allow more time for the disposition of the stock or the acquisition of capital to make the subsequent payments.

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"THE AFRICAN QUEEN"

UNITED ARTISTS

"QUO VADIS"

"WEEKEND WITH FATHER"

UNIVERSAL INTERNATIONAL

20th CENTURY-FOX

"RED SKIES OF MONTANA"

COLUMBIA PICTURES

"THE HAPPY TIME"

# Most of the Major companies advertised Market by market in

## Pictorial Review

during 1952

Paramount Pictures

"THE GREATEST SHOW ON EARTH"

20th CENTURY-FOX

"SNOWS OF KILIMANJARO"

COLUMBIA PICTURES

"MY SIX CONVICTS"

"THE LUSTY MEN"

RKO RADIO PICTURES

"PLYMOUTH ADVENTURE"

"SCARAMOUCHE"

Paramount Pictures

"DENVER and RIO GRANDE"

"THE BLAZING FOREST"

Paramount Pictures

"THE QUIET MAN"

A REPUBLIC PICTURE

UNITED ARTISTS

"ISLAND OF DESIRE"

# MPA 'sForeign

(Continued from page 1)

Carthy, managing director of the international division, was announced at the meeting. The resignation became effective immediately. It was stated that McCarthy had several new affiliations under consideration and would announce future plans after a vacation.

Ralph D. Hetzel, Jr., will serve directly under Johnston in New York in the conduct of foreign business. Joyce O'Hara will handle contacts with the State Department and foreign embassies in Washington.

Under the reorganization plan, Johnston is setting up three geographical divisions — Europe and Africa, the Western Hemisphere and Asia. Responsibility for each of these areas will be assigned to a representative in the New York headquarters. Johnston personally will take over active direction of all of the association's international affairs.

Hetzel, in addition to his over-all duties, will be in acting charge of the European-African desk, with George R. Canty as assistant director. Robert J. Corkery, who accompanied Johnston on his recent trip to South America, will handle the Western Hemisphere desk. The head of the Asiatic desk will be named shortly.

The changes, Johnston explained, are designed to attune the association to the growing importance of the overseas business to the industry. In virtually every country, he said, new and complicated problems that are constantly developing require specialized attention and action. He felt the new division setup would facilitate the successful handling of these problems.

To keep the association currently abreast of economic developments in the different countries, Johnston has assigned the association's economist, G. Griffith Johnson, to devote his time to international affairs.

## 'Stars & Stripes'

(Continued from page 1)

campaign, beginning today and running through the day of the "Stars and Stripes" launching, will pre-sell the musical over 80 TV spot announcements.

The intensified spot compaign is considered to be the largest single sale of its kind ever consummated for a motion picture campaign.

## 16mm Suit

(Continued from page 1)

plaint were scheduled to be filed tomorrow, after several postponements of the original deadline. However, it is now assumed that if the defendants move to strike out some of the government allegations, as planned, their motion would be made returnable in a week or two, thus automatically setting back the date again for the filing of their answers.

## FJP Campaign

(Continued from page 1)

H. Goldenson, United Paramount Theatres; Henry Jaffe, Jaffe and Jaffe; Al Lichtman, 20th Century-Fox; Herman Robbins, National Screen Service; Samuel Rosen, Fabian Theatres; Fred Schwartz, Century Circuit; Sol A. Schwartz, RKO Theatres; George Skouras and Spyros S. Skouras, Skouras Theatres; Albert Warner, Warner Brothers.

# 'Carmen' Telecast Reaction

(Continued from page 1)

than anticipated in many theatres.

The experience, exhibitors said, demonstrated that some cities have sufficient opera enthusiasts to draw a good house and others haven't. Those that have, apparently, are Boston, San Francisco, New York and Los Angeles. The latter did not have sell-outs but attendance was, on the whole, better than in some other cities much farther from the "Met's" home base, and where smaller theatres and fewer of them took the telecast.

Exhibitor reaction to the reception of the telecast also was mixed. There were numerous criticisms of an indistinct picture and excessive sound volume. Other exhibitors found the reception good, on the whole, and pointed out that TV, as a medium, simply will not accommodate crowd scenes such as the opera's massed choruses, even when on large screens.

The lack of color also was mentioned frequently, many stating that it would add tremendously to an operatic telecast.

### Complain of Costs

The recurring complaint of exhibitors, though, was the cost of booking the attraction, which virtually everyone contacted referred to as "too high." Several pointed out that even allowing for 20 additional theatres which Theatre Network Television said wanted the program but were unable to get because of unavailability of A. T. & T. lines, half of the TV-equipped theatres were uninterested. They attributed this solely to the terms asked, which were a guaranty of 40 cents per seat against 50 per cent of the gross, whichever was higher. Some newspapers reported that half of this went to the Metropolitan and half to TNT. The estimated gross for the 31 theatres was in excess of $100,000.

Following are individual city reports on the telecast, in addition to those published in *Motion Picture Daily* last Friday.

CHICAGO—Local critics blasted the theatre television presentation of "Carmen," which was marred here by the failure of an electronic control that overheated, distorting the picture, particularly on the long shots. Critics Janet Kern of the *Herald-American* and Sam Lesner of the *Daily News* were more critical, however, of the production which they felt should have originated in a studio.

### Hit Admission Price

They agreed that the sound was "excellent at times" although the volume was overpowering in certain arias. Both remarked that the admission price of $6 was out of line and that some method should be devised to bring opera to the public at a more reasonable price and with greater visual and auditory fidelity.

Jack McPaul, *Sun-Times* reporter, rated the performance a "click," saying that although the picture left something to be desired, the sound was excellent and audience reaction was good. The picture, while better in many respects than that for the Lees telecast, was not up to what has been experienced with fight telecasts here.

CLEVELAND—There was a small attendance of 1,500 at the 3,500-seat Hippodrome here for the "Carmen" theatre telecast. About 1,000 patrons occupied the $2.40 balcony seats and the other 500 the $3.60 orchestra seats. There were no takers for the upper balcony, priced at $1.25. The gross for the performance was approximately $4,200.

Theatre manager Jack Silverthorne believes audience enthusiasm, as evidenced by generous applause, justifies an occasional repeat presentation of TV operas selected for popular appeal.

Sound was perfect and there were no continuity breaks. Picture clarity varied from gray to clear and was not comparable to motion picture standards. A representative of the Northern Ohio Metropolitan Opera Company, which sponsors annual Metropolitan Cleveland engagements, thought the presentation interesting, with room for mechanical improvement and that it should be repeated. They do not see it as a threat to live opera because of limited screen area, lack of color and loss of audience excitement.

### Repeat Called For

BUFFALO—The "Carmen" telecast was practically a sell-out at the Center Theatre. Only a few hundred seats were unsold in the orchestra. No seats were reserved. The price scale was: balcony, $1.80, which was sold out several days in advance; orchestra, $2.40, and loges, $2.80. Business was around $3,500 net. Management reaction was very good, believing that opera should be repeated several times annually on a reserved seat basis.

Press reaction here was very good, the *Courier-Express* declaring: "On the whole, reception and sound were good at the Center. Several times the audience, although 400 miles from the proceedings, applauded arias. Unlike the New York assemblage, Buffalo opera-goers were not in formal dress, but their sense of communion with the big city production was unmistakable."

Said the *Evening News*: "Buffalo's first theatre telecast was a qualified success. As a musical event it was first class. As a telecast it was imaginative, dramatic and exciting. But due to unexplained transmission difficulties that resulted in a picture something less than perfect, it did not fully realize the tremendous potentialities of the video medium. That this fault did not detract overly from the show was indicated by many comments of praise from persons in the near-capacity audicence. By and large the viewers seemed enthusiastic over this initial Buffalo presentation and the future of large screen telecast entertainment."

### Big Scene Comment

DETROIT—Approximately 2,500 people paid $1.20 to $3.60 for reserved seats to see the large screen telecast of "Carmen" at the 3,500-seat Hollywood Theatre here.

The regular screen of the theatre was used. It is 22 feet by 16 feet high. The picture looked like a TV movie, especially in the distance shots. An A. T. & T. representative explained that as the picture size increased its clarity was reduced. Quality of close-ups was good and contained clear detail, but when scenes shifted to a panorama of the stage, it was like looking down at a group of people from a great height. Sound was excellent.

MINNEAPOLIS—A near-capacity audience of almost 1,000 braved a snowstorm for the telecast of the Metropolitan Opera's "Carmen" at the Gopher here. The Minneapolis symphony Orchestra played in opposition at the University of Minnesota Auditorium, splitting the carriage trade. Sound reception was good with the music lovers applauding vigorously. Reaction to the picture was mixed as the long shots turned fuzzy and had insufficient light. Most often heard comment was, "If it had only been in color." The house was scaled from $1.80 to $3.60.

BOSTON—According to a report from Lynn, Mass., the Paramount Theatre there grossed approximately $1,500 for the telecast of "Carmen" last Thursday night. Capacity of the house is 2,500. It was scaled at $2.40 orchestra and $1.25 balcony, both reserved.

MILWAUKEE—Bad weather here on the night of the "Carmen" theatre telecast held down box office sales of tickets somewhat, in contrast to a very good advance sale for the performance at Standard's Riverside Theatre. The management stated, however, that it would definitely be interested in scheduling another operatic telecast should one be made available.

CINCINNATI — "Carmen" did less than two-thirds capacity at the 3,300-seat RKO Albee here. Audience reception was excellent and sound, perfect. The house was scaled at $1.19 to $3.59, including tax. Gross was about $3,300. The consensus of theatre men here was that opera telecasts will not pay off.

HOLLYWOOD—The telecast was just slightly less than a sell-out at both the Warner Hollywood and the Los Angeles Orpheum theatres despite the 5:30 P.M. starting time which obviously prevented many interested persons from attending.

Trade circles on the Coast displayed uniformly favorable reaction to the first such telecast, expressing the opinion that future events of a similar nature will fare as well or better financially. The newspaper critics gave the telecast extensive coverage, almost totally favorable.

## *Boston Wants More Opera Theatre TV*

**Boston, Dec. 14.—Edward S. Canter, treasurer of American Theatre Corp. here, said his company "will be very glad to present future opera telecasts" as a result of its experience with the "Carmen" performance at the Pilgrim Theatre.**

**He called the presentation of the opera "a tremendous success," pointing out that Boston has a ready-made audience for this type of entertainment. The Pilgrim sold out for the performance in advance.**

## *Frank Abbott Stricken*

DETROIT, Dec. 14.—Frank P. Abbott, manager of the Regent Theatre in Battlecreek, and associated with theatres there for 45 years, died at a Battlecreek Hospital after being stricken on stage last Tuesday.

## *Harold Bernstein, 47*

DETROIT, Dec. 14.—Harold Bernstein, 47, of Bay City, owner of five theatres, died Wednesday of a heart attack in a Detroit hospital. He was stricken while on business in Detroit. His widow and four children survive.

# A NEW "SUPREX" TRADE-MARK CARBON

WITH THE DIFFERENCE YOU CAN **SEE!**

**NATIONAL CARBON**

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- More light at slightly increased current
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- Better light distribution at all currents

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Something Wonderful Happened to — Martin Quigley...

QUIGLEY PUBLISHING COMPANY, INC.
ROCKEFELLER CENTER
NEW YORK

OFFICE OF THE PRESIDENT

MOTION PICTURE HERALD
MOTION PICTURE DAILY
BETTER THEATRES
THEATRE SALES
MOTION PICTURE ALMANAC
FAME

November 25, 1952

Dear Sam:

As a long-time admirer of the art and showmanship of Samuel Goldwyn, I am delighted to seize this first moment of a new business day to express pleasure and gratification over my happy experience last evening in seeing "Hans Christian Andersen."

I feel a deep sense of obligation to you for this rare experience--an obligation which I believe I shall eventually be sharing with countless millions of people the whole world over.

"Hans Christian Andersen," as you have brought the subject to the screen, is, in my opinion, a living, vibrant work of art--an achievement of classic significance in its beauty, melody, humor, movement and sentiment. It represents to me the Screen in the full bloom of the maturity of the art. This production alone would insure for its producer a permanent place in the hall of fame of theatrical entertainment.

Yours sincerely,

Martin Quigley

Mr. Samuel Goldwyn
Sherry Netherland Hotel
Fifth Avenue at 59th Street
New York, New York



Hans Christian Andersen

TECHNICOLOR

NEWS WHILE IT IS NEWS

# MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 72. NO. 115 NEW YORK, U. S. A., TUESDAY, DECEMBER 16, 1952 TEN CENTS

## United Artists Opens Six New Offices

### *Openings in Key Cities Disclosed by Heineman*

United Artists has opened six new booking offices in key cities, it was disclosed by William J. Heineman, vice-president in charge of distribution. The new offices are in Des Moines, Jacksonville, Memphis, Oklahoma City, Portland, Ore., and Albany, N. Y., and are part of an expansion move which was designed to increase sales services to exhibitors.

The Des Moines office, with Dorothy Pobst as booker, is at 1110 High Street and will function under the jurisdiction of the Omaha exchange. The Jacksonville office, under the Atlanta exchange, is at 414 Masonic Temple building and has Orville Ray, Jr., as booker. The Memphis offices, under the St. Louis exchange, is at 408 South Second Street and has Katharine Randall as booker. Wanda McClain is the booker at the Oklahoma City office, at 18½ North Lee Street, which is under the Dallas exchange.

(*Continued on page 3*)

## Justice Abandons Crescent Appeal

WASHINGTON, Dec. 15.—The Supreme Court today, acting on the motion of the Justice Department, agreed to dismiss the Department's appeal of a lower court ruling throwing out civil contempt charges against Crescent Amusement Co.

The Justice Department motion came as a surprise since the high court had already agreed to hear the appeal and argument was expected early next year.

Justice officials said they had de-

(*Continued on page 3*)

## To Name Consultant On New French Tax

Film company foreign department managers voted here yesterday to authorize their representatives in Paris to engage a tax consultant to seek a solution to the French government's demand for an eight per cent turnover tax on remittances. The consultant will represent all of the American film companies. The decision was made at a meeting with Eric Johns-

(*Continued on page 3*)

### *Benjamin Denies UA Involved in 'Merger'*

**The mention of United Artists in attorney Milton Gettinger's plan for the reorganization of RKO Pictures in daily papers here yesterday brought the following statement from Robert S. Benjamin, UA board chairman:**

**"No one at United Artists is now negotiating, nor has anyone in the past negotiated any deal with or for RKO merger or otherwise, nor has anyone been authorized on United Artists' behalf to do so."**

**In the story of the reorganization plan it was stated that Gettinger had a company "like United Artists" in mind for the distribution of RKO pictures.**

## *'Ike' and Johnston Hold Meeting Here*

President-elect Dwight D. Eisenhower and Eric Johnston, president of the Motion Picture Association of America, conferred briefly yesterday in New York, but the nature of the discussions was not revealed. It is reported that Eisenhower asked Johnston to call on him.

Because of recurring reports that Johnston may be asked to take a diplomatic post, yesterday's parley stirred up conjectures in the trade here. Some basis for the conjectures stems from th fact that Johnston is not well acquainted with the President-elect and that a meeting between the two would not be a social visit.

Johnston left a meeting of the foreign managers at MPAA headquar-

(*Continued on page 3*)

## 2 Cinerama Films Planned for 1953

Two Cinerama productions and the equipping of at least 15 theatres are planned for 1953, Dudley Roberts, Jr., president of Cinerama Productions, Inc., disclosed here yesterday.

Shooting on Cinerama's second feature production will begin in another five or six weeks under the supervision of Louis B. Mayer, chairman of the board, and Merian C. Cooper, general manager in charge of production, it was stated. Roberts added that the two stories for 1953 already have been selected. He denied that "Blossom Time," the Broadway stage play whose film rights have been acquired

(*Continued on page 3*)

## *RKO Prepares 5 For Shooting; 20 Releases Set*

Following the reconstitution of RKO Pictures' board of directors, the studio is preparing to swing into action for the production of five pictures for which scripts have been completed, the company reported here yesterday. Charles Boasberg, general sales manager, has gone to the Coast for production conferences with Howard Hughes, indicating Hughes' return to studio activity.

At the same time, RKO Radio this week set its release schedule into mid-June, listing 20 pictures.

Pictures set to go before the cameras are: "Gambler Moon," which Edmund Grainger will produce with Robert Mitchum starring; "High

(*Continued on page 5*)

## 125 Theatres in NY 'News' Ad Plan

From 125 to 150 theatres are expected to participate in the "Neighborhood Movie Houses" theatre directory advertising format recently introduced by the New York *Daily News*.

The format offers advertisers sectional theatre listings. Since the introduction of the plan on Nov. 2, the number of theatres has grown from 54 to 100. Circuits already using the format include Skouras Theatres,

(*Continued on page 5*)

### *18-Week Drive Set For Univ. Abroad*

An 18-week global sales competition dubbed the "Daff-Third-of-a-Century Drive" will be launched by Universal International sales forces in 38 countries on Dec. 28. The drive, which will mark the 33rd anniversary in the business of Al Daff, executive vice-president of Universal, will continue to May 2.

Ben Cohn of Universal's foreign de-

(*Continued on page 5*)

### *Hearings on 16 mm. Suit Motions Dec. 29*

**Hollywood, Dec. 15. — Federal Judge William Byrne today set Dec. 29, for hearings on motions for the clarification of the government's language in charges against them filed by defendents in the 16 mm. case to force the sale of films to TV.**

## Bent, Designee ToRKOBoard, May Not Serve

### *Burke Says Officers To Be Elected Later*

Whether Maurice H. Bent is or is not a member of the new RKO Pictures board of directors remained an unanswered question here yesterday. RKO announced from the Coast over the weekend that Bent had been elected to the board, but subsequent events indicated that Bent can't, or is unwilling, to accept the post. Bent was identified as a senior partner in the investment firm of Merrill Lynch, Pierce, Fenner and Beane, but according to Winthrop H. Smith, managing director of the brokerage house, Bent is an employe in its underwriting division.

Bent, himself, would make no comment on his reported election, but it was said that he would make a clarifying announcement shortly. There was a hint that he wold make the announcement late yesterday, but he left his office in the mid-afternoon without commenting on the situation.

(*Continued on page 5*)

## NEWS FLASHES

HOLLYWOOD, Dec. 15. -- Hal E. Roach, president of Hal Roach Studios, today disclosed a deal with Harry J. Allen of Toronto for the world-wide distribution of 12 feature pictures for the year commencing in 1953. Distribution will be under the supervision of Allen, who will operate under the firm name of Guild International Films.

•

KANSAS CITY, Dec. 15.-- The Motion Picture Association of Greater Kansas City elected Senn Lawler of Fox Midwest, president; J. W. Lewis, first vice-president; Stanley Durwood, second vice-president; William Gaddoni, secretary, and Ed Hartman, treasurer.

# Personal Mention

NED E. DEPINET returned here from the Coast yesterday.

•

JUDGE ROY RUSSELL, owner of the Russell Theatre in Millersburg, O.; his wife, MRS. HELEN SMITH RUSSELL, owner of the Majestic Theatre in Akron; their daughter and son-in-law, MRS. BARBARA RUSSELL COX and WILBUR COX, have become owners and publishers of the *Holmes County Farmer-Hub.*

•

ARTHUR KROLICK, UPT general manager in Buffalo and Rochester, has accepted the exhibitor chairmanship for Brotherhood Week in the Buffalo exchange area.

•

ED REILLY of Florida State Theatres, has been elected president of the Greater Miami chapter of the National Association of Building Owners and Managers.

•

BERNARD PRAGER, general sales manager for Robbins Music Co., Loew's music subsidiary, will leave here Jan. 11 on a two-month tour of the country.

•

HARRY FEINSTEIN, Warner Theatress' New Haven zone manager; JAMES TOTTMAN, his assistant, and JAMES BRACKEN, contact manager, have returned to that city from Albany.

•

MAXWELL ALDERMAN of Allied Theatres of Connecticut and MRS ALDERMAN are marking their 25th wedding anniversary.

•

MAX BIRNBAUM, Warner Brothers branch manager in New Haven, has resumed his duties following a six-week illness.

•

H. B. ALLINSMITH, formerly managing director of Western Electric Co.,, Ltd., has returned to New York from London.

•

JACK BERESIN, Variety Clubs International chief barker, will be in Buffalo today on his tour of the country's tents.

•

DAVID GOLDING, Samuel Goldwyn Productions advertising-publicity director, will return here today from Florida.

•

WILLIAM H. WRIGHT, M-G-M producer, will arrive here from the Coast on Dec. 29, accompanied by MRS. WRIGHT.

•

BEN GOETZ, head of M-G-M's studio in Great Britain, is due here Monday from London by plane en route to the Coast.

•

RUBE JOINER of Joiner Booking Service, Atlanta, has returned there from Charlotte.

•

STEVE BROIDY, Allied Artists president, has returned to Hollywood from Chicago.

## AMENT HOLDS 'REELS BEAT TV WITH FOOTAGE OF IKE'S TRIP

**Editor,** MOTION PICTURE DAILY:

Your issue of Tuesday, December 9, 1952, carried an article on its first page, which I feel conveyed several improper and inaccurate expressions.

The facts are these:

All of the motion picture film, including the film made available by TV's own correspondent in Korea, arrived at La Guardia Field at 6:30 A. M. Sunday, December 7th. In accordance with arrangements made by the theatrical newsreel companies the film was instantly picked up by Army Signal Corps representatives and rushed to the Astoria Signal Corps Studio. There it was met by Mr. Jack Le Vien, representing the theatrical newsreels, and Mr. Ted Genock, representing the TV reels, and immediately distributed.

The film was forthwith developed and the neecssary prints processed for all theatrical newsreels and all TV reels with all possible dispatch. This shipment of film contained the only film of any sort received by the theatrical newsreels and the TV newsreels on Eisenhower's trip to Korea. This was in accordance with the careful forehanded planning of the theatrical newsreels and only by virtue of that did the TV reels have any film to show. The theatrical newsreels had three cameramen in Korea with Eisenhower: Dave Oliver, who was the only motion picture cameraman to travel with General Eisenhower, Gene Zenier and Kim Wee. The film made by all three of these men was made available to the TV reels in accordance with an arrangement imposed by the authorities in the Korean Theater. To the best of our knowledge the TV reels had only one man covering for them in Korea. Therefore, it was the theatrical newsreels who won out in Korea.

WALTON C. AMENT,
**Vice-president and General manager, Warner News, Inc.**

## Albany TOA to Meet On TV, Legislation

ALBANY, N. Y., Dec. 15.—The Theatre Owners Association of this area will meet at Keeler's Restaurant on Jan. 13 to consider an agenda consisting of a talk on theatre television by an RCA representative from Camden, a discussion of a proposed amendment to the Labor Law Code No. 36 covering theatres and other places of public assembly, and bills affecting the industry that may be pending before the state legislature, executive director Lewis A. Sumberg reports to members.

**'Not Too Harmful'**

Sumberg expressed the opinion that based on a study of the latest draft of the code "you will find the code as now constituted not too harmful due in a large part to the fact that the Board of Standards and Appeals has made concessions at the request of this organization." As counsel, he attended and participated in discussions at various board hearings.

"I think you should also know," Sumberg stated, "that in some small measure your executive director cooperated with Saul Ullman, chairman of COMPO in this area, with regard to enlisting the support of Congressman O'Brien of Albany in the tax repeal campaign. I think also that recognition and thanks for work well done should go to Ullman since he also enlisted the support of U. S. Senator Irving M. Ives and Congressmen Dean Taylor of Troy and Bernard W. Kearney of Gloversville.

## *Rockland Houses Burn*

BOSTON, Dec. 15.—Two Rockland, Me., theatres, the Knox and the Strand, were damaged by a $1,000,000 fire in the business district.

## Beverly Hills Will Honor Sam Goldwyn

HOLLYWOOD, Dec. 15.—Beverly Hills will pay tribute to Samuel Goldwyn on Monday in a citywide observance of the producer's 40th anniversary in the film industry. The day will be set aside as "Samuel Goldwyn Day," and the producer will be presented with a medal in ceremonies in City Hall.

Among those on the committee selected by Mayor David Tannenbaum to supervise the tribute are: Jack L. Warner, Don Hartman, George Jessel, Irene Dunne, Dore Schary, William Goetz, Cecil B. DeMille, Jesse L. Lasky, Jean Hersholt, Jerry Wald and Y. Frank Freeman.

## *Rathvon Returns to Paris on Finance Deal*

N. Peter Rathvon returned to Paris yesterday via Pan American Airways for several days of conferences in connection with independent production which he is financing. The picture is to be produced in France, shooting to start shortly after Jan. 1.

Rathvon, former RKO president, arrived here from Paris last Monday and had planned to leave for the Coast this week. He will return to New York late this week and will leave immediately to spend the Christmas holidays at his California home.

## *3 Houses Change Booking*

CINCINNATI, Dec. 15. — RKO's Paramount and Western theatres here and the 105th St. theatre in Cleveland hereafter will be booked out of the Cincinnati RKO headquarters instead of the New York office.

The three houses are subsequent runs on a multiple-change weekly basis, playing "exploitation" pictures.

## *Tri-Opticon Premiere In Chi. Christmas*

**Hollywood, Dec. 15. — Sol Lesser announced that the American premiere engagement of the Tri-Opticon three dimension program will be held at Telenews Theatre, Chicago, Christmas Day. The program includes five demonstration subjects, totalling less than an hour, acquired for American marketing by Lesser from Stereo-Techniques, Ltd., London. The process requires polaroid glasses. It is believed the program will consist of the subjects plus a newsreel.**

## *Lasky Confers Here On Financing Film*

Conferences on the financing of independent producer Jesse L. Lasky's planned color in Technicolor production, "The Big Brass Band," got underway here yesterday following Lasky's arrival from the Coast. The film, which has been in active preparation for the past 18 months, will cost an estimated $2,000,000.

## *Niagara Falls Kills Admission Tax Rise*

BUFFALO, Dec. 15.—Niagara Falls has overwhelmingly defeated a proposed referendum which would have permitted an additional five per cent admission tax. Prominent in the fight against the measure were Robert and Richard Hayman of the Hayman circuit, Al Pierce of Shea's Bellevue and Richard Walsh of Hayman.


NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"MILLION DOLLAR MERMAID"
Esther WILLIAMS • Victor MATURE
Walter PIDGEON • David BRIAN
Color by TECHNICOLOR • An M-G-M Picture
& The Music Hall's Great Christmas Stage Show

DAMON RUNYON'S
'Stop, You're Killing Me!'
Color by WARNER COLOR
starring BRODERICK CRAWFORD · CLAIRE TREVOR
in person JACK CARTER JANIS PAIGE HONEY BROTHERS BUDDY MORROW AND HIS ORCHESTRA
PARAMOUNT TIMES SQUARE Midnight Feature

SAMUEL GOLDWYN presents
Hans Christian Andersen
starring DANNY KAYE

CRITERION • PARIS
B'way & 45th St. 58th St. W. of 5th Ave.


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# Cinerama

(*Continued from page* 1)

by Mayer, will be produced by Cinerama as its next.

Currently, deals are being set for the showing of Cinerama in Los Angeles and Detroit, Roberts said, adding that Eitel's Palace in Chicago has already been set for the next Cinerama installation.

The target of other installations, Roberts explained, is to have at least 15 theatres from Coast-to-Coast equipped by Nov. 1953. The Cinerama president said the theatres would be leased, not bought, stating "we're not in the real estate business."

Three projectors, the number currently being used at the Broadway Theatre in New York, will be necessary for the showing of Cinerama for at least another year or two, Roberts forecast.

As to structural changes necessary in future theatres, Roberts estimated that the costs would be less than the estimated $75,000 for the Broadway Theatre here. He said the Chicago situation would cost from $25,000 to $50,000 to alter. Orders to completely equip 20 theatres have now been placed by Cinerama, Roberts stated.

### N. Y. Visitors Told About Cinerama

That Cinerama has made the Broadway Theatre here an "international institution" is acknowledged by the New York Convention and Visitors Bureau in a special listing which says, "Cinerama, the new motion picture medium that creates a startling illusion of three dimensional reality, is at the Broadway Theatre."

The publication goes to 4,000,000 of New York's visitors each year. No entertainment has ever had a listing of this kind, it was said.

# Italy Slashes Film Production Subsidy

By ARGEO SANTUCCI

ROME, Dec. 15.—The government committee charged with reducing budget expenditures has approved a formula which lowers government contributions to native motion picture production from $9,000,000 to $3,500,000. Half of the achieved economies effected by the committee will be used for defense and half for reducing the deficit. Members of the committee, established in 1948, are representative of the Treasury Ministry and of Parliament.

Since 1948 the government has granted $35,000,000 to the film production industry.

# To Name Consultant

(*Continued from page* 1)

ton, president of the Motion Picture Association of America, and Joyce O'Hara, MPAA vice-president.

The foreign department chiefs were told that the change of government in Japan had slowed down the efforts of Richard P. McDonnell, MPAA international department representative, in obtaining remittances on frozen funds. Irving Maas, of the Motion Picture Export Association, who has been negotiating a new agreement on import licenses in Tokyo, is on his way back to the United States.

# *Review*

## *"Member of the Wedding"*

*(Stanley Kramer-Columbia Pictures)*

CARSON McCULLERS' sensitive portrait of a girl's painful entrance into adolescence that made a noted book and a hit Broadway play has been filmed with reverential awe by Stanley Kramer in a virtually verbatim fashion.

It is a difficult theme to present to a large general audience. The production employs the talents of the outstanding Broadway cast stars, Ethel Waters, Julie Harris and Brandon De Wilde. Its greatest appeal will be to the ultra-intellectual audience. It can be merchandised via a prestige approach and may be well received in urban areas and specialized houses.

There is a modicum of motion as Miss Harris portrays the girl who is too old for her younger playmates and too tomboyish for her more feminine friends. Close-ups have been used excessively so that the girl's dream world has not been established sympathetically and the hiatus of the adult world is not definitively shown.

The story is largely the thoughts and emotions of Miss Harris as she identifies herself in the universe for the first time by "belonging" to her brother, Arthur Franz, his fiance, Nancy Gates, and their wedding. She cannot comprehend, despite Miss Waters' warnings, that she cannot accompany the two on their honeymoon. Her attempts to do so are roughly foiled by her father, William Hansen. Rejected, she does not respond to kind treatment by Miss Waters and her younger child friend De Wilde, but goes on a telescoped tour of the sleazier section of the town. She enters a cafe and talks to drunken soldier Dick Moore who attempts to kiss her and is hit over the head with a bottle. She returns home to find De Wilde dead of an illness. Soon after Miss Harris has "recovered" from the wedding and the death, and fallen into the usual adolescent ways.

Fred Zinnemann directed and has allowed the principals full sway in the exhibition of ultra-realistic histrionics. Edna and Edward Anhalt are credited with the screenplay. Others in the cast are James Edwards, Harry Bolden, Danny Mummert, June Hedin and Ann Carter.

This is a pretentious, Art with a capital A, film. Exhibitors should see it for proper evaluation of merchandising possibilities for their situations.

Running time, 91 minutes. General audience classification. Release date, not set.

# Crescent Appeal

(*Continued from page* 1)

cided to forget about contempt charges and instead concentrate on getting the Nashville District Court to toughen the original Crescent consent decree.

In 1950, the anti-trust division brought civil and criminal contempt charges against Crescent, four allied theatre circuits and three circuit officers. The Nashville District Court threw out the contempt charges but reserved jurisdiction on several Justice requests to broaden some of the theatre acquisition provisions in the earlier consent decree.

Justice appealed the criminal contempt decision to the Sixth Circuit Court of Appeals and the civil contempt decision directly to the Supreme Court.

Department spokesmen today said the criminal contempt appeal had been quietly withdrawn some weeks back, and the civil contempt appeal action followed. They said the Department felt that "as a matter of tactics it was better to prosecute what's still left in the District Court." They indicated they did not yet know the date for further proceedings in the District Court.

# *'Stars' Set for 400 Holiday Openings*

"Stars and Stripes Forever" will open in over 400 situations in the U. S. and Canada during the Christmas-New Year season, reports 20th Century-Fox. This represents one of the largest holiday booking totals for the company.

The film, a biography in color by Technicolor of bandleader John Philip Sousa, is being pre-sold through a campaign embracing the musical, historical, and personality aspects of the picture.

# *U. A. Will Release Three in January*

United Artists will place three films, "Kansas City Confidential," "Guerilla Girl" and "Luxury Girls," in general release during January, it was announced here by William J. Heineman, vice-president in charge of distribution.

"Kansas City Confidential," an Edward Small production starring John Payne and Coleen Gray, will go into general release on Jan. 16. "Guerrilla Girl" will be released on Jan. 23. Produced and directed by John Christian, it stars Helmut Dantine and introduces a new screen actress, Mariana. On Jan. 30 U.A. will release "Luxury Girls," filmed on location in Europe.

## *Stage Shows at Capitol*

Johnnie Ray will start a series of personal appearances at New York's Capitol Theatre on Wednesday, Dec. 24, in the first stage show at that house in more than a year and a half. Ray Anthony and his orchestra and songstress Gloria Gibbs will be co-starred with Ray. On the screen will be Universal International's "Against All Flags."

# 'Ike' and Johnston

(*Continued from page* 1)

ters to keep the appointment with Eisenhower, turning the meeting over to Joyce O'Hara. Johnston later returned to the meeting for a brief stay and then planed to Washington.

# UA Opens Offices

(*Continued from page* 1)

The Portland office, under the Seattle exchange, is at 1816 N. W. Keaney. The Albany office is at 443 North Pearl Street.

## *Name Carolina TOA Committee Heads*

**Charlotte, Dec. 15.—Woodrow Fussell, president of the Theater Owners Association, of North and South Carolina, has appointed new committees for the ensuing year. Chairmen are: John Dineen, Leaksville, conciliation; Walter Griffith, Charlotte, membership; H. F. Kincey, Charlotte, screenings; Jack Fuller, Columbia, public relations; Warren Irving, Columbia, South Carolina legislature; H. E. Buchanan, Hendersonville, North Carolina legislature.**

# *End Odeon Interest In NTS Theatres*

TORONTO, Dec. 15.—Sam Fingold, president of National Theatre Services, has announced the termination, effective Jan. 3, 1953 of his association with Odeon Theatres (Canada) in the operation of 16 theatres, adding that Odeon's interest in his company had also been acquired.

National is now 100 per cent owned by him, Fingold stated, and will continue to operate a circuit of 30 theatres in Ontario including the 16 units jointly operated.

## *Delay Columbia Suit*

A postponement until Jan. 15 was granted here yesterday on the show cause order calling upon Columbia Pictures' minority stockholder William B. Weinberger of New York to post bond in connection with his anti-trust suit against the company.

**THE BILLION DOLLAR SECRET**

We cannot withhold the secret any longer. It is revealed in the film "Above and Beyond" which M-G-M is now about to release.

Do not tell anyone the basic facts behind this unusual narrative. It is an obligation "Above and Beyond" the call of duty.

For security reasons we do not reveal why "Above and Beyond" was one of the most "restricted" sets during its filming.

## N.Y. State Censor Sees Difficulties if Censorship Ends

ALBANY, N. Y., Dec. 15.—Dr. Charles A. Brind, Jr., counsel to the State Education Department and the Board of Regents, predicted "chaos" in the motion picture industry if film censorship were declared unconstitutional.

Speaking before the Men's Club of Westminster Presbyterian Church, Dr. Brind declared that different cities would take different positions on what is censorable within their police power whereas now producers are "set" once a picture is licensed in New York State. Emphasizing that "someone will have to keep a watch on things," he pointed out that "enforcement under the penal law" had been tried before the present licensing statute was enacted and "did not work." To meet the situation that might develop with the invalidation of censorship, Dr. Brind projected, as he had recently in a speech in Washington, the possibility of theatre licensing.

Brind stated that "it is not true to say that the motion picture industry has cleaned house when 50 per cent of the pictures presented to the motion picture division of the State Education Department are foreign-made or produced by fly-by-night companies" that do not subscribe to the Production Code. He said that the major Hollywood producing companies do not give the motion picture division any "trouble."

## FPC Seeks Toronto Telemeter Permit

TORONTO, Dec. 15.—W. Z. Estey, representing the Famous Players Canadian Corp., appeared before the Toronto Board of Control to ask for a permit to erect a 300-foot Telemeter aerial and for a franchise to operate the subscriber system of TV programs.

The Toronto city fathers promised to study the application before giving an answer, probably in January. Similar applications have been made by Famous Players in other cities, but the Toronto situation is different because the Canadian Broadcasting Corp. already operates a television station here.

## 112 TV Stations Now

The long lines department of the American Telephone and Telegraph Co. reports the opening of a new microwave link connecting Roanoke, Va., with the Bell System's nationwide television network.

Network service is now available to 112 television stations in 69 cities.

INVITATION TO PREMIERE SHOWING
ACMIOLA
FILM EDITING MACHINES
PICTURE & SOUND, 16-35 mm
Shipments within 3 months! Built to outlast three ordinary machines! Continuous demonstrations commencing Friday, Dec. 19th, 2 P.M.
S.O.S. CINEMA SUPPLY CORP.
602 WEST 52nd ST., NEW YORK CITY

# Television--Radio
### with Pinky Herman

NOT only did Ed CBSullivan regain his health during his week's stay at the Flower Hospital but the host of the "Toast of the Town" series also learned of the fine work of Flower Hospital Student Nurses' Choir of Fifty Voices and forthwith signed them to Christmas carol-lick on Sunday's program, an Icetraganza, which will originate from the enlarged stage of the Roxy Theatre. Sonja Henie will make her TV debut, wearing a forty pound hula costume during her famous hula dance on ice. . . . When Marguerite Piazza waxes a new album of light operatic selections next month for MGM Records, background and supporting music will be furnished by Charles Sanford's Orchestra. Both are featured regularly on Max Liebman's "Your Show of Shows," perennial NBClickeroo. . . . When Jack Benny's next TVer for Lucky Strikes goes on Dec. 28 from the new CBS TV City, Screen Star Jimmy Stewart will make his initial venture in television. . . . Songstress Benay Venuta observes that "if the dollar depreciates another three cents from its current 53 cent value, then they could stop making half-dollar pieces." (A half-truth, no?). . . . Starting Monday, Dec. 29, beauteous Kyle MacDonnell's vocalisthenics will be heard five times a week at 11:15 to 11:30 P.M. via WOR.

☆ ☆ ☆

*There's no business people like show business people when it comes to unselfish donations of their time, talents, money, etc., for worthy charities. Bob Weitman's 18-hour telethon, ABConducted last week for the United Cerebral Palsy Fund, raised more than half a million dollars. Incidentally, Dennis James turned in a masterful stint as MC. . . . CBS is lining up another TV series for Eddie Albert in addition to his Tuesday at 8 P.M. program. New half-hour format will be alotted in the afternoon, where it is hoped he will duplicate the success he enjoyed with daytime TV on the coast. . . . Bob Manning, former chirper with Art Mooney's ork, has been signed to warble on Capitol Records. His first platter ("Gypsy Girl") could very well launch the tall, good-looking youngster smack, dab into the middle of the baritone sweepstakes. . . . The MacQuarrie Network (Australia) poll for the "most popular vocalist" crowned Rosemary Clooney, the new Paramount star currently making "Here Come the Girls," with Bob Hope. . . . While on the subject of Polls, the* Motion Picture Daily-Fame *annual Television Radio Poll is nearing completion and will be announced in a few weeks.*



Dennis James

☆ ☆ ☆

**CBS' TV series, "Omnibus," flashed Sundays from 4:30 to 6:00 P.M., is now completely sold out, the latest co-sponsor being Scott Paper. Others include, Willys-Overland, Greyhound Bus, Electric Shaver Div. of Remington-Rand and American Machine & Foundry. . . . Questioning a 14-year-old girl on his "Name That Tune," NBC quizzer, Red Benson had no comeback, when to his query, "What do you want to be when you grow up," she answered simply, "Why I'd like to be married." . . . We caught Larry Storch's hilarious "Benny" routine Sunday on "This Is Show Business" and are even more mystified than ever that this clever comic doesn't have his own TV series. . . . Quite by accident we turned the radio dial to WMGM one midnight last week and fortunately, too, for we found ourselves listening to a program, originating from Hutton's Restaurant, and featuring the wit and humor of Henry Morgan. Stay-up-lates can now enjoy a happy, relaxed and completely new Morgan personality, whose easy-to-listen-to chatter without becoming enmeshed in controversial harangues by would-be radioracles. . . . Bob Quigley's Kideo series. "Shenanigans," which bowed in recently via WPIX in the daily 5:00 to 6:00 P.M. slot is sure-fire moppet material. Written by Bob, with B.Q. himself doing the emceeing honors, the program features games, cartoon strips, movies and daily adventures of "Slick Trick Quigley, Private Eye."**

☆ ☆ ☆

LOTSA DOTS . . . Radio's newest Space Hero, "Planet Man," made a personal appearance last week in Buffalo, co-sponsored by the New York State Nurses and Station WEBR. The popular Space Man, hero of the Palladium Radio Productions sensational ET series, drew a crowd of over 75,000 people, according to Bill Schwietzer, promotion mgr. of WEBR.

## House Group Sees No Good in TV, Radio Censorship

WASHINGTON, Dec. 15.—A House investigating committee said today it thought Congress could, if necessary, enact Federal censorship of radio and television broadcasting, but that no good might come from such legislation.

The conclusion came from a House Commerce sub-committee headed by Rep. Harris (D., Ark.), which has been investigating the moral standards of radio and TV programs. The sub-committee held hearings from June into December, and today issued its final report.

The report said the question had been raised whether Congress could legislate in this field. Quoting from the Supreme Court decision in "The Miracle" motion picture censorship case, the sub-committee said the court had clearly found that under some circumstances some form of community control over films was constitutional and that the same thought could be applied to broadcasting.

"The sub-committee believes, however, that the potential evils inherent in such governmental controls might be even greater than the evils that such controls might be designed to remedy," the report stated. "Furthermore, the sub-committee feels that there appears to be no good reason why such controls should be imposed at this time before the industry has had an opportunity to explore fully whether effective self-regulation is feasible."

**Welcomes TV Code**

The sub-committee welcomed the television industry's recent code of standards and said that "self-regulation is making substantial progress in this field, and, so long as the public interest is served, is preferable to government-imposed regulation." It urged, however, that Congress continue to keep an eye on the subject and that the new Congress "continue and expand" the investigation.

Other conclusions in the report:

There is still entirely too much emphasis upon crime programs;

Television reaches a different audience from other media, and performances or discussions which might be okay in motion picture theatres, on the stage or in books or magazines might be considered offensive on television, especially when presented during periods when children are watching;

While networks have some responsibility for program standards, individual licensees still bear the final responsibility;

One method for improving program standards is for the public to express its criticisms freely and fully;

Poor taste has been displayed in advertising many products;

Television is trying to get more cultural and educational programs, and should continue to do so.



# *In the THEATRE* Equipment World . . . *. . with RAY GALLO*

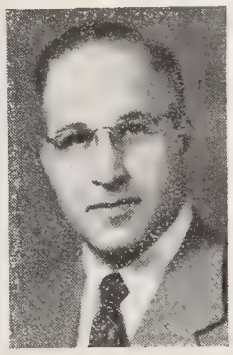
INSTALLATIONS of Simplex television systems in two theatres have been announced by National Theatre Supply, New York. Both systems are the direct projection type, manufactured by General Precision Laboratory, Pleasantville, N. Y. One installation was in B. S. Moss' 1,500-seat Lee Theatre at Fort Lee, N. J., the other was at the 1,028-seat Gopher Theatre in Minneapolis.

•

**Ray Dunn, Chicago branch manager for A. & M. Karagheusian, Inc., New York, manufacturer of Gulistan carpets, will assume control over the entire Chicago territory, upon retirement Dec. 31 of Edward Strauss as Midwestern division manager. The territory includes the Northern half of Illinois, all of Iowa, the Eastern half of Nebraska, most of Wisconsin, the Upper Peninsula of Michigan, and the Northern half of Indiana. From headquarters in Chicago, Dunn will supervise activities of three salesmen, Charles Mallinson, John Manfrin and Robert Palm.**

•

*David E. Feinberg has been named general manager of the United States Air Conditioning Corp. of Minneapolis, to succeed his father, the late A. A. Feinberg. A vice-president of the corporation since May,* 1951, *David has also served as sales manager of the company's refrigeration division and as coordinator of usAIRco's defense production activities. Except for three years in the Army Air Force, he has been associated with the corporation since* 1940.



David E. Feinberg

•

A new rubber runner matting especially designed for lobbies or other inside entrance ways has been announced by the D. W. Moor Co. of Toledo. Called the "Do-All Long-Ribbed Matting," it is made from corded rubber in 3/16-inch thickness. It has traction-type ribbing running the long way of the mat to facilitate cleaning with a broom. Sold by the running foot, the matting is 34 inches wide and comes in rolls of approximately 38 feet in length. Colors available include red, green, blue, mosaic and black.

•

**Renovating and redecorating of its showrooms on the 18th floor of the Merchandise Mart in Chicago is being carried out in time for an early January reopening by the James Lee and Sons Co., Bridgeport, Pa., manufacturers of carpets. The company also has announced new warehouses in Cleveland and Los Angeles and additions to showrooms in Atlanta and Dallas.**

# RKO Board Designee

(*Continued from page* 1)

MOTION PICTURE DAILY was told by the Merrill Lynch firm that by virtue of the firm's policy it would not be possible for a member of the company to be on the board of any organization. It also was stated that the brokerage company had no connections whatsoever with RKO Pictures.

**Bent, however, served on the RKO Pictures board for about a year in 1949-'50, presumably as a Hughes' nominee, shortly after Hughes purchased the Atlas Corp. controlling stock interest in RKO.**

Edward G. Burke, Jr., a member of the new RKO board, who arrived here from the Coast yesterday, could not clarify the confusion over Bent. He said that he presumed an official statement would be issued by the board this week. It is believed that a new director will be elected to replace Bent, if the latter is definitely off the directorate.

Burke said there had been no election of RKO officers over the weekend, as had been scheduled. He said he believed an election would be held later this week. Because the other three directors are on the Coast, he said the election would be held in Hollywood. Burke will be in New York for two or three days.

**It is generally anticipated in the trade that Noah Dietrich, one of the new members of the board, will be named president when the election is held. Dietrich was chairman of the board of RKO Pictures prior to the sale of Hughes' stock to the Ralph Stolkin syndicate last September.**

The other new members of the board, as announced by the company in Hollywood on Saturday, are Hughes and J. Miller Walker. The latter was a board member, secretary and general counsel of RKO prior to the sale to Stolkin, and resigned at that time.

It was reported from Hollywood that in addition to granting the Stolkin group deferments on maturity dates of the stock purchase payments due him, Hughes also waived a provision of the agreement holding the members of the Stolkin group "jointly and severally" liable for performance of the contract. In consequence of such a waiver, it was said, members of the Stolkin group could, if they so desired, sell their RKO stock holdings individually, rather than in a block.

However, three of the five members, Stolkin, A. L. Koolish and Ray Ryan, are said to hold 90 per cent of the block, with Burke and Sherrill Corwin owning the other 10 per cent.

Meanwhile, a hearing is scheduled in New York Supreme Court here tomorrow on a petition by a stockholders' group for appointment of a receiver for RKO, an adjunct of an action for recovery which they have brought against Hughes.

## *RKO Radio 'Holders File Suit on Coast*

**Hollywood, Dec. 15.—A million dollar suit against RKO Pictures, RKO Radio Pictures, RKO Radio Pictures, Inc., Howard Hughes and Chase National Bank was filed in Federal Court here today by Eli B. and Marion B. Castleman and Louis Feuerman, stockholders. The charges duplicate those made by the same group in filing a parallel suit in New York Nov. 13.**

## Universal Drive

(*Continued from page* 1)

partment has been named captain of the drive by Americo Aboaf, foreign general sales manager. Prizes of trips to New York, or any other city of their choosing, will go to managers of winning forces in the Latin American, Far Eastern and European divisions. Staff members in the top country will receive three weeks' salary; second place territory, two weeks' salary, and third, fourth and fifth place countries, one week's salary.

## 'News' Ad Plan

(*Continued from page* 1)

Century, Prudential, Interboro and Randforce. The Warner circuit is slated to join the plan following the Christmas holidays.

## RKO Prepares 5

(*Continued from page* 1)

Frontier," to be produced by Robert Sparks from an original story by Beirne Lay, Jr.; "Size 12," Technicolor, based on an original story by Jerome Weidman, which Harriet Parsons will produce; "Second Chance," to be produced by Sam Wiesenthal; "The Return of Zorro," written for the screen by Walter Ferris and Frances Kavanaugh from an adaptation by Laurence Hazzard.

The 20 pictures to be released between now and June 18 are: "Hans Christian Andersen," Dec. 19; "Blackbeard the Pirate," Dec. 25; "Androcles and the Lion," Jan. 9; "Never Wave at A Wac," Jan. 28; "No Time for Flowers," Jan. 31; "Peter Pan," Feb. 5; "Angel Face," Feb. 11; "Sword of Venus," Feb. 20; "Night Without Stars," March 6; "The Persuader," March 13; "Fort Apache" and "Blood on the Moon" (reissues), March 27; "Beautiful but Dangerous," April 1; "Port Sinister," April 10; "The Sea Around Us," April 22; "Sea Devils," May 1; "Mickey Mouse Birthday Party," May 15; "Below the Sahara," May 22; "Break-Up," June 11; and "Split-Second," June 18.

## *'Jazz Singer' Promotion*

HOLLYWOOD, Dec. 15.—In a campaign aimed at reaching the largest post-premiere audience in company history, Warner Brothers has completed arrangements to translate special recordings of "The Jazz Singer" world premiere on Dec. 30 into several foreign languages. The special discs will be used domestically on radio stations catering to foreign language audiences.

GREAT MOTION PICTURES ARE PROCESSED BY PATHÉ

**BEN PIVAR.** *Independent Film Library President says:*

**"Our very survival is often dependent upon lab service. Pathé has never let us down."**



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PATHÉ—PROCESSING SOMETHING TO CROW ABOUT

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# Love's new sweet song

True love never did run smoothly—
not in the continuity. But in filming
it must . . . if new-day budgets are
to be met. That is why so much attention
is given to keying film and situation . . .
to precision processing controls; why so much
is done to ensure prints of optimum quality at
minimum expenditure; why the Eastman
Technical Service for Motion
Picture Film works with the
industry—cooperates alike
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Hollywood 38, California

FIRST IN FILM NEWS

# MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 115 NEW YORK, U. S. A., TUESDAY, DECEMBER 16, 1952 TEN CENTS

## United Artists Opens Six New Offices

### *Openings in Key Cities Disclosed by Heineman*

United Artists has opened six new booking offices in key cities, it was disclosed by William J. Heineman, vice-president in charge of distribution. The new offices are in Des Moines, Jacksonville, Memphis, Oklahoma City, Portland, Ore., and Albany, N. Y., and are part of an expansion move which was designed to increase sales services to exhibitors.

The Des Moines office, with Dorothy Pobst as booker, is at 1110 High Street and will function under the jurisdiction of the Omaha exchange. The Jacksonville office, under the Atlanta exchange, is at 414 Masonic Temple building and has Orville Ray, Jr., as booker. The Memphis offices, under the St. Louis exchange, is at 408 South Second Street and has Katharine Randall as booker. Wanda McClain is the booker at the Oklahoma City office, at 18½ North Lee Street, which is under the Dallas exchange.

(*Continued on page* 3)

## Justice Abandons Crescent Appeal

WASHINGTON, Dec. 15.—The Supreme Court today, acting on the motion of the Justice Department, agreed to dismiss the Department's appeal of a lower court ruling throwing out civil contempt charges against Crescent Amusement Co.

The Justice Department motion came as a surprise since the high court had already agreed to hear the appeal and argument was expected early next year.

Justice officials said they had de-

(*Continued on page* 3)

## To Name Consultant On New French Tax

Film company foreign department managers voted here yesterday to authorize their representatives in Paris to engage a tax consultant to seek a solution to the French government's demand for an eight per cent turnover tax on remittances. The consultant will represent all of the American film companies. The decision was made at a meeting with Eric Johns-

(*Continued on page* 3)

## *Benjamin Denies UA Involved in 'Merger'*

**The mention of United Artists in attorney Milton Gettinger's plan for the reorganization of RKO Pictures in daily papers here yesterday brought the following statement from Robert S. Benjamin, UA board chairman:**

**"No one at United Artists is now negotiating, nor has anyone in the past negotiated any deal with or for RKO merger or otherwise, nor has anyone been authorized on United Artists' behalf to do so."**

**In the story of the reorganization plan it was stated that Gettinger had a company "like United Artists" in mind for the distribution of RKO pictures.**

## *'Ike' and Johnston Hold Meeting Here*

President-elect Dwight D. Eisenhower and Eric Johnston, president of the Motion Picture Association of America, conferred briefly yesterday in New York, but the nature of the discussions was not revealed. It is reported that Eisenhower asked Johnston to call on him.

Because of recurring reports that Johnston may be asked to take a diplomatic post, yesterday's parley stirred up conjectures in the trade here. Some basis for the conjectures stems from th fact that Johnston is not well acquainted with the President-elect and that a meeting between the two would not be a social visit.

Johnston left a meeting of the foreign managers at MPAA headquar-

(*Continued on page* 3)

## 2 Cinerama Films Planned for 1953

Two Cinerama productions and the equipping of at least 15 theatres are planned for 1953, Dudley Roberts, Jr., president of Cinerama Productions, Inc., disclosed here yesterday.

Shooting on Cinerama's second feature production will begin in another five or six weeks under the supervision of Louis B. Mayer, chairman of the board, and Merian C. Cooper, general manager in charge of production, it was stated. Roberts added that the two stories for 1953 already have been selected. He denied that "Blossom Time," the Broadway stage play whose film rights have been acquired

(*Continued on page* 3)

## *RKO Prepares 5 For Shooting; 20 Releases Set*

Following the reconstitution of RKO Pictures' board of directors, the studio is preparing to swing into action for the production of five pictures for which scripts have been completed, the company reported here yesterday. Charles Boasberg, general sales manager, has gone to the Coast for production conferences with Howard Hughes, indicating Hughes' return to studio activity.

At the same time, RKO Radio this week set its release schedule into mid-June, listing 20 pictures.

Pictures set to go before the cameras are: "Gambler Moon," which Edmund Grainger will produce with Robert Mitchum starring; "High

(*Continued on page* 5)

## 125 Theatres in NY 'News' Ad Plan

From 125 to 150 theatres are expected to participate in the "Neighborhood Movie Houses" theatre directory advertising format recently introduced by the New York *Daily News*.

The format offers advertisers sectional theatre listings. Since the introduction of the plan on Nov. 2, the number of theatres has grown from 54 to 100. Circuits already using the format include Skouras Theatres,

(*Continued on page* 5)

## *18-Week Drive Set For Univ. Abroad*

An 18-week global sales competition dubbed the "Daff-Third-of-a-Century Drive" will be launched by Universal International sales forces in 38 countries on Dec. 28. The drive, which will mark the 33rd anniversary in the business of Al Daff, executive vice-president of Universal, will continue to May 2.

Ben Cohn of Universal's foreign de-

(*Continued on page* 5)

## *Hearings on 16 mm. Suit Motions Dec. 29*

**Hollywood, Dec. 15. — Federal Judge William Byrne today set Dec. 29, for hearings on motions for the clarification of the government's language in charges against them filed by defendents in the 16 mm. case to force the sale of films to TV.**

## Bent, Designee ToRKOBoard, May Not Serve

### *Burke Says Officers To Be Elected Later*

Whether Maurice H. Bent is or is not a member of the new RKO Pictures board of directors remained an unanswered question here yesterday. RKO announced from the Coast over the weekend that Bent had been elected to the board, but subsequent events indicated that Bent can't, or is unwilling, to accept the post. Bent was identified as a senior partner in the investment firm of Merrill Lynch, Pierce, Fenner and Beane, but according to Winthrop H. Smith, managing director of the brokerage house, Bent is an employe in its underwriting division.

Bent, himself, would make no comment on his reported election, but it was said that he would make a clarifying announcement shortly. There was a hint that he wold make the announcement late yesterday, but he left his office in the mid-afternoon without commenting on the situation.

(*Continued on page* 5)

## Roach in Deal With Harry J. Allen

HOLLYWOOD, Dec. 15.—Hal Roach, president of Hal Roach Studios, disclosed here today an association with Harry J. Allen of Toronto for the worldwide distribution of 12 feature pictures in 1953. Distribution will be under the supervision of Allen, who will operate under the firm name of Guild International Films.

## Senn Lawler Heads Kansas City Unit

KANSAS CITY, Dec. 15. — Senn Lawler of Fox Midwest was elected president of the Motion Picture Association of Greater Kansas City by the board of directors. J. W. Lewis, RKO Radio branch manager, was re-elected first vice-president and Stanley Durwood of Durwood Theatres, second vice-president.

William Gaddoni, M-G-M branch manager, was elected secretary to succeed Senn Lawler. Ed Hartman of Hartman Booking Agency was elected treasurer, succeeding Sam Abend of Exhibitors Film Delivery.

# Personal Mention

NED E. DEPINET returned here from the Coast yesterday.

•

JUDGE ROY RUSSELL, owner of the Russell Theatre in Millersburg, O.; his wife, MRS. HELEN SMITH RUSSELL, owner of the Majestic Theatre in Akron; their daughter and son-in-law, MRS. BARBARA RUSSELL COX and WILBUR COX, have become owners and publishers of the *Holmes County Farmer-Hub.*

•

ARTHUR KROLICK, UPT general manager in Buffalo and Rochester, has accepted the exhibitor chairmanship for Brotherhood Week in the Buffalo exchange area.

•

ED REILLY of Florida State Theatres, has been elected president of the Greater Miami chapter of the National Association of Building Owners and Managers.

•

BERNARD PRAGER, general sales manager for Robbins Music Co., Loew's music subsidiary, will leave here Jan. 11 on a two-month tour of the country.

•

HARRY FEINSTEIN, Warner Theatress' New Haven zone manager; JAMES TOTTMAN, his assistant, and JAMES BRACKEN, contact manager, have returned to that city from Albany.

•

MAXWELL ALDERMAN of Allied Theatres of Connecticut and MRS ALDERMAN are marking their 25th wedding anniversary.

•

MAX BIRNBAUM, Warner Brothers branch manager in New Haven, has resumed his duties following a six-week illness.

•

H. B. ALLINSMITH, formerly managing director of Western Electric Co.,, Ltd., has returned to New York from London.

•

JACK BERESIN, Variety Clubs International chief barker, will be in Buffalo today on his tour of the country's tents.

•

DAVID GOLDING, Samuel Goldwyn Productions advertising-publicity director, will return here today from Florida.

•

WILLIAM H. WRIGHT, M-G-M producer, will arrive here from the Coast on Dec. 29, accompanied by MRS. WRIGHT.

•

BEN GOETZ, head of M-G-M's studio in Great Britain, is due here Monday from London by plane en route to the Coast.

•

RUBE JOINER of Joiner Booking Service, Atlanta, has returned there from Charlotte.

•

STEVE BROIDY, Allied Artists president, has returned to Hollywood from Chicago.

## AMENT HOLDS 'REELS BEAT TV WITH FOOTAGE OF IKE'S TRIP

Editor, MOTION PICTURE DAILY:

Your issue of Tuesday, December 9, 1952, carried an article on its first page, which I feel conveyed several improper and inaccurate expressions.

The facts are these:

All of the motion picture film, including the film made available by TV's own correspondent in Korea, arrived at La Guardia Field at 6:30 A. M. Sunday, December 7th. In accordance with arrangements made by the theatrical newsreel companies the film was instantly picked up by Army Signal Corps representatives and rushed to the Astoria Signal Corps Studio. There it was met by Mr. Jack Le Vien, representing the theatrical newsreels, and Mr. Ted Genock, representing the TV reels, and immediately distributed.

The film was forthwith developed and the neecssary prints processed for all theatrical newsreels and all TV reels with all possible dispatch. This shipment of film contained the only film of any sort received by the theatrical newsreels and the TV newsreels on Eisenhower's trip to Korea. This was in accordance with the careful forehanded planning of the theatrical newsreels and only by virtue of that did the TV reels have any film to show. The theatrical newsreels had three cameramen in Korea with Eisenhower: Dave Oliver, who was the only motion picture cameraman to travel with General Eisenhower, Gene Zenier and Kim Wee. The film made by all three of these men was made available to the TV reels in accordance with an arrangement imposed by the authorities in the Korean Theater. To the best of our knowledge the TV reels had only one man covering for them in Korea. Therefore, it was the theatrical newsreels who won out in Korea.

WALTON C. AMENT,
**Vice-president and General manager, Warner News, Inc.**

## Albany TOA to Meet On TV, Legislation

ALBANY, N. Y., Dec. 15. — The Theatre Owners Association of this area will meet at Keeler's Restaurant on Jan. 13 to consider an agenda consisting of a talk on theatre television by an RCA representative from Camden, a discussion of a proposed amendment to the Labor Law Code No. 36 covering theatres and other places of public assembly, and bills affecting the industry that may be pending before the state legislature, executive director Lewis A. Sumberg reports to members.

**'Not Too Harmful'**

Sumberg expressed the opinion that based on a study of the latest draft of the code "you will find the code as now constituted not too harmful due in a large part to the fact that the Board of Standards and Appeals has made concessions at the request of this organization." As counsel, he attended and participated in discussions at various board hearings.

"I think you should also know," Sumberg stated, "that in some small measure your executive director cooperated with Saul Ullman, chairman of COMPO in this area, with regard to enlisting the support of Congressman O'Brien of Albany in the tax repeal campaign. I think also that recognition and thanks for work well done should go to Ullman since he also enlisted the support of U. S. Senator Irving M. Ives and Congressmen Dean Taylor of Troy and Bernard W. Kearney of Gloversville.

## *Rockland Houses Burn*

BOSTON, Dec. 15.—Two Rockland, Me., theatres, the Knox and the Strand, were damaged by a $1,000,000 fire in the business district.

## Beverly Hills Will Honor Sam Goldwyn

HOLLYWOOD, Dec. 15.—Beverly Hills will pay tribute to Samuel Goldwyn on Monday in a citywide observance of the producer's 40th anniversary in the film industry. The day will be set aside as "Samuel Goldwyn Day," and the producer will be presented with a medal in ceremonies in City Hall.

Among those on the committee selected by Mayor David Tannenbaum to supervise the tribute are: Jack L. Warner, Don Hartman, George Jessel, Irene Dunne, Dore Schary, William Goetz, Cecil B. DeMille, Jesse L. Lasky, Jean Hersholt, Jerry Wald and Y. Frank Freeman.

## *Rathvon Returns to Paris on Finance Deal*

N. Peter Rathvon returned to Paris yesterday via Pan American Airways for several days of conferences in connection with independent production which he is financing. The picture is to be produced in France, shooting to start shortly after Jan. 1.

Rathvon, former RKO president, arrived here from Paris last Monday and had planned to leave for the Coast this week. He will return to New York late this week and will leave immediately to spend the Christmas holidays at his California home.

## *3 Houses Change Booking*

CINCINNATI, Dec. 15. — RKO's Paramount and Western theatres here and the 105th St. theatre in Cleveland hereafter will be booked out of the Cincinnati RKO headquarters instead of the New York office.

The three houses are subsequent runs on a multiple-change weekly basis, playing "exploitation" pictures.

## *Tri-Opticon Premiere In Chi. Christmas*

**Hollywood, Dec. 15. — Sol Lesser announced that the American premiere engagement of the Tri-Opticon three dimension program will be held at Telenews Theatre, Chicago, Christmas Day. The program includes five demonstration subjects, totalling less than an hour, acquired for American marketing by Lesser from Stereo-Techniques, Ltd., London. The process requires polaroid glasses. It is believed the program will consist of the subjects plus a newsreel.**

## *Lasky Confers Here On Financing Film*

Conferences on the financing of independent producer Jesse L. Lasky's planned color in Technicolor production, "The Big Brass Band," got underway here yesterday following Lasky's arrival from the Coast. The film, which has been in active preparation for the past 18 months, will cost an estimated $2,000,000.

## *Niagara Falls Kills Admission Tax Rise*

BUFFALO, Dec. 15.—Niagara Falls has overwhelmingly defeated a proposed referendum which would have permitted an additional five per cent admission tax. Prominent in the fight against the measure were Robert and Richard Hayman of the Hayman circuit, Al Pierce of Shea's Bellevue and Richard Walsh of Hayman.


NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"MILLION DOLLAR MERMAID"
Esther WILLIAMS • Victor MATURE
Walter PIDGEON • David BRIAN
Color by TECHNICOLOR • An M-G-M Picture
& The Music Hall's Great Christmas Stage Show

DAMON RUNYON'S
'Stop, You're Killing Me!'
Color by WARNER COLOR
Starring BRODERICK CRAWFORD · CLAIRE TREVOR
in person JACK CARTER JANIS PAIGE HONEY BROTHERS BUDDY MORROW AND HIS ORCHESTRA
PARAMOUNT TIMES SQUARE
Midnight Feature

SAMUEL GOLDWYN presents
Hans Christian Andersen
starring DANNY KAYE

CRITERION • PARIS
B'way & 45th St. 58th St. W. of 5th Ave.


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# Cinerama

(*Continued from page* 1)

by Mayer, will be produced by Cinerama as its next.

Currently, deals are being set for the showing of Cinerama in Los Angeles and Detroit, Roberts said, adding that Eitel's Palace in Chicago has already been set for the next Cinerama installation.

The target of other installations, Roberts explained, is to have at least 15 theatres from Coast-to-Coast equipped by Nov. 1953. The Cinerama president said the theatres would be leased, not bought, stating "we're not in the real estate business."

Three projectors, the number currently being used at the Broadway Theatre in New York, will be necessary for the showing of Cinerama for at least another year or two, Roberts forecast.

As to structural changes necessary in future theatres, Roberts estimated that the costs would be less than the estimated $75,000 for the Broadway Theatre here. He said the Chicago situation would cost from $25,000 to $50,000 to alter. Orders to completely equip 20 theatres have now been placed by Cinerama, Roberts stated.

### N. Y. Visitors Told About Cinerama

That Cinerama has made the Broadway Theatre here an "international institution" is acknowledged by the New York Convention and Visitors Bureau in a special listing which says, "Cinerama, the new motion picture medium that creates a startling illusion of three dimensional reality, is at the Broadway Theatre."

The publication goes to 4,000,000 of New York's visitors each year. No entertainment has ever had a listing of this kind, it was said.

# Italy Slashes Film Production Subsidy

By ARGEO SANTUCCI

ROME, Dec. 15.—The government committee charged with reducing budget expenditures has approved a formula which lowers government contributions to native motion picture production from $9,000,000 to $3,500,000. Half of the achieved economies effected by the committee will be used for defense and half for reducing the deficit. Members of the committee, established in 1948, are representative of the Treasury Ministry and of Parliament.

Since 1948 the government has granted $35,000,000 to the film production industry.

# To Name Consultant

(*Continued from page* 1)

ton, president of the Motion Picture Association of America, and Joyce O'Hara, MPAA vice-president.

The foreign department chiefs were told that the change of government in Japan had slowed down the efforts of Richard P. McDonnell, MPAA international department representative, in obtaining remittances on frozen funds. Irving Maas, of the Motion Picture Export Association, who has been negotiating a new agreement on import licenses in Tokyo, is on his way back to the United States.

# *Review*

## *"Member of the Wedding"*

(*Stanley Kramer-Columbia Pictures*)

CARSON McCULLERS' sensitive portrait of a girl's painful entrance into adolescence that made a noted book and a hit Broadway play has been filmed with reverential awe by Stanley Kramer in a virtually verbatim fashion.

It is a difficult theme to present to a large general audience. The production employs the talents of the outstanding Broadway cast stars, Ethel Waters, Julie Harris and Brandon De Wilde. Its greatest appeal will be to the ultra-intellectual audience. It can be merchandised via a prestige approach and may be well received in urban areas and specialized houses.

There is a modicum of motion as Miss Harris portrays the girl who is too old for her younger playmates and too tomboyish for her more feminine friends. Close-ups have been used excessively so that the girl's dream world has not been established sympathetically and the hiatus of the adult world is not definitively shown.

The story is largely the thoughts and emotions of Miss Harris as she identifies herself in the universe for the first time by "belonging" to her brother, Arthur Franz, his fiance, Nancy Gates, and their wedding. She cannot comprehend, despite Miss Waters' warnings, that she cannot accompany the two on their honeymoon. Her attempts to do so are roughly foiled by her father, William Hansen. Rejected, she does not respond to kind treatment by Miss Waters and her younger child friend De Wilde, but goes on a telescoped tour of the sleazier section of the town. She enters a cafe and talks to drunken soldier Dick Moore who attempts to kiss her and is hit over the head with a bottle. She returns home to find De Wilde dead of an illness. Soon after Miss Harris has "recovered" from the wedding and the death, and fallen into the usual adolescent ways.

Fred Zinnemann directed and has allowed the principals full sway in the exhibition of ultra-realistic histrionics. Edna and Edward Anhalt are credited with the screenplay. Others in the cast are James Edwards, Harry Bolden, Danny Mummert, June Hedin and Ann Carter.

This is a pretentious, Art with a capital A, film. Exhibitors should see it for proper evaluation of merchandising possibilities for their situations.

Running time, 91 minutes. General audience classification. Release date, not set.

# Crescent Appeal

(*Continued from page* 1)

cided to forget about contempt charges and instead concentrate on getting the Nashville District Court to toughen the original Crescent consent decree.

In 1950, the anti-trust division brought civil and criminal contempt charges against Crescent, four allied theatre circuits and three circuit officers. The Nashville District Court threw out the contempt charges but reserved jurisdiction on several Justice requests to broaden some of the theatre acquisition provisions in the earlier consent decree.

Justice appealed the criminal contempt decision to the Sixth Circuit Court of Appeals and the civil contempt decision directly to the Supreme Court.

Department spokesmen today said the criminal contempt appeal had been quietly withdrawn some weeks back, and the civil contempt appeal action followed. They said the Department felt that "as a matter of tactics it was better to prosecute what's still left in the District Court." They indicated they did not yet know the date for further proceedings in the District Court.

# *'Stars' Set for 400 Holiday Openings*

"Stars and Stripes Forever" will open in over 400 situations in the U. S. and Canada during the Christmas-New Year season, reports 20th Century-Fox. This represents one of the largest holiday booking totals for the company.

The film, a biography in color by Technicolor of bandleader John Philip Sousa, is being pre-sold through a campaign embracing the musical, historical, and personality aspects of the picture.

# *U. A. Will Release Three in January*

United Artists will place three films, "Kansas City Confidential," "Guerilla Girl" and "Luxury Girls," in general release during January, it was announced here by William J. Heineman, vice-president in charge of distribution.

"Kansas City Confidential," an Edward Small production starring John Payne and Coleen Gray, will go into general release on Jan. 16. "Guerrilla Girl" will be released on Jan. 23. Produced and directed by John Christian, it stars Helmut Dantine and introduces a new screen actress, Mariana. On Jan. 30 U.A. will release "Luxury Girls," filmed on location in Europe.

## *Stage Shows at Capitol*

Johnnie Ray will start a series of personal appearances at New York's Capitol Theatre on Wednesday, Dec. 24, in the first stage show at that house in more than a year and a half. Ray Anthony and his orchestra and songstress Gloria Gibbs will be co-starred with Ray. On the screen will be Universal International's "Against All Flags."

# 'Ike' and Johnston

(*Continued from page* 1)

ters to keep the appointment with Eisenhower, turning the meeting over to Joyce O'Hara. Johnston later returned to the meeting for a brief stay and then planed to Washington.

# UA Opens Offices

(*Continued from page* 1)

The Portland office, under the Seattle exchange, is at 1816 N. W. Keaney. The Albany office is at 443 North Pearl Street.

## *Name Carolina TOA Committee Heads*

**Charlotte, Dec. 15.—Woodrow Fussell, president of the Theater Owners Association, of North and South Carolina, has appointed new committees for the ensuing year. Chairmen are: John Dineen, Leaksville, conciliation; Walter Griffith, Charlotte, membership; H. F. Kincey, Charlotte, screenings; Jack Fuller, Columbia, public relations; Warren Irving, Columbia, South Carolina legislature; H. E. Buchanan, Hendersonville, North Carolina legislature.**

# *End Odeon Interest In NTS Theatres*

TORONTO, Dec. 15. — Sam Fingold, president of National Theatre Services, has announced the termination, effective Jan. 3, 1953 of his association with Odeon Theatres (Canada) in the operation of 16 theatres, adding that Odeon's interest in his company had also been acquired.

National is now 100 per cent owned by him, Fingold stated, and will continue to operate a circuit of 30 theatres in Ontario including the 16 units jointly operated.

## *Delay Columbia Suit*

A postponement until Jan. 15 was granted here yesterday on the show cause order calling upon Columbia Pictures' minority stockholder William B. Weinberger of New York to post bond in connection with his anti-trust suit against the company.

**THE BILLION DOLLAR SECRET**

We cannot withhold the secret any longer. It is revealed in the film "Above and Beyond" which M-G-M is now about to release.

Do not tell anyone the basic facts behind this unusual narrative. It is an obligation "Above and Beyond" the call of duty.

For security reasons we do not reveal why "Above and Beyond" was one of the most "restricted" sets during its filming.

## N.Y. State Censor Sees Difficulties if Censorship Ends

ALBANY, N. Y., Dec. 15.—Dr. Charles A. Brind, Jr., counsel to the State Education Department and the Board of Regents, predicted "chaos" in the motion picture industry if film censorship were declared unconstitutional.

Speaking before the Men's Club of Westminster Presbyterian Church, Dr. Brind declared that different cities would take different positions on what is censorable within their police power whereas now producers are "set" once a picture is licensed in New York State. Emphasizing that "someone will have to keep a watch on things," he pointed out that "enforcement under the penal law" had been tried before the present licensing statute was enacted and "did not work." To meet the situation that might develop with the invalidation of censorship, Dr. Brind projected, as he had recently in a speech in Washington, the possibility of theatre licensing.

Brind stated that "it is not true to say that the motion picture industry has cleaned house when 50 per cent of the pictures presented to the motion picture division of the State Education Department are foreign-made or produced by fly-by-night companies" that do not subscribe to the Production Code. He said that the major Hollywood producing companies do not give the motion picture division any "trouble."

## FPC Seeks Toronto Telemeter Permit

TORONTO, Dec. 15.—W. Z. Estey, representing the Famous Players Canadian Corp., appeared before the Toronto Board of Control to ask for a permit to erect a 300-foot Telemeter aerial and for a franchise to operate the subscriber system of TV programs.

The Toronto city fathers promised to study the application before giving an answer, probably in January. Similar applications have been made by Famous Players in other cities, but the Toronto situation is different because the Canadian Broadcasting Corp. already operates a television station here.

## 112 TV Stations Now

The long lines department of the American Telephone and Telegraph Co. reports the opening of a new microwave link connecting Roanoke, Va., with the Bell System's nationwide television network.

Network service is now available to 112 television stations in 69 cities.

INVITATION TO PREMIERE SHOWING
ACMIOLA
FILM EDITING MACHINES
PICTURE & SOUND, 16-35 mm
Shipments within 3 months! Built to outlast three ordinary machines! Continuous demonstrations commencing Friday, Dec. 19th, 2 P.M.
S.O.S. CINEMA SUPPLY CORP.
602 WEST 52nd ST., NEW YORK CITY

# Television--Radio

### with Pinky Herman

NOT only did Ed CBSullivan regain his health during his week's stay at the Flower Hospital but the host of the "Toast of the Town" series also learned of the fine work of Flower Hospital Student Nurses' Choir of Fifty Voices and forthwith signed them to Christmas carol-lick on Sunday's program, an Icetraganza, which will originate from the enlarged stage of the Roxy Theatre. Sonja Henie will make her TV debut, wearing a forty pound hula costume during her famous hula dance on ice. . . . When Marguerite Piazza waxes a new album of light operatic selections next month for MGM Records, background and supporting music will be furnished by Charles Sanford's Orchestra. Both are featured regularly on Max Liebman's "Your Show of Shows," perennial NBClickeroo. . . . When Jack Benny's next TVer for Lucky Strikes goes on Dec. 28 from the new CBS TV City, Screen Star Jimmy Stewart will make his initial venture in television. . . . Songstress Benay Venuta observes that "if the dollar depreciates another three cents from its current 53 cent value, then they could stop making half-dollar pieces." (A half-truth, no?). . . . Starting Monday, Dec. 29, beauteous Kyle MacDonnell's vocalisthenics will be heard five times a week at 11:15 to 11:30 P.M. via WOR.

☆ ☆ ☆

*There's no business people like show business people when it comes to unselfish donations of their time, talents, money, etc., for worthy charities. Bob Weitman's 18-hour telethon, ABConducted last week for the United Cerebral Palsy Fund, raised more than half a million dollars. Incidentally, Dennis James turned in a masterful stint as MC. . . . CBS is lining up another TV series for Eddie Albert in addition to his Tuesday at 8 P.M. program. New half-hour format will be alotted in the afternoon, where it is hoped he will duplicate the success he enjoyed with daytime TV on the coast. . . . Bob Manning, former chirper with Art Mooney's ork, has been signed to warble on Capitol Records. His first platter ("Gypsy Girl") could very well launch the tall, good-looking youngster smack, dab into the middle of the baritone sweepstakes. . . . The MacQuarrie Network (Australia) poll for the "most popular vocalist" crowned Rosemary Clooney, the new Paramount star currently making "Here Come the Girls," with Bob Hope. . . . While on the subject of Polls, the* Motion Picture Daily-Fame *annual Television Radio Poll is nearing completion and will be announced in a few weeks.*



Dennis James

☆ ☆ ☆

**CBS' TV series, "Omnibus," flashed Sundays from 4:30 to 6:00 P.M., is now completely sold out, the latest co-sponsor being Scott Paper. Others include, Willys-Overland, Greyhound Bus, Electric Shaver Div. of Remington-Rand and American Machine & Foundry. . . . Questioning a 14-year-old girl on his "Name That Tune," NBC quizzer, Red Benson had no comeback, when to his query, "What do you want to be when you grow up," she answered simply, "Why I'd like to be married." . . . We caught Larry Storch's hilarious "Benny" routine Sunday on "This Is Show Business" and are even more mystified than ever that this clever comic doesn't have his own TV series. . . . Quite by accident we turned the radio dial to WMGM one midnight last week and fortunately, too, for we found ourselves listening to a program, originating from Hutton's Restaurant, and featuring the wit and humor of Henry Morgan. Stay-up-lates can now enjoy a happy, relaxed and completely new Morgan personality, whose easy-to-listen-to chatter without becoming enmeshed in controversial harangues by would-be radioracles. . . . Bob Quigley's Kideo series. "Shenanigans," which bowed in recently via WPIX in the daily 5:00 to 6:00 P.M. slot is sure-fire moppet material. Written by Bob, with B.Q. himself doing the emceeing honors, the program features games, cartoon strips, movies and daily adventures of "Slick Trick Quigley, Private Eye."**

☆ ☆ ☆

LOTSA DOTS . . . Radio's newest Space Hero, "Planet Man," made a personal appearance last week in Buffalo, co-sponsored by the New York State Nurses and Station WEBR. The popular Space Man, hero of the Palladium Radio Productions sensational ET series, drew a crowd of over 75,000 people, according to Bill Schwietzer, promotion mgr. of WEBR.

## House Group Sees No Good in TV, Radio Censorship

WASHINGTON, Dec. 15.—A House investigating committee said today it thought Congress could, if necessary, enact Federal censorship of radio and television broadcasting, but that no good might come from such legislation.

The conclusion came from a House Commerce sub-committee headed by Rep. Harris (D., Ark.), which has been investigating the moral standards of radio and TV programs. The sub-committee held hearings from June into December, and today issued its final report.

The report said the question had been raised whether Congress could legislate in this field. Quoting from the Supreme Court decision in "The Miracle" motion picture censorship case, the sub-committee said the court had clearly found that under some circumstances some form of community control over films was constitutional and that the same thought could be applied to broadcasting.

"The sub-committee believes, however, that the potential evils inherent in such governmental controls might be even greater than the evils that such controls might be designed to remedy," the report stated. "Furthermore, the sub-committee feels that there appears to be no good reason why such controls should be imposed at this time before the industry has had an opportunity to explore fully whether effective self-regulation is feasible."

### Welcomes TV Code

The sub-committee welcomed the television industry's recent code of standards and said that "self-regulation is making substantial progress in this field, and, so long as the public interest is served, is preferable to government-imposed regulation." It urged, however, that Congress continue to keep an eye on the subject and that the new Congress "continue and expand" the investigation.

Other conclusions in the report:

There is still entirely too much emphasis upon crime programs;

Television reaches a different audience from other media, and performances or discussions which might be okay in motion picture theatres, on the stage or in books or magazines might be considered offensive on television, especially when presented during periods when children are watching;

While networks have some responsibility for program standards, individual licensees still bear the final responsibility;

One method for improving program standards is for the public to express its criticisms freely and fully;

Poor taste has been displayed in advertising many products;

Television is trying to get more cultural and educational programs, and should continue to do so.



# *In the THEATRE* Equipment World . . . *. . with RAY GALLO*

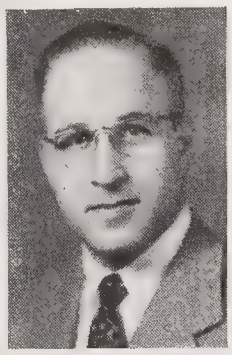
INSTALLATIONS of Simplex television systems in two theatres have been announced by National Theatre Supply, New York. Both systems are the direct projection type, manufactured by General Precision Laboratory, Pleasantville, N. Y. One installation was in B. S. Moss' 1,500-seat Lee Theatre at Fort Lee, N. J., the other was at the 1,028-seat Gopher Theatre in Minneapolis.

•

**Ray Dunn, Chicago branch manager for A. & M. Karagheusian, Inc., New York, manufacturer of Gulistan carpets, will assume control over the entire Chicago territory, upon retirement Dec. 31 of Edward Strauss as Midwestern division manager. The territory includes the Northern half of Illinois, all of Iowa, the Eastern half of Nebraska, most of Wisconsin, the Upper Peninsula of Michigan, and the Northern half of Indiana. From headquarters in Chicago, Dunn will supervise activities of three salesmen, Charles Mallinson, John Manfrin and Robert Palm.**

•

*David E. Feinberg has been named general manager of the United States Air Conditioning Corp. of Minneapolis, to succeed his father, the late A. A. Feinberg. A vice-president of the corporation since May,* 1951, *David has also served as sales manager of the company's refrigeration division and as coordinator of usAIRco's defense production activities. Except for three years in the Army Air Force, he has been associated with the corporation since* 1940.



David E. Feinberg

•

A new rubber runner matting especially designed for lobbies or other inside entrance ways has been announced by the D. W. Moor Co. of Toledo. Called the "Do-All Long-Ribbed Matting," it is made from corded rubber in 3/16-inch thickness. It has traction-type ribbing running the long way of the mat to facilitate cleaning with a broom. Sold by the running foot, the matting is 34 inches wide and comes in rolls of approximately 38 feet in length. Colors available include red, green, blue, mosaic and black.

•

**Renovating and redecorating of its showrooms on the 18th floor of the Merchandise Mart in Chicago is being carried out in time for an early January reopening by the James Lee and Sons Co., Bridgeport, Pa., manufacturers of carpets. The company also has announced new warehouses in Cleveland and Los Angeles and additions to showrooms in Atlanta and Dallas.**

# RKO Board Designee

(*Continued from page* 1)

MOTION PICTURE DAILY was told by the Merrill Lynch firm that by virtue of the firm's policy it would not be possible for a member of the company to be on the board of any organization. It also was stated that the brokerage company had no connections whatsoever with RKO Pictures.

**Bent, however, served on the RKO Pictures board for about a year in 1949-'50, presumably as a Hughes' nominee, shortly after Hughes purchased the Atlas Corp. controlling stock interest in RKO.**

Edward G. Burke, Jr., a member of the new RKO board, who arrived here from the Coast yesterday, could not clarify the confusion over Bent. He said that he presumed an official statement would be issued by the board this week. It is believed that a new director will be elected to replace Bent, if the latter is definitely off the directorate.

Burke said there had been no election of RKO officers over the weekend, as had been scheduled. He said he believed an election would be held later this week. Because the other three directors are on the Coast, he said the election would be held in Hollywood. Burke will be in New York for two or three days.

**It is generally anticipated in the trade that Noah Dietrich, one of the new members of the board, will be named president when the election is held. Dietrich was chairman of the board of RKO Pictures prior to the sale of Hughes' stock to the Ralph Stolkin syndicate last September.**

The other new members of the board, as announced by the company in Hollywood on Saturday, are Hughes and J. Miller Walker. The latter was a board member, secretary and general counsel of RKO prior to the sale to Stolkin, and resigned at that time.

It was reported from Hollywood that in addition to granting the Stolkin group deferments on maturity dates of the stock purchase payments due him, Hughes also waived a provision of the agreement holding the members of the Stolkin group "jointly and severally" liable for performance of the contract. In consequence of such a waiver, it was said, members of the Stolkin group could, if they so desired, sell their RKO stock holdings individually, rather than in a block.

However, three of the five members, Stolkin, A. L. Koolish and Ray Ryan, are said to hold 90 per cent of the block, with Burke and Sherrill Corwin owning the other 10 per cent.

Meanwhile, a hearing is scheduled in New York Supreme Court here tomorrow on a petition by a stockholders' group for appointment of a receiver for RKO, an adjunct of an action for recovery which they have brought against Hughes.

## *RKO Radio 'Holders File Suit on Coast*

**Hollywood, Dec. 15.—A million dollar suit against RKO Pictures, RKO Radio Pictures, RKO Radio Pictures, Inc., Howard Hughes and Chase National Bank was filed in Federal Court here today by Eli B. and Marion B. Castleman and Louis Feuerman, stockholders. The charges duplicate those made by the same group in filing a parallel suit in New York Nov. 13.**

## Universal Drive

(*Continued from page* 1)

partment has been named captain of the drive by Americo Aboaf, foreign general sales manager. Prizes of trips to New York, or any other city of their choosing, will go to managers of winning forces in the Latin American, Far Eastern and European divisions. Staff members in the top country will receive three weeks' salary; second place territory, two weeks' salary, and third, fourth and fifth place countries, one week's salary.

## 'News' Ad Plan

(*Continued from page* 1)

Century, Prudential, Interboro and Randforce. The Warner circuit is slated to join the plan following the Christmas holidays.

## RKO Prepares 5

(*Continued from page* 1)

Frontier," to be produced by Robert Sparks from an original story by Beirne Lay, Jr.; "Size 12," Technicolor, based on an original story by Jerome Weidman, which Harriet Parsons will produce; "Second Chance," to be produced by Sam Wiesenthal; "The Return of Zorro," written for the screen by Walter Ferris and Frances Kavanaugh from an adaptation by Laurence Hazzard.

The 20 pictures to be released between now and June 18 are: "Hans Christian Andersen," Dec. 19; "Blackbeard the Pirate," Dec. 25; "Androcles and the Lion," Jan. 9; "Never Wave at A Wac," Jan. 28; "No Time for Flowers," Jan. 31; "Peter Pan," Feb. 5; "Angel Face," Feb. 11; "Sword of Venus," Feb. 20; "Night Without Stars," March 6; "The Persuader," March 13; "Fort Apache" and "Blood on the Moon" (reissues), March 27; "Beautiful but Dangerous," April 1; "Port Sinister," April 10; "The Sea Around Us," April 22; "Sea Devils," May 1; "Mickey Mouse Birthday Party," May 15; "Below the Sahara," May 22; "Break-Up," June 11; and "Split-Second," June 18.

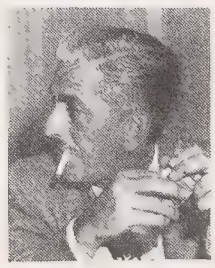
## *'Jazz Singer' Promotion*

HOLLYWOOD, Dec. 15.—In a campaign aimed at reaching the largest post-premiere audience in company history, Warner Brothers has completed arrangements to translate special recordings of "The Jazz Singer" world premiere on Dec. 30 into several foreign languages. The special discs will be used domestically on radio stations catering to foreign language audiences.

GREAT MOTION PICTURES ARE PROCESSED BY PATHÉ

**BEN PIVAR,** *Independent Film Library President says:*

**"Our very survival is often dependent upon lab service. Pathé has never let us down."**



When the lab work can make or break a picture, don't take chances. Specify Pathé because Pathé produces the *highest*-quality work with best service available anywhere.

PATHÉ—PROCESSING · SOMETHING TO CROW ABOUT · TRADE MARK

Both New York and Hollywood Have *Complete* Pathé Laboratory Facilities:
35MM • 16MM • COLOR • BLACK AND WHITE
Pathé Laboratories, Inc. is a subsidiary of Chesapeake Industries, Inc.


Love's new sweet song
True love never did run smoothly—
not in the continuity. But in filming
it must . . . if new-day budgets are
to be met. That is why so much attention
is given to keying film and situation . . .
to precision processing controls; why so much
is done to ensure prints of optimum quality at
minimum expenditure; why the Eastman
Technical Service for Motion
Picture Film works with the
industry—cooperates alike
with studio, laboratory, exchange,
and theater operator.
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inquiries invited from all members
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East Coast Division
342 Madison Avenue
New York 17, N. Y.
Midwest Division
137 North Wabash Avenue
Chicago, Illinois
West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

NEWS WHILE IT IS NEWS

# MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 72. NO. 116 NEW YORK, U. S. A., WEDNESDAY, DECEMBER 17, 1952 TEN CENTS

## Johnston Sees Exhibitors On Arbitration

### *Initiates First Session Aimed at New Agreement*

Steps toward reaching an understanding on the future of arbitration in the motion picture business have been taken in a preliminary "off-the-record" meeting between three exhibitor leaders and Eric Johnston, president of the Motion Picture Association of America, with Joyce O'Hara and Ralph Hetzel, MPAA vice-presidents, sitting in. The meeting was held in New York last Friday but efforts were made to withhold news of the sessions and the nature of the talks.

**It was learned, however, that the parleys covered the general problems relating to arbitration, with no conclusions reached, nor were any future meetings scheduled.**

Exhibitor representatives at the meeting were Herman Levy, general counsel of Theatre Owners of Amer-

(*Continued on page 5*)

## NEWS FLASHES

It was learned here yesterday that the Department of Justice has granted an extension of time for the disposition of RKO's stock interests in Metropolitan Playhouses. The new deadline to report to the New York Statutory Court is Feb. 2, instead of the old date of Dec. 20.

•

KANSAS CITY, Dec. 16.--City Council has passed an ordinance, effective Sunday, providing for the review of motion pictures, but also providing that the reviewer may give certificates of approval without reviewing pictures in cases where he accepts the opinion of national accredited reviewing organizations.

## *104 Republic Films Sold To WCBS-TV; No Westerns*

A deal for 104 Republic features, most of them produced between 1945 and 1948, was disclosed here yesterday by WCBS-TV, key station of the CBS television network, and Hollywood Television Service, Inc., a completely-owned subsidiary of Republic Pictures.

It is estimated that the deal, the largest ever negotiated directly between a motion picture company's TV subsidiary and a telecaster, involves about $200,000. No picture in the package is a Western, it was disclosed. The films, which will be released to WCBS-TV for exclusive first-run television showings in the New York area, will be shown starting Feb. 1, on the New York television station's "The Early Show" and "The Late Show."

A spokesman for the network said similar deals with Hollywood Television Service are expected to be consummated for owned and operated CBS-TV stations and affiliated stations elsewhere in the country.

Included in the 104 films are musicals, comedies, adventure stories and mysteries. Among them are: "Northwest Outpost," with Nelson Eddy; "Specter of the Rose," with Judith

(*Continued on page 5*)

### *Harbinger of Good Business at Hall*

**A harbinger of good Christmas holiday business for exhibitors was provided here yesterday by the Radio City Music Hall, which traditionally finds its grosses up with the opening of its Christmas stage show. Currently, business is ahead of last year.**

**The second week of "Million Dollar Mermaid," plus the holiday stage show, is due to hit a big $145,000, topping the first week's gross of $142,000.**

## Pathe Television Seeking Material

Although the Pathe Television Corp. was formed 10 months ago for the purpose of financing and distributing film programs for TV, the company is still looking for packages to finance and, as yet, has not started to function. Last March the newly-formed organization announced that it had set up a budget of $6,250,000 to cover two years of operations.

According to William C. MacMillen, Jr., president of Chesapeake (formerly Pathe) Industries, the group had not found a "package attractive enough to finance." MacMillen said here yesterday that the company had not used the funds which had been al-

(*Continued on page 2*)

## Robinson Succeeds Folsom at Kodak

ROCHESTER, N. Y., Dec. 16.—Archbold Robinson was elected treasurer of Eastman Kodak at a meeting of directors today. His election followed the board's acceptance of the resignation of Marion B. Folsom as treasurer and a director, Folsom resigning to take the appointment of Under-Secretary of the Treasury in the Eisenhower Administration. The selection of Folsom was announced by Eisenhower's headquarters yesterday. Robinson will assume his new duties when Folsom's

(*Continued on page 2*)

## $18,160,000 World Gross Sales for 'U'

WASHINGTON, Dec. 16.—Universal Pictures and subsidiaries reported to the Securities and Exchange Commission here today estimated consolidated world gross sales of $18,160,000 for the 13-week final fiscal quarter of 1952 ending Nov. 1. Consolidated world gross sales for the 14 weeks final quarter of 1951 were $21,138,791.

For the 52 weeks of 1952 ending Nov. 1, the estimated total was $63,-991,682, compared with $65,172,580 for the 53 weeks of 1951.

In its report, Universal points out

(*Continued on page 5*)

## Sugar Heads UA's Exchange Here

Joseph Sugar has been promoted to the post of branch manager of United Artists' New York exchange, under district manager Fred Myers, it was announced here by general sales manager B. G. Kranze. The position had been vacant for more than a year.

Sugar had been manager of the home office contract and playdate department since joining United Artists early last year.

He began his industry career in

(*Continued on page 5*)

## New ASCAP Rates Effect Cuts up to 25%

### *Revised Schedule Aids Smaller Houses Mainly*

Savings up to 25 per cent have been effected in new contracts of the American Society of Composers, Authors and Publishers covering the performance of ASCAP music by means of recordings in conventional and drive-in motion picture theatres. The basic changes, which were negotiated by the Theatre Owners of America and other groups, are noted principally in the contracts for the smaller type of theatres in both categories. It was pointed out by J. M. Collins, ASCAP sales manager, that the decrease in fees was made possible by inserting an additional bracket in both schedules. The new rates become effective Jan. 1.

**For conventional theatres, the annual rates range from $12 for seating capacities of less than 400, to $48 for theatres**

(*Continued on page 5*)

## RKO Receivership Case Set for Fri.

Postponement until Friday of a hearing on an RKO Pictures stockholders' application for appointment of a receiver in New York Supreme Court was granted yesterday. The hearing, twice postponed, had been slated for today.

Meanwhile, the investment firm of Merrill Lynch, Pierce, Fenner and Beane stated that Maurice Bent, one of its executives, definitely is not a member of the new board of directors

(*Continued on page 5*)

## Disney Series and Lesser Film to RKO

A new series of Walt Disney featurettes with color in Technicolor, and Julian Lesser's "The Lost Hours" will be released by RKO Radio Pictures, the company reported here yesterday. Sidney Kramer, short subjects sales manager, said that the Disney series, which will deal with little-known and out-of-the-ordinary people and places, will have no established releasing schedule nor will it

(*Continued on page 5*)

# Personal Mention

DAVID GOLDING, advertising-publicity director for Samuel Goldwyn Productions, will arrive in Hollywood today from New York.

•

MORTON SPRING, Loew's International vice-president, and SEYMOUR MAYER, Far East supervisor, will leave here by plane Jan. 10 for a five-week tour of Europe and the Far East.

•

A. DALE HERMANS has been named Allied Artists office manager-booker in Albany, succeeding ROBERT ADLER, who has become United Artists sales manager in that city.

•

HARRY FEINSTEIN, Warner Theatres' New England zone manager, and MRS. FEINSTEIN are marking their 11th wedding anniversary.

•

JOHN HUSTON, director, and COLETTE MARCHAND, French actress-dancer, will arrive here by plane today from Paris.

•

JEAN RENOIR, director, will leave New York today for Hollywood, but will stop off en route to visit his son in Ohio.

•

RICHARD CONDON, RKO Radio director of advertising-publicity, will return to New York today from Washington.

•

ABE OLMAN, general manager of M-G-M's music subsidiaries, has returned from a 10-day European trip.

•

JULES B. WEILL, president of Specialty Television Films, has left New York for Chicago and the Coast.

•

LEON BRANDT, RKO Radio exploitation manager, has returned to New York from Hollywood.

•

MILTON WEISMAN of Telenews will leave here on Jan. 7 on a six-month world survey.

•

ALLAN DAVIS, M-G-M director, is in New York from the Coast.

## Pathe Television

(*Continued from page* 1)

lotted to the project and there were no immediate plans for operations. He denied reports that the company had been dissolved.

Bruce Eels, Hollywood radio packager and former executive of the Young and Rubicam advertising agency, was announced as president of the Pathe subsidiary, with Henry Briggs, James Wolcott, Livingston Goddard, Eels and MacMillen as directors.

## Set 'Hiawatha' Opening

The Eastern premiere of Allied Artists' "Hiawatha" has been set at the Bijou Theatre here on Christmas Day. "Climbing the Matterhorn" will also be on the bill.

# Mexican Theatres Closed, Fined for Over-charging

MEXICO CITY, Dec. 16.—Ninety-six local theatres have reduced their admission prices 20 to 35 per cent because of drastic action taken against 16 in the form of a two-hour closing and sealing of their box-offices by Ernesto P. Uruchurtu, the new mayor, and Adolfo Fernandez Bustamante, new chief of the city amusements supervision department, for alleged overcharging.

The closings resulted when 11 top first-runs and five secondary first-runs did not take seriously Bustamante's announcement that his department would collect and turn over to public charities all that the top theatres charged over 46 cents and all over 34 cents which secondary houses demanded. The department insisted that the rate of 57 cents, which the top theatres charged and the 46 cents charged by the secondaries, were excessive. The action caused 80 second and subsequent-run theatres to cut from 20 to 35 per cent.

The department had been fining theatres $57.80 per day for charging prices higher than those authorized. It said the exhibitors were glad to pay because of the huge profits they made.

U. S. distributors' reaction to the new theatre prices was the suspension of Mexican premieres, scheduled during Christmastime, of three top American films: Paramount's "The Greatest Show on Earth," M-G-M's "Ivanhoe" and Republic's "The Quiet Man." The companies had booked these pictures at very high percentages under the old theatre prices. They want to see how the forced-down price situation develops before releasing the three.

## Will Show Acmiola Machine Here Friday

A premiere showing and demonstration of the Acmiola 16mm. and 35mm. film editing, viewing and sound reproducing machine will be held here Friday afternoon at the showrooms of S. O. S. Cinema Supply Corp. Film producers, editors and laboratory technicians were invited.

## QP Party Tomorrow

The Quigley Publishing Company's employes' Christmas party will be held at The Tavern on the Green tomorrow evening. Jack Lasher, manager of the United Nations restaurant, Manny Wolf's Chop House, and The Tavern on the Green, and Harry Anastasia of the circulation department of Quigley Publishing, are handling details.

## Date Australian Film

The American premiere of the Australian-made "Wherever She Goes" has been scheduled for New York's Beekman Theatre following the current run of "Under the Red Sea." Arthur Mayer and Edward Kingsley are distributing in the U. S.

## Zukor Family at Birthday Dinner

HOLLYWOOD, Dec. 16.—More than 20 members of Adolph Zukor's family who live in the Los Angeles area will be on hand for his 80th birthday dinner to be held at the Ambassador Hotel on Jan. 7. The all-industry event is sponsored by Variety Clubs International with Charles P. Skouras as dinner chairman.

Family members include Mr. and Mrs. Eugene Zukor, son, and their children, E. John Zukor, Adolph Zukor II, and James R. Zukor; Mr. and Mrs. Boyd Morse, Arthur Loew, Jr., Albert A. Kaufman, Mr. and Mrs. Albert Kaufman, Jr., Mr. and Mrs. Melville A. Shauer, Mrs. Jenny Shauer, Mr. and Mrs. David Loew, Mr. and Mrs. Walter S. Beck and Stewart Stern. A group of friends and relatives from the East are planning to attend.

## Four-week Advance Sale for Kaye

In anticipation of a heavy sale of tickets for Danny Kaye in person with his "All-Star International Variety Show," starting at the RKO Palace Theatre Sunday evening, Jan. 18, the box-office will open today, four weeks in advance.

Box-office hours will be from 10:00 A.M. to 10:00 P.M. daily, and from 12:00 noon on Sundays until 10:00 P.M. Prices Monday through Thursday, and Sunday evenings will range from $1.80 to $4.80; Friday and Saturday evenings, $1.80 to $6.00; Wednesday matinees, $1.20 to $3.60, and Saturday and Sunday matinees, $1.20 to $4.20.

## Name Independent to Head Ontario T. A.

TORONTO, Dec. 16.—An independent exhibitor, J. D. McCulloch, owner of the Iroquois Theatre, Petrolia, has been elected 1953 president of the Motion Picture Theatres Association of Ontario. He succeeds Harry S. Mandell of 20th Century Theatres, Toronto.

Other officers are: vice-president, William A. Summerville, Jr., B. & F. Theatres, Toronto; secretary, E. G. Forsyth, Odeon Theatres, (Canada) Ltd., and treasurer, John Clarke, Loew's Theatre, Toronto. Arch H. Jolley was re-appointed executive secretary for the eighth year.

## Canada to Lift Building Curbs

TORONTO, Dec. 16.—Federal controls on the use of steel for non-essential construction, which includes theatres, will be lifted Dec. 31, according to formal announcement by Production Minister C. D. Howe. Improvement in Canada's steel position has made the move possible.

# Set FJP Home Office Unit

A committee of home office chairmen for the amusement division campaign of the Federation of Jewish Philanthropies has been named by Barney Balaban, Si Fabian and Manny Frisch, campaign leaders.

On the new committee are: Martin H. Newman, Century Circuit; Abe Schneider, Columbia Pictures; Ed Fabian, Fabian Theatres; Leopold Friedman and Irving Greenfield, Loew's; William Brenner and Burton Robbins, National Screen Service; Arthur Israel, Jr., and Louis A. Novins, Paramount; Harry Mandel, RKO Theatres; Charles Boasberg, RKO Radio Pictures; Louis M. Weber, Skouras Theatres; Max Youngstein, United Artists; Edward L. Hyman and Robert Weitman, United Paramount Theatres; Leon Goldberg and Adolph O. Schimel, Universal Pictures; Samuel Schneider, Warner Bros.

William J. German, of the firm of the same name, has accepted the chairmanship of the film laboratories' Federation drive.

## Long Weekend for New York Industry

Eight more home offices have decided to give their employes a long Christmas weekend. They are Allied Artists, Columbia, Paramount Pictures, 20th Century-Fox, United Artists, United Paramount Theatres, Universal-International and Warner Brothers. M-G-M, RKO Radio Pictures and RKO Theatres had previously announced the weekend closing. Republic and the Motion Picture Association have not set their plans as yet.

Companies observing the long weekend will close early in the afternoon on Dec. 24, at which time most of them will hold Christmas parties and will remain closed until Monday, Dec. 29.

## Cowan Named Davis Ad-Publicity Head

Phil Cowan has been appointed director of advertising, publicity and exploitation for Arthur Davis Associates, president Arthur Davis disclosed here yesterday. Cowan, former publicist with Eagle Lion Films and United Artists, was recently with Kenyon and Eckhardt. He will take over his new post immediately.

Specializing in the distribution of foreign films, Davis will release 18 features in 1953.

## Robinson Succeeds

(*Continued from page* 1)

resignation becomes effective at the end of the year.

Carl L. Stevenson was elected an assistant treasurer. He has been manager of the company's employee benefits department.

Robinson, an assistant treasurer since 1937, has been with Kodak for more than 30 years. He began in the sales department in 1919.

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# National Pre-Selling

ANOTHER example of national magazine cooperation with exhibitors is an offer of free pre-selling tie-in material by *Seventeen Magazine.* The feature selected by *Seventeen* as "Picture of the Month" is "Million Dollar Mermaid." Available now to exhibitors for lobby display or other use, are reprints of *Seventeen's* review together with a copy of the "Picture of the Month" seal and the cover of the magazine.

•

**Some Bermuda fish are being immortalized this week in a story called "Film Stars with Fins," appearing in the current issue of *Life.* It pictures the trials and triumphs of shooting in Bermuda waters "Main Street, Under Sea," a half-hour featurette in Eastman color produced by Marion Gering of G-L Enterprises. *Life's* cameraman went under water to get pictures of Bronson Hartley, director, and Martica, his wife, who swims the lead. The camera, a secret invention, is shown as a mysterious dark object —carefully shrouded in Martica's black taffeta slip.**

•

*A four-color ad for "Hans Christian Andersen" appears in the January issue of* Woman's Home Companion. *In the same issue the* Companion-*approved features for January are pictorially displayed. They are Paramount's "Come Back, Little Sheba," M-G-M's "Plymouth Adventure" and "Prisoner of Zenda," Goldwyn's "Hans Christian Andersen," United Artists' "Outpost in Malaya" and Universal-International's "Because of You."*

•

A precedent is being broken by *The Saturday Review of Literature* in its issue of Dec. 27. For the first time in its history the magazine will use the portrait of a performer, Shirley Booth, on the cover. The issue will also carry a review of Miss Booth's film debut in Hal Wallis's "Come Back, Little Sheba." This film will have its pre-release opening on Dec. 23 at the Victoria Theatre in New York.

•

**A full-color page ad on Universal-International's "Against All Flags," a page-and-one-half four-color ad on Sam Goldwyn's "Hans Christian Andersen," and a one-half page ad on Hal Wallis's "Come Back, Little Sheba" appear in the issue of *Look* now on the newsstands.**

•

*A two-page color picture story about Gary Cooper's spear-fishing in Samoa during the filming on that South Pacific island of his forthcoming United Artists release, "Return to Paradise," appears in the issue of* Collier's *now on the newsstands. Also appearing in this issue are a page-and-one-half four-color ad on "Hans Christian Andersen" and a clear-thinking editorial on the motion picture industry.*

•

Samuel Goldwyn's musical fairy tale, "Hans Christian Andersen," an RKO Radio release, receives top billing—one page and four pictures—in the January *"McCall's* Goes to the Movies."

WALTER HAAS

# Reviews

## "Never Wave At a Wac"

*(Frederick Brisson-RKO Pictures)*

ROSALIND RUSSELL is back in top form in another of her famed comedy roles and this one, with Marie Wilson, is really stacked. Both stars and Paul Douglas provide strong marquee lure but what's most important is that Ken Englund has contributed a screenplay that is loaded with gags and distributes the punch lines lavishly among the trio. From all angles this looks like one of the company's top grossers; it is sure-fire entertainment.

Norman Z. McLeod directed excellently, maintaining a rapid pace and utilizing many incisive visual jokes. Miss Russell is seen at the opening as a Washington hostess, a Senator's daughter who caters to "V.I.P.s" and gaudy parties. She is divorced from textile expert Douglas and being romanced by Army Col. William Ching. When Ching is stationed in Paris and Miss Russell's rival, Hillary Brooke, joins the WAC and is assigned near him, the famed hostess joins up too expecting a commission and duty near her intended.

However, her father, Charles Dingle, desires the Army to straighten her out and refuses a commission for her. Miss Wilson, a showgirl tired of over appreciative males, enlists and is Rosalind's pal. Douglas shows up as a tester of military clothing and gets his ex-wife special, rigorous duty with his group, which is experiencing Arctic tests. Eventually she gets tired of the needling and having her passes cancelled and demands separation from the service. She is court-martialed and released although Douglas testifies in her behalf. Set to marry Ching who has commuted from Paris to see her, she attends an engagement party of Miss Wilson and Sergeant Leif Erickson and decides on the next day to go back to Douglas and the WAC. Miss Russell and Miss Wilson are expert comediennes and a fine team. Performances are top-notch all around with Erickson notable as the sergeant. Others in the cast are Arleen Whalen, Lurene Tuttle, Regis Toomey, Frieda Inescort, Louise Beavers and Bernedine Simpson.

Word-of-mouth advertising should get around on this one for it is a smartly produced comedy that deftly treats with familiar situations and should prove a crowd-pleaser of magnitude.

Running time, 87 minutes. General audience classification. Release date, Jan. 16.

## "Stop, You're Killing Me"

*(Warner Brothers)*

DAMON RUNYON'S distinctive touch is evident in this zany post-Prohibition story involving a bankrupt beer baron, a half-million dollar bookie robbery, and an orphan with a penchant for practical jokes. This is a pleasant package of entertainment in color by WarnerColor that has marquee lure in the names of Broderick Crawford and Claire Trevor, and plenty of situation comedy. It is a potent bit of merchandise which, properly promoted, should do well at the box-office.

The screenplay by James O'Hanlon presents Crawford, Miss Trevor's husband, as a beer baron who goes to Saratoga to arrange payment of a loan on his brewery. Crawford's daughter, Virginia Gibson, accompanies her parents and her suitor, Bill Hayes, who takes a state trooper's job nearby. He is really the son of a socially prominent and wealthy family.

In Crawford's absence from his Saratoga mansion the five men who robbed the bookies hide out. One Henry Morgan, kills his four partners when they try to double-cross him. He cannot flee because Crawford's mobster-pals, turned house-servants, arrived on the scene with Louis Lettieri, six-year-old orphaned boy whom Crawford has taken along for a vacation. Crawford throws a big party in a futile money-raising effort. Lettieri, who has found Morgan's black bag full of money and hidden it, empties some of its content among the guests. Crawford uses the currency to get an extension from bank representatives Don Beddoe and Steven Chase. He makes Hayes a hero by having him shoot the closeted already-dead crooks and accidentally capture Morgan. Hayes and Miss Gibson clinch at the happy fadeout.

Crawford, Miss Trevor, and Lettieri handle the comedy adeptly, ably supported by Charles Cantor, Sheldon Leonard and Joe Vitale as Crawford's aides. Others in the cast are Howard St. John, Margaret Dumont, Henry Slate, Jack Pepper and Ned Glass. There are neat renditions of the title song and "My Everlovin'," "Ain't She Sweet," "Baby Face" and "Let the Rest of the World Go By."

Roy Del Ruth's capable direction emphasized the broad comedy aspects. Louis F. Edelman's production is attractive and authentic for the period.

Running time, 86 minutes. General audience classification. Release date, Jan. 17.

## $13,915,000 Gross In Mexico City

MEXICO CITY, Dec. 16. — Local theatres had a $13,915,000 gross last year, announced the National Statistics Department which cited that revenue as demonstrating general prosperity. Films are Mexico's top paid public amusement.

The theatres' gross compares with the $920,000 which the local bull-fight ring expects to gross from 16 shows this season.

## Control of Scandia Films Passes to 3

To assure films from Sweden and the Scandinavian countries wider distribution in the United States, three Swedish producers have purchased Scandia Films, Inc., distributor of Swedish films in America, Ernest Mattsson, president and owner of Scandia, announced. The producers are A. B. Europa Film, A. B. Sandrews Ateljeer and the A. B. Svensk Filmindustri, all of Stockholm.

## Spiegal Stresses Importance of Overseas Market

The importance of the foreign market was stressed here yesterday by independent producer Sam Spiegal, who has returned from England where he completed production on "Melba," which will be released through United Artists.

Spiegal cited the revenues of "African Queen" as an example. He estimated that "African Queen" will earn from $7,000,000 to $8,000,000, 45 per cent of which will be derived outside the United States and Canada. "African Queen," released through UA, was made under the Horizon-American banner, a company in which he is associated with John Huston.

Spiegal said that "Melba," produced in color by Technicolor, cost about $1,000,000. Costs were held down, Spiegal continued, by shooting on location abroad. He praised Britain's Eady Plan as an incentive for producing in England.

## Three Will Plan Wisc. Drive-in Meet

MILWAUKEE, Dec. 16.—Sig Goldberg, president of Wisconsin Allied, has appointed three to head the three main committees to set in motion plans for the national drive-in convention to be held in conjunction with Allied of Wisconsin's state convention, March 24-26 at the Schroeder Hotel, Milwaukee. They are: Eric Brown, Plymouth, overall chairman of the convention; Ben Marcus, drive-in chairman; Oliver Trampe, state chairman.

**THE MEANING OF "THE BLUE LIGHT"**

This is the key to why "Above and Beyond" was a hush-hush picture. But now it can be told.

Robert Taylor surpasses his performance in "Quo Vadis" and "Ivanhoe" in "Above and Beyond."

"Above and Beyond" contains the Billion Dollar Secret which Robert Taylor kept from Eleanor Parker, who plays his wife.

# MOTION PICTURE DAILY'S BOOKING CHART

| WEEK OF | ALLIED ARTISTS | COLUMBIA | LIPPERT | M-G-M | PARA. | REPUBLIC | RKO | 20TH-FOX | UNITED ARTISTS | UNIV.-INT'L. | WARNERS |
|---|---|---|---|---|---|---|---|---|---|---|---|
| *Nov. 2* | | (Nov. Releases)<br>HANGMAN'S KNOT<br>(Color)<br>Randolph Scott<br>Donna Reed<br>OD—84 min.<br>(Rev. 11/3/52)<br>VOODOO TIGER<br>Johnny Weismuller<br>D—67 min.<br>(Rev. 10/30/52)<br>BLUE CANADIAN ROCKIES<br>Gene Autry<br>O—58 min.<br>(Rev. 11/14/52)<br>(Re-Release)<br>LADIES OF THE CHORUS<br>Marilyn Monroe<br>Adele Jergens<br>D—61 min. | | | (Nov. Releases)<br>THE TURNING POINT<br>William Holden<br>Alexis Smith<br>D—85 min. (5205)<br>(Rev. 9/18/52)<br>THE SAVAGE<br>(Color)<br>Charlton Heston<br>Susan Morrow<br>OD—95 min. (5206)<br>(Rev. 9/18/52) | | | (Nov. Releases)<br>NIGHT WITHOUT SLEEP<br>Linda Darnell<br>Gary Merrill<br>D—77 min. (235)<br>(Rev. 9/30/52)<br>THE STEEL TRAP<br>Joseph Cotten<br>Teresa Wright<br>D—85 min. (232)<br>(Rev. 10/22/52)<br>BLOODHOUNDS OF BROADWAY<br>(Color)<br>Mitzi Gaynor<br>Scott Brady<br>MC—90 min. (236)<br>(Rev. 10/30/52)<br>PONY SOLDIER<br>(Color)<br>Tyrone Power<br>Cameron Mitchell<br>OD—82 min. (237)<br>(Rev. 11/14/52) | | (Nov. Releases)<br>THE RAIDERS<br>(Color)<br>Richard Conte<br>Viveca Lindfors<br>OD—80 min. (301)<br>(Rev. 10/9/52)<br>BECAUSE OF YOU<br>Loretta Young<br>Jeff Chandler<br>D—95 min. (302)<br>(Rev. 10/9/52)<br>IT GROWS ON TREES<br>Irene Dunne<br>Dean Jagger<br>C—84 min. (303)<br>(Rev. 11/3/52) | OPERATION SECRET<br>Cornel Wilde<br>Steve Cochran<br>D—108 min. (205)<br>(Rev. 10/9/52) |
| *Nov. 9* | WYOMING ROUNDUP<br>Whip Wilson<br>O—53 min. (5254) | | TROMBA, THE TIGER MAN<br>D—63 min. (5201)<br>(Rev. 11/25/52) | THE PRISONER OF ZENDA<br>(Color)<br>Stewart Granger<br>James Mason<br>Deborah Kerr<br>D—100 min.<br>(Rev. 10/15/52) | | | MONTANA BELLE<br>(Color)<br>Jane Russell<br>George Brent<br>O—81 min.<br>(Rev. 10/30/52) | | (J. Arthur Rank)<br>OUTPOST IN MALAYA<br>Claudette Colbert<br>D—88 min.<br>(Rev. 11/14/52) | | |
| *Nov. 16* | | | | THE HOUR OF 13<br>Peter Lawford<br>D—80 min.<br>(Rev. 9/30/52) | | | FACE TO FACE<br>James Mason<br>Robert Preston<br>D—92 min.<br>(Rev. 11/20/52) | | | | |
| *Nov. 23* | NO HOLDS BARRED<br>Leo Gorcey<br>C—65 min. (5214) | | MR. WALKIE TALKIE<br>William Tracy<br>Jee Sawyer<br>C—65 min. (5203)<br>(Rev. 12/2/52) | PLYMOUTH ADVENTURE<br>(Color)<br>Spencer Tracy<br>Gene Tierney<br>D—104 min.<br>(Rev. 10/20/52) | | THUNDERBIRDS<br>John Derek<br>John Barrymore, Jr.<br>D—98 min. (5201)<br>(Rev. 11/25/52) | | | | | THE IRON MISTRESS<br>Alan Ladd<br>Virginia Mayo<br>D—110 min. (206)<br>(Rev. 10/16/52) |
| *Nov. 30* | FLAT TOP<br>(Color)<br>Sterling Hayden<br>Richard Carlson<br>D—85 min. (5201)<br>(Rev. 11/20/52) | (Dec. Releases)<br>(Stanley Kramer)<br>EIGHT IRON MEN<br>Bonar Colleano<br>D—80 min.<br>(Rev. 10/23/52) | (Re-Releases)<br>GREAT WHITE HUNTER<br>(formerly THE MACOMBER AFFAIR)<br>Gregory Peck<br>D—89 min. (5209)<br>(Rev. 1/28/47)<br>CAPTAIN KIDD<br>Charles Laughton<br>D—89 min. (5210)<br>(Rev. 7/30/45) | SKY FULL OF MOON<br>Carleton Carpenter<br>Jan Sterling<br>D—73 min.<br>(Rev. 11/6/52) | (Dec. Releases)<br>THE BLAZING FOREST<br>(Color)<br>John Payne<br>Susan Morrow<br>OD—90 min. (5207)<br>(Rev. 9/26/52)<br>(Re-Release)<br>CLEOPATRA<br>Claudette Colbert<br>Henry Wilcoxon<br>D—104 min. (5208)<br>(Rev. 7/24/34) | | | (Dec. Releases)<br>MY PAL GUS<br>Richard Widmark<br>Joanne Dru<br>CD—83 min. (233)<br>(Rev. 11/7/52)<br>STARS AND STRIPES FOREVER<br>(Color)<br>Clifton Webb<br>Debra Paget<br>M—89 min. (239)<br>(Rev. 11/19/52) | (Danziger Bros.)<br>BABES IN BAGDAD<br>(Color)<br>Paulette Goddard<br>Gypsy Rose Lee<br>CD—79 min.<br>(Rev. 12/11/52) | (Dec. Releases)<br>THE BLACK CASTLE<br>Richard Greene<br>Boris Karloff<br>D—81 min. (304)<br>(Rev. 10/24/52)<br>AGAINST ALL FLAGS<br>(Color)<br>Errol Flynn<br>Maureen O'Hara<br>D—83 min. (305)<br>(Rev. 11/26/52) | CATTLE TOWN<br>Dennis Morgan<br>O—71 min (207)<br>(Rev. 12/1/52) |
| *Dec. 7* | JUNGLE GIRL<br>Bomba<br>D—70 min. (5208) | (Stanley Kramer)<br>THE HAPPY TIME<br>Charles Boyer<br>Louis Jourdan<br>CD—94 min.<br>(Rev. 8/18/52)<br>STRANGE FASCINATION<br>Cleo Moore<br>Hugo Haas<br>D—80 min.<br>(Rev. 10/6/52) | | | | | | (Jan. Releases)<br>MY COUSIN RACHEL<br>Olivia de Havilland<br>Richard Burton<br>D—98 min. (301) | | | |
| *Dec. 14* | THE MAVERICK<br>Wild Bill Elliott<br>O—71 min. (5322) | INVASION U.S.A.<br>Gerald Mohr<br>D—74 min.<br>(Rev. 12/8/52) | THE GAMBLER AND THE LADY<br>Dane Clark<br>Naomi Chance<br>D—71 min. (5204) | MILLION DOLLAR MERMAID<br>(Color)<br>Esther Williams<br>Victor Mature<br>D—115 min.<br>(Rev. 10/31/52) | (Jan. Releases)<br>ROAD TO BALI<br>(Color)<br>Bing Crosby<br>Bob Hope<br>C—91 min. (5209)<br>(Rev. 11/18/52)<br>THUNDER IN THE EAST<br>Alan Ladd<br>Deborah Kerr<br>D—98 min. (5210)<br>(Rev. 11/3/52)<br>TROPIC ZONE<br>(Color)<br>Ronald Reagan<br>Rhonda Fleming<br>D—94 min. (5211) | RIDE THE MAN DOWN<br>(Color)<br>Brian Donlevy<br>OD—90 min.<br>(Rev. 10/30/52)<br>MARSHAL OF CEDAR ROCK<br>Alan "Rocky" Lane<br>O | BLACKBEARD THE PIRATE<br>(Color)<br>Linda Darnell<br>Robert Newton<br>D—99 min.<br>(Rev. 11/28/52) | (Bernhard-Vidor)<br>RUBY GENTRY<br>Jennifer Jones<br>Charlton Heston<br>D—82 min. (303)<br>THE I DON'T CARE GIRL<br>(Color)<br>Mitzi Gaynor<br>David Wayne<br>M—78 min. (302)<br>(Robt. Haggiag)<br>THE THIEF OF VENICE<br>Maria Montez<br>D—91 min. (304)<br>(Rev. 11/14/52)<br>(Re-Releases)<br>THE GUNFIGHTER<br>Gregory Peck<br>O—84 min. (348)<br>(Rev. 4/26/50)<br>YELLOW SKY<br>Gregory Peck<br>D—98 min. (349)<br>(Rev. 11/22/48) | (Film Group)<br>MONSOON<br>(Color)<br>Ursula Thiess<br>D—79 min.<br>(Lopert)<br>BREAKING THE SOUND BARRIER<br>Ralph Richardson<br>Ann Todd<br>D—109 min.<br>(Rev. 10/30/52) | (Jan. Releases)<br>THE LAWLESS BREED<br>(Color)<br>Rock Hudson<br>Julia Adams<br>O—83 min. (306)<br>MEET ME AT THE FAIR<br>(Color)<br>Dan Dailey<br>Diana Lynn<br>M—87 min. (307)<br>(Rev. 12/5/52)<br>THE REDHEAD FROM WYOMING<br>(Color)<br>Maureen O'Hara<br>Alex Nicol<br>OD—80 min. (309) | ABBOTT AND COSTELLO MEET CAPTAIN KIDD<br>(Color)<br>Charles Laughton<br>C—70 min. (208)<br>(Rev. 11/25/52)<br>APRIL IN PARIS<br>(Color)<br>Doris Day<br>Ray Bolger<br>MC—101 min. (209)<br>(Rev. 11/13/52) |
| *Dec. 21* | | | | | | | | | | | |
| *Dec. 28* | HIAWATHA<br>(Color)<br>Vincent Edwards<br>D—80 min. (5202)<br>(Rev. 12/11/52) | (Jan. Releases)<br>THE FOUR POSTER<br>Rex Harrison<br>Lilli Palmer<br>CD—103 min.<br>(Rev. 10/9/52)<br>THE PATHFINDER<br>(Color)<br>George Montgomery<br>O—78 min.<br>THE WINNING OF THE WEST<br>Gene Autry<br>O—57 min. | | ABOVE AND BEYOND<br>Robert Taylor<br>Eleanor Parker<br>D—122 min.<br>(Rev. 11/20/52) | | | NEVER WAVE AT A WAC<br>Rosalind Russell<br>Paul Douglas<br>C—87 min. | | | | |
| *Jan. 4* | TIMBER WOLF<br>Kirby Grant<br>D—63 min. (5222) | | I'LL GET YOU<br>George Raft<br>D (5206) | | | | | | (Edw. Small)<br>KANSAS CITY CONFIDENTIAL<br>John Payne<br>Coleen Gray<br>D—98 min.<br>(Rev. 11/7/52) | | |
| *Jan. 11* | THE STAR OF TEXAS<br>Wayne Morris<br>O (5332) | | | THE CLOWN<br>Red Skelton<br>Jane Greer<br>C—92 min. | | | | | | | |

*(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.)*

## New ASCAP Rates

***Following are the new and previous annual rates for ASCAP music, on recordings, for both conventional and drive-in theatres:***

### *Conventional Theatres*

**NEW RATES**

| | |
|---|---|
| Up to 400 seats | $12 |
| 401 to 800 seats | $18 |
| 801 to 1,200 seats | $24 |
| 1,201 to 1,600 seats | $36 |
| Over 1,600 seats | $48 |

**PREVIOUS RATES**

| | |
|---|---|
| Up to 600 seats | $15 |
| 601 to 1,200 seats | $24 |
| 1,201 to 1,600 seats | $36 |
| Over 1,600 seats | $48 |

### *Drive-Ins*

**NEW RATES**

| | |
|---|---|
| Up to 250 cars | $24 |
| 251 to 500 cars | $36 |
| 501 to 700 cars | $48 |
| Over 700 cars | $60 |

**PREVIOUS RATES**

| | |
|---|---|
| Up to 350 cars | $36 |
| 351 to 650 cars | $48 |
| Over 650 cars | $60 |

## New Ascap Rates

(*Continued from page* 1)

**with more than 1,600 seats, compared with a previous range of $15 up to 600 seats and $48 for 1,600 seats or more. The changes in brackets apply to to those houses with less than 1,200 seats.**

There are four basic changes in the drive-in theatre schedules, which start at $24 for capacities up to 250 cars, with the top being $60 for theatres having space for 700 or more cars.

**On Pro-rata Basis**

Collins said that several theatre operators had inquired whether they would be obliged to pay the full annual rate in cases where the theatres did not operate the entire year. He said the policy of ASCAP in this respect was that if a theatre operated on a seasonal basis, its rate would be pro-rated on the basis of the annual rate.

Theatres and circuits that already have signed contracts may continue to operate under their present pacts for the first year of the agreement or execute a new contract embodying the new rates.

## Films to TV

(*Continued from page* 1)

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# Reviews

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Reagan happens to have been a banana expert so he easily replaces Withers who gets fired after getting drunk. However, Wengraf threatens to turn in Reagan as an illegal entry and blackmails him into damaging the plantation. Reagan and Miss Fleming fall in love so he double crosses Wengraf and has Beery fly off to arrange a fruit supplying contract with a big firm for the independents. Beery obtains the contract, Reagan's political friends return to power in his exiled country, he fills the contract on time, and convinces Estelita he and Miss Fleming are enamoured. The stars perform capably and and Estelita effectively dances the Handkerchief Dance and the Cali Conga. She also sings "I'll Always Love You" and "The Magic of You." Others in the cast are Argentina Brunetti, Ricco Alanez, Maurice Jara and Pilar Del Rey.

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Only 11¼ hrs. one-stop!
The fine service of United's "Hollywood" flights is yours on the "Overnight Hollywood" to Los Angeles. You leave New York after midnight, stop only at Denver, enjoy a delicious breakfast aloft, and arrive in Los Angeles at 8:20 a. m., giving you a full day for business.
United AIR LINES
COMPARE THE FARE AND YOU'LL GO BY AIR

# MOTION PICTURE DAILY'S BOOKING CHART

| WEEK OF | ALLIED ARTISTS | COLUMBIA | LIPPERT | M-G-M | PARA. | REPUBLIC | RKO | 20TH-FOX | UNITED ARTISTS | UNIV.-INT'L. | WARNERS |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Nov. 2 | | (Nov. Releases)<br>HANGMAN'S KNOT<br>(Color)<br>Randolph Scott<br>Donna Reed<br>OD—84 min.<br>(Rev. 11/3/52)<br>VOODOO TIGER<br>Johnny Weismuller<br>D—67 min.<br>(Rev. 10/30/52)<br>BLUE CANADIAN ROCKIES<br>Gene Autry<br>O—58 min.<br>(Rev. 11/14/52)<br>(Re-Release)<br>LADIES OF THE CHORUS<br>Marilyn Monroe<br>Adele Jergens<br>D—61 min. | TROMBA, THE TIGER MAN<br>Special Cast<br>D—63 min. (5201)<br>(Rev. 11/25/52) | THE PRISONER OF ZENDA<br>(Color)<br>Stewart Granger<br>James Mason<br>Deborah Kerr<br>D—100 min.<br>(Rev. 10/15/52) | (Nov. Releases)<br>THE TURNING POINT<br>William Holden<br>Alexis Smith<br>D—85 min. (5205)<br>(Rev. 9/18/52)<br>THE SAVAGE<br>(Color)<br>Charlton Heston<br>Susan Morrow<br>OD—95 min. (5206)<br>(Rev. 9/18/52) | | MONTANA BELLE<br>(Color)<br>Jane Russell<br>George Brent<br>O—81 min.<br>(Rev. 10/30/52) | (Nov. Releases)<br>NIGHT WITHOUT SLEEP<br>Linda Darnell<br>Gary Merrill<br>D—77 min. (235)<br>(Rev. 9/30/52)<br>THE STEEL TRAP<br>Joseph Cotten<br>Teresa Wright<br>D—85 min. (232)<br>(Rev. 10/22/52)<br>BLOODHOUNDS OF BROADWAY<br>(Color)<br>Mitzi Gaynor<br>Scott Brady<br>MC—90 min. (236)<br>(Rev. 10/30/52)<br>PONY SOLDIER<br>(Color)<br>Tyrone Power<br>Cameron Mitchell<br>OD—82 min. (237)<br>(Rev. 11/14/52) | | (Nov. Releases)<br>THE RAIDERS<br>(Color)<br>Richard Conte<br>Viveca Lindfors<br>OD—80 min. (301)<br>(Rev. 10/9/52)<br>BECAUSE OF YOU<br>Loretta Young<br>Jeff Chandler<br>D—95 min. (302)<br>(Rev. 10/9/52)<br>IT GROWS ON TREES<br>Irene Dunne<br>Dean Jagger<br>C—84 min. (303)<br>(Rev. 11/3/52) | OPERATION SECRET<br>Cornel Wilde<br>Steve Cochran<br>D 108 min. (205)<br>(Rev. 10/9/52) |
| Nov. 9 | WYOMING ROUNDUP<br>Whip Wilson<br>O—53 min. (5254) | | | | | | | | | | |
| Nov. 16 | | | MR. WALKIE TALKIE<br>William Tracy<br>Joe Sawyer<br>C—65 min. (5203)<br>(Rev. 12/2/52) | PLYMOUTH ADVENTURE<br>(Color)<br>Spencer Tracy<br>Gene Tierney<br>D—104 min.<br>(Rev. 10/20/52) | | THUNDERBIRDS<br>John Derek<br>John Barrymore, Jr.<br>D—98 min. (5201)<br>(Rev. 11/25/52) | | | (J. Arthur Rank)<br>OUTPOST IN MALAYA<br>Claudette Colbert<br>D—88 min.<br>(Rev. 11/14/52) | | THE IRON MISTRESS<br>Alan Ladd<br>Virginia Mayo<br>D—110 min. (206)<br>(Rev. 10/16/52) |
| Nov. 23 | NO HOLDS BARRED<br>Leo Gorcey<br>C—65 min. (5214) | | | | | | | | | | |
| Nov. 30 | FLAT TOP<br>(Color)<br>Sterling Hayden<br>Richard Carlson<br>D—85 min. (5201)<br>(Rev. 11/20/52) | (Dec. Releases)<br>(Stanley Kramer)<br>EIGHT IRON MEN<br>Bonar Colleano<br>D—80 min.<br>(Rev. 10/23/52)<br>(Stanley Kramer)<br>THE HAPPY TIME<br>Charles Boyer<br>Louis Jourdan<br>CD—94 min.<br>(Rev. 8/18/52)<br>STRANGE FASCINATION<br>Cleo Moore<br>Hugo Haas<br>D—80 min.<br>(Rev. 10/6/52)<br>INVASION U.S.A.<br>Gerald Mohr<br>D—74 min.<br>(Rev. 12/8/52) | (Re-Releases)<br>GREAT WHITE HUNTER<br>(formerly THE MACOMBER AFFAIR)<br>Gregory Peck<br>D—89 min. (5209)<br>(Rev. 1/28/47)<br>CAPTAIN KIDD<br>Charles Laughton<br>D—89 min. (5210)<br>(Rev. 7/30/45) | SKY FULL OF MOON<br>Carleton Carpenter<br>Jan Sterling<br>D—73 min.<br>(Rev. 11/6/52) | (Dec. Releases)<br>THE BLAZING FOREST<br>(Color)<br>John Payne<br>Susan Morrow<br>OD—90 min. (5207)<br>(Rev. 9/26/52)<br>(Re-Release)<br>CLEOPATRA<br>Claudette Colbert<br>Henry Wilcoxon<br>D—104 min. (5208)<br>(Rev. 7/24/34) | | | (Dec. Releases)<br>MY PAL GUS<br>Richard Widmark<br>Joanne Dru<br>CD—83 min. (233)<br>(Rev. 11/7/52)<br>STARS AND STRIPES FOREVER<br>(Color)<br>Clifton Webb<br>Debra Paget<br>M—89 min. (239)<br>(Rev. 11/19/52) | (Danziger Bros.)<br>BABES IN BAGDAD<br>(Color)<br>Paulette Goddard<br>Gypsy Rose Lee<br>CD—79 min.<br>(Rev. 12/11/52) | (Dec. Releases)<br>THE BLACK CASTLE<br>Richard Greene<br>Boris Karloff<br>D—81 min. (304)<br>(Rev. 10/24/52)<br>AGAINST ALL FLAGS<br>(Color)<br>Errol Flynn<br>Maureen O'Hara<br>D—83 min. (305)<br>(Rev. 11/26/52) | CATTLE TOWN<br>Dennis Morgan<br>O—71 min (207)<br>(Rev. 12/1/52) |
| Dec. 7 | JUNGLE GIRL<br>Bomba<br>D—70 min. (5208) | | | | | | | | | | |
| Dec. 14 | THE MAVERICK<br>Wild Bill Elliott<br>O—71 min. (5322) | | THE GAMBLER AND THE LADY<br>Dane Clark<br>Naomi Chance<br>D—71 min. (5204) | MILLION DOLLAR MERMAID<br>(Color)<br>Esther Williams<br>Victor Mature<br>D—115 min.<br>(Rev. 10/31/52) | (Jan. Releases)<br>ROAD TO BALI<br>(Color)<br>Bing Crosby<br>Bob Hope<br>C—91 min. (5209)<br>(Rev. 11/18/52)<br>THUNDER IN THE EAST<br>Alan Ladd<br>Deborah Kerr<br>D—98 min. (5210)<br>(Rev. 11/3/52)<br>TROPIC ZONE<br>(Color)<br>Ronald Reagan<br>Rhonda Fleming<br>D—94 min. (5211) | RIDE THE MAN DOWN<br>(Color)<br>Brian Donlevy<br>OD—90 min.<br>(Rev. 10/30/52)<br>MARSHAL OF CEDAR ROCK<br>Alan "Rocky" Lane<br>O | BLACKBEARD THE PIRATE<br>(Color)<br>Linda Darnell<br>Robert Newton<br>D—99 min.<br>(Rev. 11/28/52) | (Jan. Releases)<br>MY COUSIN RACHEL<br>Olivia de Havilland<br>Richard Burton<br>D—98 min. (301)<br>(Bernhard-Vidor)<br>RUBY GENTRY<br>Jennifer Jones<br>Charlton Heston<br>D—82 min. (303)<br>THE I DON'T CARE GIRL<br>(Color)<br>Mitzi Gaynor<br>David Wayne<br>M—78 min. (302)<br>(Robt. Haggiag)<br>THE THIEF OF VENICE<br>Maria Montez<br>D—91 min. (304)<br>(Rev. 11/14/52)<br>(Re-Releases)<br>THE GUNFIGHTER<br>Gregory Peck<br>O—84 min. (348)<br>(Rev. 4/26/50)<br>YELLOW SKY<br>Gregory Peck<br>D—98 min. (349)<br>(Rev. 11/22/48) | (Film Group)<br>MONSOON<br>(Color)<br>Ursula Thiess<br>D—79 min.<br>(Lopert)<br>BREAKING THE SOUND BARRIER<br>Ralph Richardson<br>Ann Todd<br>D—109 min.<br>(Rev. 10/30/52) | (Jan. Releases)<br>THE LAWLESS BREED<br>(Color)<br>Rock Hudson<br>Julia Adams<br>O—83 min. (306)<br>MEET ME AT THE FAIR<br>(Color)<br>Dan Dailey<br>Diana Lynn<br>M—87 min. (307)<br>(Rev. 12/5/52)<br>THE REDHEAD FROM WYOMING<br>(Color)<br>Maureen O'Hara<br>Alex Nicol<br>OD—80 min. (309) | ABBOTT AND COSTELLO MEET CAPTAIN KIDD<br>(Color)<br>Charles Laughton<br>C—70 min. (208)<br>(Rev. 11/25/52) |
| Dec. 21 | | | | | | | | | | | |
| Dec. 28 | HIAWATHA<br>(Color)<br>Vincent Edwards<br>D—80 min. (5202)<br>(Rev. 12/11/52) | (Jan. Releases)<br>THE FOUR POSTER<br>Rex Harrison<br>Lilli Palmer<br>CD—103 min.<br>(Rev. 10/9/52)<br>THE PATHFINDER<br>(Color)<br>George Montgomery<br>O—78 min.<br>THE WINNING OF THE WEST<br>Gene Autry<br>O—57 min. | | ABOVE AND BEYOND<br>Robert Taylor<br>Eleanor Parker<br>D—122 min.<br>(Rev. 11/20/52) | | | NEVER WAVE AT A WAC<br>Rosalind Russell<br>Paul Douglas<br>C—87 min. | | | | APRIL IN PARIS<br>(Color)<br>Doris Day<br>Ray Bolger<br>MC—101 min. (209)<br>(Rev. 11/13/52) |
| Jan. 4 | TIMBER WOLF<br>Kirby Grant<br>D—63 min. (5222) | | | | | | | | | | |
| Jan. 11 | THE STAR OF TEXAS<br>Wayne Morris<br>O (5332) | | I'LL GET YOU<br>George Raft<br>D (5206) | THE CLOWN<br>Red Skelton<br>Jane Greer<br>C—92 min. | | | | | (Edw. Small)<br>KANSAS CITY CONFIDENTIAL<br>John Payne<br>Coleen Gray<br>D—98 min.<br>(Rev. 11/7/52) | | |

*(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.)*

## New ASCAP Rates

***Following are the new and previous annual rates for ASCAP music, on recordings, for both conventional and drive-in theatres:***

### *Conventional Theatres*

**NEW RATES**

| | |
|---|---|
| Up to 400 seats | $12 |
| 401 to 800 seats | $18 |
| 801 to 1,200 seats | $24 |
| 1,201 to 1,600 seats | $36 |
| Over 1,600 seats | $48 |

**PREVIOUS RATES**

| | |
|---|---|
| Up to 600 seats | $15 |
| 601 to 1,200 seats | $24 |
| 1,201 to 1,600 seats | $36 |
| Over 1,600 seats | $48 |

### *Drive-Ins*

**NEW RATES**

| | |
|---|---|
| Up to 250 cars | $24 |
| 251 to 500 cars | $36 |
| 501 to 700 cars | $48 |
| Over 700 cars | $60 |

**PREVIOUS RATES**

| | |
|---|---|
| Up to 350 cars | $36 |
| 351 to 650 cars | $48 |
| Over 650 cars | $60 |

## New Ascap Rates

(*Continued from page* 1)

**with more than 1,600 seats, compared with a previous range of $15 up to 600 seats and $48 for 1,600 seats or more. The changes in brackets apply to to those houses with less than 1,200 seats.**

There are four basic changes in the drive-in theatre schedules, which start at $24 for capacities up to 250 cars, with the top being $60 for theatres having space for 700 or more cars.

**On Pro-rata Basis**

Collins said that several theatre operators had inquired whether they would be obliged to pay the full annual rate in cases where the theatres did not operate the entire year. He said the policy of ASCAP in this respect was that if a theatre operated on a seasonal basis, its rate would be pro-rated on the basis of the annual rate.

Theatres and circuits that already have signed contracts may continue to operate under their present pacts for the first year of the agreement or execute a new contract embodying the new rates.

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United AIR LINES
COMPARE THE FARE AND YOU'LL GO BY AIR

# ...and two tickets for Mom and me to a COMPANION-approved movie!



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Hans Christian Andersen...Goldwyn-RKO

The Bad and the Beautiful.....MGM

Plymouth Adventure.....MGM

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**Except of course the fan magazines.*

Woman's Home COMPANION

***Current Circulation over 4,300,000***

FIRST IN FILM NEWS

# MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 116 NEW YORK, U. S. A., WEDNESDAY, DECEMBER 17, 1952 TEN CENTS

## Johnston Sees Exhibitors On Arbitration

### *Initiates First Session Aimed at New Agreement*

Steps toward reaching an understanding on the future of arbitration in the motion picture business have been taken in a preliminary "off-the-record" meeting between three exhibitor leaders and Eric Johnston, president of the Motion Picture Association of America, with Joyce O'Hara and Ralph Hetzel, MPAA vice-presidents, sitting in. The meeting was held in New York last Friday but efforts were made to withhold news of the sessions and the nature of the talks.

**It was learned, however, that the parleys covered the general problems relating to arbitration, with no conclusions reached, nor were any future meetings scheduled.**

Exhibitor representatives at the meeting were Herman Levy, general counsel of Theatre Owners of Amer-

(*Continued on page* 5)

## RKO Theatres Wins D. of J. Extension

The Department of Justice has granted an extension of time for the disposition of RKO's stock interests in Metropolitan Playhouses.

The new deadline date for George Alger, trustee of the stock, to report to the New York Statutory Court on the disposition of the stock is Feb. 2, instead of Dec. 20. The disposal of 56,488⅘ shares of Class A stock in Metropolitan is called for under the terms of the RKO consent decree.

### *New K. C. Censor Ordinance Dec. 21*

**Kansas City, Dec. 16.—The new city ordinance providing for the review of motion pictures and also providing that the reviewer may give certificates of approval without reviewing in cases where the reviewer and welfare director accept the opinion of national accredited reviewing organizations will become effective on Sunday.**

## *104 Republic Films Sold To WCBS-TV; No Westerns*

A deal for 104 Republic features, most of them produced between 1945 and 1948, was disclosed here yesterday by WCBS-TV, key station of the CBS television network, and Hollywood Television Service, Inc., a completely-owned subsidiary of Republic Pictures.

It is estimated that the deal, the largest ever negotiated directly between a motion picture company's TV subsidiary and a telecaster, involves about $200,000. No picture in the package is a Western, it was disclosed. The films, which will be released to WCBS-TV for exclusive first-run television showings in the New York area, will be shown starting Feb. 1, on the New York television station's "The Early Show" and "The Late Show."

A spokesman for the network said similar deals with Hollywood Television Service are expected to be consummated for owned and operated CBS-TV stations and affiliated stations elsewhere in the country.

Included in the 104 films are musicals, comedies, adventure stories and mysteries. Among them are: "Northwest Outpost," with Nelson Eddy; "Specter of the Rose," with Judith

(*Continued on page* 5)

### *Harbinger of Good Business at Hall*

**A harbinger of good Christmas holiday business for exhibitors was provided here yesterday by the Radio City Music Hall, which traditionally finds its grosses up with the opening of its Christmas stage show. Currently, business is ahead of last year.**

**The second week of "Million Dollar Mermaid," plus the holiday stage show, is due to hit a big $145,000, topping the first week's gross of $142,000.**

## Pathe Television Seeking Material

Although the Pathe Television Corp. was formed 10 months ago for the purpose of financing and distributing film programs for TV, the company is still looking for packages to finance and, as yet, has not started to function. Last March the newly-formed organization announced that it had set up a budget of $6,250,000 to cover two years of operations.

According to William C. MacMillen, Jr., president of Chesapeake (formerly Pathe) Industries, the group had not found a "package attractive enough to finance." MacMillen said here yesterday that the company had not used the funds which had been al-

(*Continued on page* 2)

## Robinson Succeeds Folsom at Kodak

ROCHESTER, N. Y., Dec. 16.—Archbold Robinson was elected treasurer of Eastman Kodak at a meeting of directors today. His election followed the board's acceptance of the resignation of Marion B. Folsom as treasurer and a director, Folsom resigning to take the appointment of Under-Secretary of the Treasury in the Eisenhower Administration. The selection of Folsom was announced by Eisenhower's headquarters yesterday. Robinson will assume his new duties when Folsom's

(*Continued on page* 2)

## $18,160,000 World Gross Sales for 'U'

WASHINGTON, Dec. 16.—Universal Pictures and subsidiaries reported to the Securities and Exchange Commission here today estimated consolidated world gross sales of $18,160,000 for the 13-week final fiscal quarter of 1952 ending Nov. 1. Consolidated world gross sales for the 14 weeks final quarter of 1951 were $21,138,791.

For the 52 weeks of 1952 ending Nov. 1, the estimated total was $63,-991,682, compared with $65,172,580 for the 53 weeks of 1951.

In its report, Universal points out

(*Continued on page* 5)

## Sugar Heads UA's Exchange Here

Joseph Sugar has been promoted to the post of branch manager of United Artists' New York exchange, under district manager Fred Myers, it was announced here by general sales manager B. G. Kranze. The position had been vacant for more than a year.

Sugar had been manager of the home office contract and playdate department since joining United Artists early last year.

He began his industry career in

(*Continued on page* 5)

## New ASCAP Rates Effect Cuts up to 25%

### *Revised Schedule Aids Smaller Houses Mainly*

Savings up to 25 per cent have been effected in new contracts of the American Society of Composers, Authors and Publishers covering the performance of ASCAP music by means of recordings in conventional and drive-in motion picture theatres. The basic changes, which were negotiated by the Theatre Owners of America and other groups, are noted principally in the contracts for the smaller type of theatres in both categories. It was pointed out by J. M. Collins, ASCAP sales manager, that the decrease in fees was made possible by inserting an additional bracket in both schedules. The new rates become effective Jan. 1.

**For conventional theatres, the annual rates range from $12 for seating capacities of less than 400, to $48 for theatres**

(*Continued on page* 5)

## RKO Receivership Case Set for Fri.

Postponement until Friday of a hearing on an RKO Pictures stockholders' application for appointment of a receiver in New York Supreme Court was granted yesterday. The hearing, twice postponed, had been slated for today.

Meanwhile, the investment firm of Merrill Lynch, Pierce, Fenner and Beane stated that Maurice Bent, one of its executives, definitely is not a member of the new board of directors

(*Continued on page* 5)

## Disney Series and Lesser Film to RKO

A new series of Walt Disney featurettes with color in Technicolor, and Julian Lesser's "The Lost Hours" will be released by RKO Radio Pictures, the company reported here yesterday. Sidney Kramer, short subjects sales manager, said that the Disney series, which will deal with little-known and out-of-the-ordinary people and places, will have no established releasing schedule nor will it

(*Continued on page* 5)

# Personal Mention

DAVID GOLDING, advertising-publicity director for Samuel Goldwyn Productions, will arrive in Hollywood today from New York.

•

MORTON SPRING, Loew's International vice-president, and SEYMOUR MAYER, Far East supervisor, will leave here by plane Jan. 10 for a five-week tour of Europe and the Far East.

•

A. DALE HERMANS has been named Allied Artists office manager-booker in Albany, succeeding ROBERT ADLER, who has become United Artists sales manager in that city.

•

HARRY FEINSTEIN, Warner Theatres' New England zone manager, and MRS. FEINSTEIN are marking their 11th wedding anniversary.

•

JOHN HUSTON, director, and COLETTE MARCHAND, French actress-dancer, will arrive here by plane today from Paris.

•

JEAN RENOIR, director, will leave New York today for Hollywood, but will stop off en route to visit his son in Ohio.

•

RICHARD CONDON, RKO Radio director of advertising-publicity, will return to New York today from Washington.

•

ABE OLMAN, general manager of M-G-M's music subsidiaries, has returned from a 10-day European trip.

•

JULES B. WEILL, president of Specialty Television Films, has left New York for Chicago and the Coast.

•

LEON BRANDT, RKO Radio exploitation manager, has returned to New York from Hollywood.

•

MILTON WEISMAN of Telenews will leave here on Jan. 7 on a six-month world survey.

•

ALLAN DAVIS, M-G-M director, is in New York from the Coast.

## Pathe Television

(*Continued from page* 1)

lotted to the project and there were no immediate plans for operations. He denied reports that the company had been dissolved.

Bruce Eels, Hollywood radio packager and former executive of the Young and Rubicam advertising agency, was announced as president of the Pathe subsidiary, with Henry Briggs, James Wolcott, Livingston Goddard, Eels and MacMillen as directors.

## Set 'Hiawatha' Opening

The Eastern premiere of Allied Artists' "Hiawatha" has been set at the Bijou Theatre here on Christmas Day. "Climbing the Matterhorn" will also be on the bill.

# Mexican Theatres Closed, Fined for Over-charging

MEXICO CITY, Dec. 16.—Ninety-six local theatres have reduced their admission prices 20 to 35 per cent because of drastic action taken against 16 in the form of a two-hour closing and sealing of their box-offices by Ernesto P. Uruchurtu, the new mayor, and Adolfo Fernandez Bustamante, new chief of the city amusements supervision department, for alleged overcharging.

The closings resulted when 11 top first-runs and five secondary first-runs did not take seriously Bustamante's announcement that his department would collect and turn over to public charities all that the top theatres charged over 46 cents and all over 34 cents which secondary houses demanded. The department insisted that the rate of 57 cents, which the top theatres charged and the 46 cents charged by the secondaries, were excessive. The action caused 80 second and subsequent-run theatres to cut from 20 to 35 per cent.

The department had been fining theatres $57.80 per day for charging prices higher than those authorized. It said the exhibitors were glad to pay because of the huge profits they made.

U. S. distributors' reaction to the new theatre prices was the suspension of Mexican premieres, scheduled during Christmastime, of three top American films: Paramount's "The Greatest Show on Earth," M-G-M's "Ivanhoe" and Republic's "The Quiet Man." The companies had booked these pictures at very high percentages under the old theatre prices. They want to see how the forced-down price situation develops before releasing the three.

## Will Show Acmiola Machine Here Friday

A premiere showing and demonstration of the Acmiola 16mm. and 35mm. film editing, viewing and sound reproducing machine will be held here Friday afternoon at the showrooms of S. O. S. Cinema Supply Corp. Film producers, editors and laboratory technicians were invited.

## QP Party Tomorrow

The Quigley Publishing Company's employes' Christmas party will be held at The Tavern on the Green tomorrow evening. Jack Lasher, manager of the United Nations restaurant, Manny Wolf's Chop House, and The Tavern on the Green, and Harry Anastasia of the circulation department of Quigley Publishing, are handling details.

## Date Australian Film

The American premiere of the Australian-made "Wherever She Goes" has been scheduled for New York's Beekman Theatre following the current run of "Under the Red Sea." Arthur Mayer and Edward Kingsley are distributing in the U. S.

## Zukor Family at Birthday Dinner

HOLLYWOOD, Dec. 16.—More than 20 members of Adolph Zukor's family who live in the Los Angeles area will be on hand for his 80th birthday dinner to be held at the Ambassador Hotel on Jan. 7. The all-industry event is sponsored by Variety Clubs International with Charles P. Skouras as dinner chairman.

Family members include Mr. and Mrs. Eugene Zukor, son, and their children, E. John Zukor, Adolph Zukor II, and James R. Zukor; Mr. and Mrs. Boyd Morse, Arthur Loew, Jr., Albert A. Kaufman, Mr. and Mrs. Albert Kaufman, Jr., Mr. and Mrs. Melville A. Shauer, Mrs. Jenny Shauer, Mr. and Mrs. David Loew, Mr. and Mrs. Walter S. Beck and Stewart Stern. A group of friends and relatives from the East are planning to attend.

## Four-week Advance Sale for Kaye

In anticipation of a heavy sale of tickets for Danny Kaye in person with his "All-Star International Variety Show," starting at the RKO Palace Theatre Sunday evening, Jan. 18, the box-office will open today, four weeks in advance.

Box-office hours will be from 10:00 A.M. to 10:00 P.M. daily, and from 12:00 noon on Sundays until 10:00 P.M. Prices Monday through Thursday, and Sunday evenings will range from $1.80 to $4.80; Friday and Saturday evenings, $1.80 to $6.00; Wednesday matinees, $1.20 to $3.60, and Saturday and Sunday matinees, $1.20 to $4.20.

## Name Independent to Head Ontario T. A.

TORONTO, Dec. 16.—An independent exhibitor, J. D. McCulloch, owner of the Iroquois Theatre, Petrolia, has been elected 1953 president of the Motion Picture Theatres Association of Ontario. He succeeds Harry S. Mandell of 20th Century Theatres, Toronto.

Other officers are: vice-president, William A. Summerville, Jr., B. & F. Theatres, Toronto; secretary, E. G. Forsyth, Odeon Theatres, (Canada) Ltd., and treasurer, John Clarke, Loew's Theatre, Toronto. Arch H. Jolley was re-appointed executive secretary for the eighth year.

## Canada to Lift Building Curbs

TORONTO, Dec. 16.—Federal controls on the use of steel for non-essential construction, which includes theatres, will be lifted Dec. 31, according to formal announcement by Production Minister C. D. Howe. Improvement in Canada's steel position has made the move possible.

# Set FJP Home Office Unit

A committee of home office chairmen for the amusement division campaign of the Federation of Jewish Philanthropies has been named by Barney Balaban, Si Fabian and Manny Frisch, campaign leaders.

On the new committee are: Martin H. Newman, Century Circuit; Abe Schneider, Columbia Pictures; Ed Fabian, Fabian Theatres; Leopold Friedman and Irving Greenfield, Loew's; William Brenner and Burton Robbins, National Screen Service; Arthur Israel, Jr., and Louis A. Novins, Paramount; Harry Mandel, RKO Theatres; Charles Boasberg, RKO Radio Pictures; Louis M. Weber, Skouras Theatres; Max Youngstein, United Artists; Edward L. Hyman and Robert Weitman, United Paramount Theatres; Leon Goldberg and Adolph O. Schimel, Universal Pictures; Samuel Schneider, Warner Bros.

William J. German, of the firm of the same name, has accepted the chairmanship of the film laboratories' Federation drive.

## Long Weekend for New York Industry

Eight more home offices have decided to give their employes a long Christmas weekend. They are Allied Artists, Columbia, Paramount Pictures, 20th Century-Fox, United Artists, United Paramount Theatres, Universal-International and Warner Brothers. M-G-M, RKO Radio Pictures and RKO Theatres had previously announced the weekend closing. Republic and the Motion Picture Association have not set their plans as yet.

Companies observing the long weekend will close early in the afternoon on Dec. 24, at which time most of them will hold Christmas parties and will remain closed until Monday, Dec. 29.

## Cowan Named Davis Ad-Publicity Head

Phil Cowan has been appointed director of advertising, publicity and exploitation for Arthur Davis Associates, president Arthur Davis disclosed here yesterday. Cowan, former publicist with Eagle Lion Films and United Artists, was recently with Kenyon and Eckhardt. He will take over his new post immediately.

Specializing in the distribution of foreign films, Davis will release 18 features in 1953.

## Robinson Succeeds

(*Continued from page* 1)

resignation becomes effective at the end of the year.

Carl L. Stevenson was elected an assistant treasurer. He has been manager of the company's employee benefits department.

Robinson, an assistant treasurer since 1937, has been with Kodak for more than 30 years. He began in the sales department in 1919.

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# National Pre-Selling

ANOTHER example of national magazine cooperation with exhibitors is an offer of free pre-selling tie-in material by *Seventeen Magazine*. The feature selected by *Seventeen* as "Picture of the Month" is "Million Dollar Mermaid." Available now to exhibitors for lobby display or other use, are reprints of *Seventeen's* review together with a copy of the "Picture of the Month" seal and the cover of the magazine.

•

**Some Bermuda fish are being immortalized this week in a story called "Film Stars with Fins," appearing in the current issue of *Life*. It pictures the trials and triumphs of shooting in Bermuda waters "Main Street, Under Sea," a half-hour featurette in Eastman color produced by Marion Gering of G-L Enterprises. *Life's* cameraman went under water to get pictures of Bronson Hartley, director, and Martica, his wife, who swims the lead. The camera, a secret invention, is shown as a mysterious dark object —carefully shrouded in Martica's black taffeta slip.**

•

*A four-color ad for "Hans Christian Andersen" appears in the January issue of* Woman's Home Companion. *In the same issue the* Companion-*approved features for January are pictorially displayed. They are Paramount's "Come Back, Little Sheba," M-G-M's "Plymouth Adventure" and "Prisoner of Zenda," Goldwyn's "Hans Christian Andersen," United Artists' "Outpost in Malaya" and Universal-International's "Because of You."*

•

A precedent is being broken by *The Saturday Review of Literature* in its issue of Dec. 27. For the first time in its history the magazine will use the portrait of a performer, Shirley Booth, on the cover. The issue will also carry a review of Miss Booth's film debut in Hal Wallis's "Come Back, Little Sheba." This film will have its pre-release opening on Dec. 23 at the Victoria Theatre in New York.

•

**A full-color page ad on Universal-International's "Against All Flags," a page-and-one-half four-color ad on Sam Goldwyn's "Hans Christian Andersen," and a one-half page ad on Hal Wallis's "Come Back, Little Sheba" appear in the issue of *Look* now on the newsstands.**

•

*A two-page color picture story about Gary Cooper's spear-fishing in Samoa during the filming on that South Pacific island of his forthcoming United Artists release, "Return to Paradise," appears in the issue of* Collier's *now on the newsstands. Also appearing in this issue are a page-and-one-half four-color ad on "Hans Christian Andersen" and a clear-thinking editorial on the motion picture industry.*

•

Samuel Goldwyn's musical fairy tale, "Hans Christian Andersen," an RKO Radio release, receives top billing—one page and four pictures—in the January *"McCall's* Goes to the Movies."

WALTER HAAS

# Reviews

## "Never Wave At a Wac"

*(Frederick Brisson-RKO Pictures)*

ROSALIND RUSSELL is back in top form in another of her famed comedy roles and this one, with Marie Wilson, is really stacked. Both stars and Paul Douglas provide strong marquee lure but what's most important is that Ken Englund has contributed a screenplay that is loaded with gags and distributes the punch lines lavishly among the trio. From all angles this looks like one of the company's top grossers; it is sure-fire entertainment.

Norman Z. McLeod directed excellently, maintaining a rapid pace and utilizing many incisive visual jokes. Miss Russell is seen at the opening as a Washington hostess, a Senator's daughter who caters to "V.I.P.s" and gaudy parties. She is divorced from textile expert Douglas and being romanced by Army Col. William Ching. When Ching is stationed in Paris and Miss Russell's rival, Hillary Brooke, joins the WAC and is assigned near him, the famed hostess joins up too expecting a commission and duty near her intended.

However, her father, Charles Dingle, desires the Army to straighten her out and refuses a commission for her. Miss Wilson, a showgirl tired of over appreciative males, enlists and is Rosalind's pal. Douglas shows up as a tester of military clothing and gets his ex-wife special, rigorous duty with his group, which is experiencing Arctic tests. Eventually she gets tired of the needling and having her passes cancelled and demands separation from the service. She is court-martialed and released although Douglas testifies in her behalf. Set to marry Ching who has commuted from Paris to see her, she attends an engagement party of Miss Wilson and Sergeant Leif Erickson and decides on the next day to go back to Douglas and the WAC. Miss Russell and Miss Wilson are expert comediennes and a fine team. Performances are top-notch all around with Erickson notable as the sergeant. Others in the cast are Arleen Whalen, Lurene Tuttle, Regis Toomey, Frieda Inescort, Louise Beavers and Bernedine Simpson.

Word-of-mouth advertising should get around on this one for it is a smartly produced comedy that deftly treats with familiar situations and should prove a crowd-pleaser of magnitude.

Running time, 87 minutes. General audience classification. Release date, Jan. 16.

## "Stop, You're Killing Me"

*(Warner Brothers)*

DAMON RUNYON'S distinctive touch is evident in this zany post-Prohibition story involving a bankrupt beer baron, a half-million dollar bookie robbery, and an orphan with a penchant for practical jokes. This is a pleasant package of entertainment in color by WarnerColor that has marquee lure in the names of Broderick Crawford and Claire Trevor, and plenty of situation comedy. It is a potent bit of merchandise which, properly promoted, should do well at the box-office.

The screenplay by James O'Hanlon presents Crawford, Miss Trevor's husband, as a beer baron who goes to Saratoga to arrange payment of a loan on his brewery. Crawford's daughter, Virginia Gibson, accompanies her parents and her suitor, Bill Hayes, who takes a state trooper's job nearby. He is really the son of a socially prominent and wealthy family.

In Crawford's absence from his Saratoga mansion the five men who robbed the bookies hide out. One Henry Morgan, kills his four partners when they try to double-cross him. He cannot flee because Crawford's mobster-pals, turned house-servants, arrived on the scene with Louis Lettieri, six-year-old orphaned boy whom Crawford has taken along for a vacation. Crawford throws a big party in a futile money-raising effort. Lettieri, who has found Morgan's black bag full of money and hidden it, empties some of its content among the guests. Crawford uses the currency to get an extension from bank representatives Don Beddoe and Steven Chase. He makes Hayes a hero by having him shoot the closeted already-dead crooks and accidentally capture Morgan. Hayes and Miss Gibson clinch at the happy fadeout.

Crawford, Miss Trevor, and Lettieri handle the comedy adeptly, ably supported by Charles Cantor, Sheldon Leonard and Joe Vitale as Crawford's aides. Others in the cast are Howard St. John, Margaret Dumont, Henry Slate, Jack Pepper and Ned Glass. There are neat renditions of the title song and "My Everlovin'," "Ain't She Sweet," "Baby Face" and "Let the Rest of the World Go By."

Roy Del Ruth's capable direction emphasized the broad comedy aspects. Louis F. Edelman's production is attractive and authentic for the period.

Running time, 86 minutes. General audience classification. Release date, Jan. 17.

## $13,915,000 Gross In Mexico City

MEXICO CITY, Dec. 16. — Local theatres had a $13,915,000 gross last year, announced the National Statistics Department which cited that revenue as demonstrating general prosperity. Films are Mexico's top paid public amusement.

The theatres' gross compares with the $920,000 which the local bull-fight ring expects to gross from 16 shows this season.

## Control of Scandia Films Passes to 3

To assure films from Sweden and the Scandinavian countries wider distribution in the United States, three Swedish producers have purchased Scandia Films, Inc., distributor of Swedish films in America, Ernest Mattsson, president and owner of Scandia, announced. The producers are A. B. Europa Film, A. B. Sandrews Ateljeer and the A. B. Svensk Filmindustri, all of Stockholm.

## Spiegal Stresses Importance of Overseas Market

The importance of the foreign market was stressed here yesterday by independent producer Sam Spiegal, who has returned from England where he completed production on "Melba," which will be released through United Artists.

Spiegal cited the revenues of "African Queen" as an example. He estimated that "African Queen" will earn from $7,000,000 to $8,000,000, 45 per cent of which will be derived outside the United States and Canada. "African Queen," released through UA, was made under the Horizon-American banner, a company in which he is associated with John Huston.

Spiegal said that "Melba," produced in color by Technicolor, cost about $1,000,000. Costs were held down, Spiegal continued, by shooting on location abroad. He praised Britain's Eady Plan as an incentive for producing in England.

## Three Will Plan Wisc. Drive-in Meet

MILWAUKEE, Dec. 16.—Sig Goldberg, president of Wisconsin Allied, has appointed three to head the three main committees to set in motion plans for the national drive-in convention to be held in conjunction with Allied of Wisconsin's state convention, March 24-26 at the Schroeder Hotel, Milwaukee. They are: Eric Brown, Plymouth, overall chairman of the convention; Ben Marcus, drive-in chairman; Oliver Trampe, state chairman.

**THE MEANING OF "THE BLUE LIGHT"**

This is the key to why "Above and Beyond" was a hush-hush picture. But now it can be told.

Robert Taylor surpasses his performance in "Quo Vadis" and "Ivanhoe" in "Above and Beyond."

"Above and Beyond" contains the Billion Dollar Secret which Robert Taylor kept from Eleanor Parker, who plays his wife.

# MOTION PICTURE DAILY'S BOOKING CHART

| WEEK OF | ALLIED ARTISTS | COLUMBIA | LIPPERT | M-G-M | PARA. | REPUBLIC | RKO | 20TH-FOX | UNITED ARTISTS | UNIV.-INT'L. | WARNERS |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Nov. 2 | | (Nov. Releases)<br>HANGMAN'S KNOT<br>(Color)<br>Randolph Scott<br>Donna Reed<br>OD—84 min.<br>(Rev. 11/3/52)<br>VOODOO TIGER<br>Johnny Weismuller<br>D—67 min.<br>(Rev. 10/30/52)<br>BLUE CANADIAN ROCKIES<br>Gene Autry<br>O—58 min.<br>(Rev. 11/14/52)<br>(Re-Release)<br>LADIES OF THE CHORUS<br>Marilyn Monroe<br>Adele Jergens<br>D—61 min. | | THE PRISONER OF ZENDA<br>(Color)<br>Stewart Granger<br>James Mason<br>Deborah Kerr<br>D—100 min.<br>(Rev. 10/15/52)<br>THE HOUR OF 13<br>Peter Lawford<br>D—80 min.<br>(Rev. 9/30/52)<br>PLYMOUTH ADVENTURE<br>(Color)<br>Spencer Tracy<br>Gene Tierney<br>D—104 min.<br>(Rev. 10/20/52) | (Nov. Releases)<br>THE TURNING POINT<br>William Holden<br>Alexis Smith<br>D—85 min. (5205)<br>(Rev. 9/18/52)<br>THE SAVAGE<br>(Color)<br>Charlton Heston<br>Susan Morrow<br>OD—95 min. (5206)<br>(Rev. 9/18/52) | | MONTANA BELLE<br>(Color)<br>Jane Russell<br>George Brent<br>O—81 min.<br>(Rev. 10/30/52)<br>FACE TO FACE<br>James Mason<br>Robert Preston<br>D—92 min.<br>(Rev. 11/20/52) | (Nov. Releases)<br>NIGHT WITHOUT SLEEP<br>Linda Darnell<br>Gary Merrill<br>D—77 min. (235)<br>(Rev. 9/30/52)<br>THE STEEL TRAP<br>Joseph Cotten<br>Teresa Wright<br>D—85 min. (232)<br>(Rev. 10/22/52)<br>BLOODHOUNDS OF BROADWAY<br>(Color)<br>Mitzi Gaynor<br>Scott Brady<br>MC—90 min. (236)<br>(Rev. 10/30/52)<br>PONY SOLDIER<br>(Color)<br>Tyrone Power<br>Cameron Mitchell<br>OD—82 min. (237)<br>(Rev. 11/14/52) | | (Nov. Releases)<br>THE RAIDERS<br>(Color)<br>Richard Conte<br>Viveca Lindfors<br>OD—80 min. (301)<br>(Rev. 10/9/52)<br>BECAUSE OF YOU<br>Loretta Young<br>Jeff Chandler<br>D—95 min. (302)<br>(Rev. 10/9/52)<br>IT GROWS ON TREES<br>Irene Dunne<br>Dean Jagger<br>C—84 min. (303)<br>(Rev. 11/3/52) | OPERATION SECRET<br>Cornel Wilde<br>Steve Cochran<br>D—108 min. (205)<br>(Rev. 10/9/52) |
| Nov. 9 | WYOMING ROUNDUP<br>Whip Wilson<br>O—53 min. (5254) | | TROMBA, THE TIGER MAN<br>Special Cast<br>D—63 min. (5201)<br>(Rev. 11/25/52) | | | | | | | | |
| Nov. 16 | | | | | | | | | (J. Arthur Rank)<br>OUTPOST IN MALAYA<br>Claudette Colbert<br>D—88 min.<br>(Rev. 11/14/52) | | THE IRON MISTRESS<br>Alan Ladd<br>Virginia Mayo<br>D—110 min. (206)<br>(Rev. 10/16/52) |
| Nov. 23 | NO HOLDS BARRED<br>Leo Gorcey<br>C—65 min. (5214) | | MR. WALKIE TALKIE<br>William Tracy<br>Joe Sawyer<br>C—65 min. (5203)<br>(Rev. 12/2/52) | PLYMOUTH ADVENTURE<br>(Color)<br>Spencer Tracy<br>Gene Tierney<br>D—104 min.<br>(Rev. 10/20/52) | | THUNDERBIRDS<br>John Derek<br>John Barrymore, Jr.<br>D—98 min. (5201)<br>(Rev. 11/25/52) | | | | | |
| Nov. 30 | FLAT TOP<br>(Color)<br>Sterling Hayden<br>Richard Carlson<br>D—85 min. (5201)<br>(Rev. 11/20/52) | (Dec. Releases)<br>(Stanley Kramer)<br>EIGHT IRON MEN<br>Bonar Colleano<br>D—80 min.<br>(Rev. 10/23/52) | (Re-Releases)<br>GREAT WHITE HUNTER<br>(formerly THE MACOMBER AFFAIR)<br>Gregory Peck<br>D—89 min. (5209)<br>(Rev. 1/28/47) | SKY FULL OF MOON<br>Carleton Carpenter<br>Jan Sterling<br>D—73 min.<br>(Rev. 11/6/52) | (Dec. Releases)<br>THE BLAZING FOREST<br>(Color)<br>John Payne<br>Susan Morrow<br>OD—90 min. (5207)<br>(Rev. 9/26/52)<br>(Re-Release)<br>CLEOPATRA<br>Claudette Colbert<br>Henry Wilcoxon<br>D—104 min. (5208)<br>(Rev. 7/24/34) | | | (Dec. Releases)<br>MY PAL GUS<br>Richard Widmark<br>Joanne Dru<br>CD—83 min. (233)<br>(Rev. 11/7/52)<br>STARS AND STRIPES FOREVER<br>(Color)<br>Clifton Webb<br>Debra Paget<br>M—89 min. (239)<br>(Rev. 11/19/52) | | (Dec. Releases)<br>THE BLACK CASTLE<br>Richard Greene<br>Boris Karloff<br>D—81 min. (304)<br>(Rev. 10/24/52)<br>AGAINST ALL FLAGS<br>(Color)<br>Errol Flynn<br>Maureen O'Hara<br>D—83 min. (305)<br>(Rev. 11/26/52) | CATTLE TOWN<br>Dennis Morgan<br>O 71 min (207)<br>(Rev. 12/1/52) |
| Dec. 7 | JUNGLE GIRL<br>Bomba<br>D—70 min. (5208) | (Stanley Kramer)<br>THE HAPPY TIME<br>Charles Boyer<br>Louis Jourdan<br>CD—94 min.<br>(Rev. 8/18/52)<br>STRANGE FASCINATION<br>Cleo Moore<br>Hugo Haas<br>D—80 min.<br>(Rev. 10/6/52)<br>INVASION U.S.A.<br>Gerald Mohr<br>D—74 min.<br>(Rev. 12/8/52) | CAPTAIN KIDD<br>Charles Laughton<br>D—89 min. (5210)<br>(Rev. 7/30/45) | | | | | | (Danziger Bros.)<br>BABES IN BAGDAD<br>(Color)<br>Paulette Goddard<br>Gypsy Rose Lee<br>CD—79 min.<br>(Rev. 12/11/52) | | |
| Dec. 14 | THE MAVERICK<br>Wild Bill Elliott<br>O—71 min. (5322) | | | | | | BLACKBEARD THE PIRATE<br>(Color)<br>Linda Darnell<br>Robert Newton<br>D—99 min.<br>(Rev. 11/28/52) | (Jan. Releases)<br>MY COUSIN RACHEL<br>Olivia de Havilland<br>Richard Burton<br>D—98 min. (301) | (Film Group)<br>MONSOON<br>(Color)<br>Ursula Thiess<br>D—79 min. | | |
| Dec. 21 | | | THE GAMBLER AND THE LADY<br>Dane Clark<br>Naomi Chance<br>D—71 min. (5204) | MILLION DOLLAR MERMAID<br>(Color)<br>Esther Williams<br>Victor Mature<br>D—115 min.<br>(Rev. 10/31/52) | (Jan. Releases)<br>ROAD TO BALI<br>(Color)<br>Bing Crosby<br>Bob Hope<br>C—91 min. (5209)<br>(Rev. 11/18/52) | RIDE THE MAN DOWN<br>(Color)<br>Brian Donlevy<br>OD—90 min.<br>(Rev. 10/30/52)<br>MARSHAL OF CEDAR ROCK<br>Alan "Rocky" Lane<br>O | | (Bernhard-Vidor)<br>RUBY GENTRY<br>Jennifer Jones<br>Charlton Heston<br>D—82 min. (303) | (Lopert)<br>BREAKING THE SOUND BARRIER<br>Ralph Richardson<br>Ann Todd<br>D—109 min.<br>(Rev. 10/30/52) | (Jan. Releases)<br>THE LAWLESS BREED<br>(Color)<br>Rock Hudson<br>Julia Adams<br>O—83 min. (306) | ABBOTT AND COSTELLO MEET CAPTAIN KIDD<br>(Color)<br>Charles Laughton<br>C—70 min. (208)<br>(Rev. 11/25/52) |
| Dec. 28 | HIAWATHA<br>(Color)<br>Vincent Edwards<br>D—80 min. (5202)<br>(Rev. 12/11/52) | (Jan. Releases)<br>THE FOUR POSTER<br>Rex Harrison<br>Lilli Palmer<br>CD—103 min.<br>(Rev. 10/9/52)<br>THE PATHFINDER<br>(Color)<br>George Montgomery<br>O—78 min.<br>THE WINNING OF THE WEST<br>Gene Autry<br>O—57 min. | | ABOVE AND BEYOND<br>Robert Taylor<br>Eleanor Parker<br>D—122 min.<br>(Rev. 11/20/52) | THUNDER IN THE EAST<br>Alan Ladd<br>Deborah Kerr<br>D—98 min. (5210)<br>(Rev. 11/3/52)<br>TROPIC ZONE<br>(Color)<br>Ronald Reagan<br>Rhonda Fleming<br>D—94 min. (5211) | | | (Robt. Haggiag)<br>THE THIEF OF VENICE<br>Maria Montez<br>D—91 min. (304)<br>(Rev. 11/14/52)<br>(Re-Releases)<br>THE GUNFIGHTER<br>Gregory Peck<br>O—84 min. (348)<br>(Rev. 4/26/50)<br>YELLOW SKY<br>Gregory Peck<br>D—98 min. (349)<br>(Rev. 11/22/48) | | MEET ME AT THE FAIR<br>(Color)<br>Dan Dailey<br>Diana Lynn<br>M—87 min. (307)<br>(Rev. 12/5/52)<br>THE REDHEAD FROM WYOMING<br>(Color)<br>Maureen O'Hara<br>Alex Nicol<br>OD—80 min. (309) | APRIL IN PARIS<br>(Color)<br>Doris Day<br>Ray Bolger<br>MC 101 min. (209)<br>(Rev. 11/13/52) |
| Jan. 4 | TIMBER WOLF<br>Kirby Grant<br>D—63 min. (5222) | | | | | | | | | | |
| Jan. 11 | THE STAR OF TEXAS<br>Wayne Morris<br>O (5332) | | I'LL GET YOU<br>George Raft<br>D (5206) | THE CLOWN<br>Red Skelton<br>Jane Greer<br>C—92 min. | | | NEVER WAVE AT A WAC<br>Rosalind Russell<br>Paul Douglas<br>C—87 min. | | (Edw. Small)<br>KANSAS CITY CONFIDENTIAL<br>John Payne<br>Coleen Gray<br>D—98 min.<br>(Rev. 11/7/52) | | |

*(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.)*

## New ASCAP Rates

***Following are the new and previous annual rates for ASCAP music, on recordings, for both conventional and drive-in theatres:***

### *Conventional Theatres*

**NEW RATES**

| | |
|---|---|
| **Up to 400 seats** | **$12** |
| **401 to 800 seats** | **$18** |
| **801 to 1,200 seats** | **$24** |
| **1,201 to 1,600 seats** | **$36** |
| **Over 1,600 seats** | **$48** |

**PREVIOUS RATES**

| | |
|---|---|
| **Up to 600 seats** | **$15** |
| **601 to 1,200 seats** | **$24** |
| **1,201 to 1,600 seats** | **$36** |
| **Over 1,600 seats** | **$48** |

### *Drive-Ins*

**NEW RATES**

| | |
|---|---|
| **Up to 250 cars** | **$24** |
| **251 to 500 cars** | **$36** |
| **501 to 700 cars** | **$48** |
| **Over 700 cars** | **$60** |

**PREVIOUS RATES**

| | |
|---|---|
| **Up to 350 cars** | **$36** |
| **351 to 650 cars** | **$48** |
| **Over 650 cars** | **$60** |

## New Ascap Rates

(*Continued from page* 1)

**with more than 1,600 seats, compared with a previous range of $15 up to 600 seats and $48 for 1,600 seats or more. The changes in brackets apply to to those houses with less than 1,200 seats.**

There are four basic changes in the drive-in theatre schedules, which start at $24 for capacities up to 250 cars, with the top being $60 for theatres having space for 700 or more cars.

**On Pro-rata Basis**

Collins said that several theatre operators had inquired whether they would be obliged to pay the full annual rate in cases where the theatres did not operate the entire year. He said the policy of ASCAP in this respect was that if a theatre operated on a seasonal basis, its rate would be pro-rated on the basis of the annual rate.

Theatres and circuits that already have signed contracts may continue to operate under their present pacts for the first year of the agreement or execute a new contract embodying the new rates.

## Films to TV

(*Continued from page* 1)

Anderson; "Casanova in Burlesque," starring Joe E. Brown and June Havoc; "Madonna's Secret," with Francis Lederer, Gail Patrick and Ann Rutherford; "Steppin' in Society," "Scotland Yard Investigator," and "The Cheaters."

Negotiations for the contract, which required six months to complete, were conducted by David Savage, film manager for WCBS-TV, and Earl Collins, president of Hollywood Television Service. It is the second contract for an exclusive film package negotiated for WCBS-TV within the past three weeks. The first involved 18 films produced by Sol Wurtzel.

## *100 Films Cost $6,930,000*

MEXICO CITY, Dec. 16.—Production of the 100 pictures which the trade estimates will be Mexico's maximum for 1952 will have a calculated cost of $6,930,000. Up to Nov. 30, 88 pictures had been made and 12 more are to be finished by Dec. 31. After starting very slowly because of financing and labor troubles, production was normalized in August and since then has continued satisfactorily.

The present average cost per picture is $69,300.

# Reviews

## *"Tropic Zone"*

(*Pine & Thomas-Paramount*)

WILLIAM PINE and William Thomas have fashioned another of their smooth, actionful productions in color by Technicolor that utilizes handsome island settings and stars Ronald Reagan and Rhonda Fleming. Estelita is featured as a casino singer and dancer and performs zestfully. Like Miss Fleming, she is quite attractive and both are well-costumed. The film has plenty of brawls and under the skillfull direction of Lewis Foster there is a neat blending of action, romance, and song. There are sufficient merchandising angles to garner ample box-office returns.

Based on a novel by Tom Gill and written by Lewis R. Foster, the plot presents Reagan as a political refugee who is smuggled into the country by Estelita and soldier of fortune pilot Noah Beery. He meets Miss Fleming who has inherited a small banana plantation which is being deliberately run down by foreman Grant Withers. The latter is in the pay of John Wengraf, monopolistic shipper seeking to ruin and buy up all small plantations.

Reagan happens to have been a banana expert so he easily replaces Withers who gets fired after getting drunk. However, Wengraf threatens to turn in Reagan as an illegal entry and blackmails him into damaging the plantation. Reagan and Miss Fleming fall in love so he double crosses Wengraf and has Beery fly off to arrange a fruit supplying contract with a big firm for the independents. Beery obtains the contract, Reagan's political friends return to power in his exiled country, he fills the contract on time, and convinces Estelita he and Miss Fleming are enamoured. The stars perform capably and and Estelita effectively dances the Handkerchief Dance and the Cali Conga. She also sings "I'll Always Love You" and "The Magic of You." Others in the cast are Argentina Brunetti, Ricco Alanez, Maurice Jara and Pilar Del Rey.

Running time, 94 minutes. General audience classification. For January release.

## *"The Gambler and the Lady"*

(*Exclusive Films-Lippert*) *Hollywood, Dec.* 16

PRODUCED in England by Exclusive Films, this melodrama presents Dane Clark as an American ex-convict, who, although operating a London night club, has ambitions to crash English society. Clark is the only American personality in the cast and he handles his role in a highly satisfactory manner. Others are: Kathleen Byron, Naomi Chance, Meredith Edwards, Anthony Forwood, Eric Pholmann, Julian Somers, Anthony Ireland, Max Bacon and Mona Washbourne.

Clark portrays a mobster whose temper has involved him in a murder charge in the United States. His social ambitions cause him to jilt the club's dancer, who loves him, in favor of a socialite who, he believes, can get him accepted by the social set. However, Clark finds that his goal is not as easy as he imagined. Just as he seems to be making some headway, the dancer runs him down with her car, ending his ambitions and his life. Miss Byron gives a polished performance, as do the others in the all-British cast. Estelita he and Miss Fleming are enamoured. The stars perform capably Anthony Hinds produced the picture, which is satisfactory, and which was co-directed by Sam Newfield and Patrick Jenkins.

Running time, 72 minutes. General audience classification. Release date, Dec. 26.

## Disney Series

(*Continued from page* 1)

have any predetermined number of issues.

"The Lost Hours," which was produced in England by Robert Baker and Monty Berman for Eros Films, Ltd., will be added to the release schedule shortly.

The first issue of the featurettes, to be known as "People and Places," is "The Alaskan Eskimo." This has been completed and will be set for early release.

Meanwhile, with the addition of two re-releases to its schedule, plus the Lesser production, RKO will have 23 pictures available in the seven-month span from December to next June. The additional reissues are "The Bachelor and the Bobby Soxer" and "Bachelor Mother."

## RKO Pictures

(*Continued from page* 1)

of RKO Pictures. Bent's election to the board had been announced last week in Hollywood. Presumably, rules of the brokerage firm prevent him from taking the post but no official explanation was made.

Edward Burke, the only member of the Ralph Stolkin syndicate which purchased Howard Hughes' 29 per cent interest in the company to remain on the RKO board, left here yesterday for Texas.

**Heard by Justice Greenberg**

The receivership application, brought by three minority stockholders claiming to own 2,525 shares of stock, will be heard before Justice Henry Clay Greenberg, who expressed concern over the welfare of RKO stockholders at the hearing, last Wednesday.

It was reported on the Coast that C. J. Tevlin, long time Howard Hughes employee who served as RKO vice-president in charge of studio operations during Hughes' regime as general director of production, will return to that post in consequence of Hughes' resumption of virtual control as the dominant member of the new board.

## Johnston Sees

(*Continued from page* 1)

ica; Wilbur Snaper, president of Allied States Association, and Manny Frisch, head of Metropolitan Motion Picture Theatres Association.

Snaper, it was said, reported that Allied wanted two points involving general trade practices cleared up before his association would enter into any new discussions of the proposed arbitration system. The two points were high film rentals and the large number of pre-release pictures being released by distributors. Those issues, Snaper was reported to have said, were Allied's "main concerns." Snaper pointed out that Allied wanted some indication from distributors that they are aware of the exhibitor problems on the two points, hinting at the possibility of conciliating the differences before entering into arbitration discussions.

It was brought out that TOA also agreed that film rentals were too high, but that the organization was ready to proceed with arbitration talks anyway. It is expected that Snaper will give a report on the sessions to the national Allied board at its meeting in New Orleans next month.

## 'U' Gross Sales

(*Continued from page* 1)

that excise taxes are not included in gross sales; that gross sales include gross revenue from foreign countries having exchange restrictions only to the extent that net earnings resulting therefrom have been or can be realized in U. S. dollars, regardless of the period or periods in which such gross revenue may have been earned in those foreign countries; and that gross sales are only partly estimated.

## Sugar Heads

(*Continued from page* 1)

1935 when he entered the home office contract department of Republic Pictures. In 1946 he became manager of the contract department of Producers Releasing Corp. and later held the same position with Eagle Lion Films, before moving to United Artists. From 1942 to 1946, Sugar served in the Armed Forces.

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## WB Officials Mull Divorce Plan Changes

### *Si Fabian Confers with Executives on Details*

Possible changes in the Warner Brothers reorganization plan, including those arising from Fabian Enterprises' purchase of controlling interest in the projected Warner Brothers theatre company, are currently being ironed out by top WB executives, it was learned here yesterday.

In addition, conferences are being held between Si Fabian, president of the company bearing his name, and WB officials to put the finishing touches on the agreement, under which Fabian Enterprises will buy the estimated 25 per cent stock interest of Harry W. Warner, WB president, Albert Warner and Jack L. Warner in the new theatre company.

The reorganization changes and the selection of directors and officers of the new theatre company will be embodied in the proxy statement, due in January, a month before the com-

(*Continued on page 4*)

## NEWS FLASHES

SAN FRANCISCO, Dec. 17.--Sol Lesser will meet with John Parsons, Telenews district manager here, in Los Angeles to make a deal whereby the local Telenews Theatres will become the first in Northern California to hold exhibition rights to the Tri-Opticon three dimension process, which is a British development.

•

WASHINGTON, Dec. 17.--The film division of the NPA was allotted amounts of metals for parcelling out among film and photographic product manufacturers in the second quarter of 1953 that are sharply below the totals for the first quarter of 1953 and the four quarters of this year.

## *RKO Streamlining Short Subject Presentations*

By AL STEEN

RKO Radio Pictures is streamlining its concept of short subjects production, distribution and exhibition to conform with present day tastes and to meet TV competition by tying in television and radio personalities with completed shorts. Sid Kramer, RKO's short subjects sales manager, revealed here that the new approach to the merchandising of shorts is designed to stimulate the interest of both exhibitors and the public in the entertainment value of featurettes.



Sid Kramer

One radical innovation planned for 1953, Kramer said, is the linking of two or three short subjects into feature length offerings, with a well

(*Continued on page 4*)

### *Elect Howard Hughes RKO Board Chairman*

**Hollywood, Dec. 17.—At a meeting of the RKO Radio Pictures board of directors this afternoon Howard Hughes was elected chairman of the board. A. B. Simpson, who is vice-chairman of the National Bank of Commerce of Houston, was elected a director, completing the RKO five-man board.**

**The other members are Noah Dietrich, J. Miller Walker and Edward Burke, Jr.**

## Los Angeles Tops U. A. Sales Drive

United Artists branches in Los Angeles, New Orleans and Vancouver are winners of the 25-week "Bill Heieneman Sales Drive" which ended Dec. 6, it was disclosed here yesterday by Max E. Youngstein, UA vice-president and drive captain. The three exchanges topped their individual divisions in the drive which was launched last June.

Runners-up in each of the three groups into which the sales organization had been divided were: San Francisco and Chicago, group one; Charlotte and St. Louis, group two,

(*Continued on page 4*)

## RKO Receivership Case Set for Jan. 5

Another postponement, this one to Jan. 5, was granted here yesterday by the New York Supreme Court for a hearing on the RKO Pictures minority suit, seeking a court-appointed receiver for the company. The postponement was sought by Louis Kipnis, attorney for the three minority stockholders. The hearing was slated for tomorrow.

Kipnis said he needed more time to study and answer the affidavits supporting the company's position submitted by James A. Mulvey, president of Samuel Goldwyn Productions, which releases through

(*Continued on page 4*)

## Reelect Mullin N.E. TOA Unit President

BOSTON, Dec. 17.—Martin J. Mullin was reelected president of the Allied Theatres of New England at the unit's annual meeting today in the Hotel Touraine here. The following were named vice-presidents: Samuel Pinanski, Charles E. Kurtzman, Ben Domingo, Al Somerby and Harry Feinstein.

Stanley Sumner was reelected treasurer and John J. Ford was reelected chairman of the board of directors.

Other members of the board are Walter A. Brown, Edward S. Canter, Theodore Fleisher, Winthrop S. Knox, Jr., Joseph Liss and Phillip Smith.

(*Continued on page 4*)

## Dickstein Heads N. Y. Film BOT

The New York Film Board of Trade yesterday named Abe Dickstein of 20th Century-Fox to succeed Henry Randel of Paramount as president. Lou Allerhand of M-G-M, formerly second vice-president, was named first vice-president, replacing William Murphy of Republic. Myron Sattler of Paramount was named second vice-president.

Robert J. Fannon of Republic fol-

(*Continued on page 4*)

## Sales Heads To Meet Today On Arbitration

### *Johnston to Confer On Possible Draft Changes*

Film company sales managers are scheduled to meet here this morning at the Motion Picture Association of America offices to discuss the current stalemate in the establishment of an arbitration system for the motion picture industry. MPAA president Eric Johnston and Ralph Hetzel, Jr., in charge of the New York MPAA office, will attend the meeting, possibly along with Joyce O'Hara, vice-president at the Washington headquarters.

**The sales chiefs are expected to exchange opinions as to what concessions the distributors may offer that would be attractive to exhibitors and to delve into the objections expressed by Allied to the Oct. 21 arbitration proposals prepared by company attorneys. This will be the first meeting on the issue by the**

(*Continued on page 4*)

## Warns Against Rose Bowl Game Pickup

A warning against any unauthorized large-screen theatre television pickup of the Rose Bowl game was sounded by L. S. Frost, of the National Broadcasting Co., in a letter to the Theatre Owners of America.

The letter said in part, "Any unauthorized exhibition of the telecast would be in violation of theatre television rights owned and reserved by the Pacific Coast Intercollegiate Athletic Conference and the Pasadena

(*Continued on page 4*)

## U.K. Theatre TV to Bow with Coronation

LONDON, Dec. 17.—Large screen theatre television of the Coronation next June appears to be a certainty with an announcement expected from the House of Commons shortly specifying the conditions under which it will be permitted. B.B.C. obstacles and copyright difficulties heretofore have prevented large screen TV in British theatres. The government

(*Continued on page 4*)

# Personal Mention

E. L. SCANLAN, newly appointed treasurer of Cinerama Productions, has arrived here from Hollywood.

•

BEN MORRIS, Columbia service department manager here, and MRS. MORRIS announce the marriage of their daughter, ROBERTA ELAINE, to HERBERT L. GREEN on Sunday.

•

BOYD SPARROW, manager of Loew's Warfield in San Francisco, is visiting in New York. M. C. BURNETT, Central division manager, is substituting for SPARROW.

•

JOE HUFF, former city manager in Stockton, Cal., for Blumenfeld Theatres, has gone into temporary retirement and plans a South American trip with MRS. HUFF.

•

S. J. GARDNER, M-G-M assistant West Coast sales manager, and his wife will leave San Francisco on Monday for a two-week cruise on the *S.S. Lurline*.

•

PHIL WILLIAMS, 20th Century-Fox executive on the staff of PETER LEVATHES, will return here next week from a two-week visit to Houston.

•

JERRY ZIGMOND, West Coast division manager for United Paramount Theatres, is in San Francisco from Los Angeles.

•

HAROLD WIRTHWEIN, Allied Artists Western sales manager, has returned to Hollywood from a two-week Midwestern trip.

•

MAX BERCUTT, Warner Brothers field representative, is in Los Angeles from San Francisco.

•

FRANK JENKINS, former San Francisco theatre manager, is in New York.

## Personnel, Theatre Changes on Coast

SAN FRANCISCO, Dec. 17.—Redwood Theatres, headed by George M. Mann, has transferred Bert Henson, former city manager at Modesto, to Klamath Falls, Ore. Lou Vaughn has also been transferred to Klamath Falls from Eureka. Earl Baughman has gone from Klamath to take over district managership of Eureka. Ray Duddy replaces Hensen at Modesto.

Other changes in Northern California include the Rio at Alameda being purchased by Robert L. McKee. At Pollock Pines, the Grand, owned by Graff Broadbent and booked by Ed Rewden, has closed. E. F. Michelsen put the Brisbane (just outside of San Francisco) on a two-change-six-day week, with the house remaining dark on Thursdays. Previously it was operated on a three changes a week, seven-day policy. Dave Richards sold his Rialto at Oakland to Pete Kyprios, and Edgar P. Weiss purchased the Vista at Rio Vista. Dick Rose was named manager of Blumenfeld's El Cerrito Motor Movies at El Cerrito, replacing Frank Jenkins, who resigned.

# Long Park Suit Judgment Favors RKO Theatres

Judgment in favor of RKO Theatres was rendered here yesterday by Judge Aaron Steuer of the New York Supreme Court in the suit filed by Long Park, Inc., a Walter Reade Theatres company.

The suit grew out of RKO Theatres' purchase in Sept., 1950 of Long Park's stock interest in the Trenton-New Brunswick Corp. The Reade firm contended that the $792,500, paid by RKO was for a 25 per cent interest in the stock, valued at $750,000, and $42,500 as a dividend due the Reade firm at the time. It was further claimed that a $50,000 dividend payment, over and above the $42,500, was due Long Park and that the contract agreement with RKO Theatres should be set aside.

Judge Steuer in his decision denied any fraud had taken place and dismissed the Long Park complaint. Among those who testified in the suit were Walter Reade, Jr., president of the circuit bearing his name; Sol Schwartz, president of RKO Theatres; Tom O'Connor, RKO vice-president, and Harold Newcomb, comptroller.

Solomon Goodman was the attorney for Long Park, while O'Brien, Driscoll and Raftery and George Raftery were trial counsel.

## Skouras in London, Back Here Next Week

LONDON, Dec. 17. — Spyros P. Skouras, 20th Century-Fox president, has arrived here from the Continent on the last leg of his round-the-world business trip. He plans to remain in England until Monday when he and Mrs. Skouras will leave for New York by plane.

William J. Kupper, 20th-Fox managing director for Britain, will leave for New York later in the month and, after home office conferences, will visit the West Coast before returning here.

## WB Houses in Joint 'Hans' Promotion

HOLLYWOOD, Dec. 17.—Warner theatres in this area have joined in a campaign to promote the West Coast premiere of Samuel Goldwyn's "Hans Christian Andersen" on Dec. 26 at the Beverly Theatre in Beverly Hills.

Feature of the campaign, which involves the Wiltern, Warner Downtown, Hollywood and Huntington Park theatres, is a 10-foot high lobby display sign in each of the houses. Other cross "plugs" include trailers, full-size cutouts and photo blow-ups in color.

## Melford Film to WB

HOLLYWOOD, Dec. 17. — Warner Brothers has concluded a deal under which independent producer Frank Melford will deliver "The Diamond Queen" to the company for distribution. The film, set to enter production next month, will be filmed in the new Eastman three-color process.

## First Rep.-Wilcox Film

LONDON, Dec. 17. — Shooting has started at Shepperton Studio on the first of the joint Republic Pictures-Herbert Wilcox productions, a Technicolor version of Joseph Conrad's "Laughing Anne." Forrest Tucker and Wendell Corey are cast opposite Margaret Lockwood and Ronald Shiner.

## Braden Touring to Promote 'Andersen'

Publicist Frank Braden has left on a three-month tour of 19 key cities in the United States and Canada on behalf of Samuel Goldwyn's "Hans Christian Andersen," which RKO Radio is releasing.

Working in advance of the regular campaign, Braden will spend a minimum of two days in each city, between now and mid-February, planting feature material with newspapers. Cities on Braden's itinerary are Philadelphia, Baltimore, Washington, Atlanta, New Orleans, Dallas, Memphis, St. Louis, Kansas City, Denver, Minneapolis, Milwaukee, Chicago, Detroit, Cleveland, Pittsburgh, Buffalo, Toronto and Montreal.

## Adler Manager of UA's Albany Office

BUFFALO, Dec. 17. — Robert Adler has been named sales manager and Lillian Paulin booker in the new Albany office of United Artists, according to M. E. Brown, U. A. manager of Buffalo and Albany. Adler was formerly with Monogram and Miss Paulin was with Columbia.

## Rent Morning Use Of Upstate Houses

ALBANY, N. Y., Dec. 17.—Warner's Strand has been rented to Gateway Motors for free shows on the mornings of Dec. 23-24. Admission by ticket will be given to members of the "Ford Family" and their children. Also, Fabian's Plaza, Schenectady, has been leased to Kaye Motors for a "Christmas kiddie carnival" on the morning of Dec. 22. Admission will be a useable toy which the Schenectady Related Activities Council will repair for presentation to needy boys and girls.

## 'Peter' on 'Omnibus' Television Show

Walt Disney's "Peter Pan," an RKO Radio release, will be the first picture distributed by a major studio to be represented on "Omnibus," CBS Television's new Coast-to-Coast program, on Sunday, Dec. 28.

## 'Graduates' of Ampa Showmanship Class To Get Diplomas

"Graduates" of the Associated Motion Picture Advertisers' Showmanship Classes will be given diplomas at the January AMPA meeting to be held in the Hotel Piccadilly here on Jan. 15, it was reported yesterday by AMPA president Harry K. McWilliams. The final class of the first series of clinics will be held tonight at the Woodstock Hotel.

Speakers at tonight's session will be Arthur De Bra, director of community relations, and Gordon White, director of the Advertising Code Administration of the Motion Picture Association of America, and Maurice Bergman, director of public relations and asssistant to the president of Universal Pictures. Their subject will be "public relations." Since the classes were started on Sept. 29, 45 in the industry here have lectured.

The AMPA board will hold a meeting today to discuss next year's program and other matters.

## To Show Tri-Color Tube Here Shortly

A demonstration of the tri-color television tube developed by Chromatic, Inc., a subsidiary of Paramount Pictures, will be held at the Paramount home office here in about another week.

The tube, which is adaptable either for home or theatre television, has been demonstrated in Los Angeles frequently. The purpose of the New York demonstration, according to a Chromatic spokesman, is to acquaint the home television industry with its performance. Paramount, which has halted production of its theatre TV system, has no current plans to adopt the tube for theatre television.

## Charles Moss Enters Radio-TV Production

Charles B. Moss, executive director of the Criterion Theatre here and president of B. S. Moss Theatrical Enterprises, and Richard Lewis, radio-TV producer and director, have formed a new company, Moss and Lewis, Inc., for the purpose of developing "live" and film programs for television and radio.

The new firm's first production will be Mickey Spillane's "That Hammer Guy," based on the mystery novels, which will tee off over the Mutual Broadcasting System on Jan. 6.

## Legion of Decency Puts 6 in Class B

Six films are placed in Class B, eight in Class A-I and four in Class A-II in the latest Legion of Decency report.

The six Class B films are: "Angel Face" and "Blackbeard the Pirate," RKO Radio; "April in Paris," Warner Brothers; "The Desperate Search," M-G-M; "Mesa of Lost Women," Realart, and "Shamed," Westport International Films.

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DIRECTED BY
MICHAEL CURTIZ

# Divorce Plan

(Continued from page 1)

pany's annual stockholders' meeting, slated for Feb. 17 in Wilmington, Del. Fabian, who is expected to head up the new theatre company, declined comment as to the identity of the directors and officers of the projected theatre company, which will be formed under the company's consent decree divorcing production and distribution from exhibition.

The changes in the plan will be subject to the approval of stockholders, who last year approved the original formula for divorcement.

## UA Sales Drive

(Continued from page 1)

and New Haven and Buffalo, group three.

Prize money has been awarded branch managers, salesmen, bookers and cashiers of the winning offices.

Special awards went to George Pabst, Southern district manager, and James Velde, Southern-Western division manager, for the showings in their territories.

## *Granada Theatres Reports Profit*

LONDON, Dec. 17.—Granada Theatres, Ltd., reports a trading profit for the year ended Sept. 30 of £212,912, compared with £219,949 in the previous year. Last year's dividends were maintained.

# *RKO Radio Streamlining*

(Continued from page 1)

known personality of the airways—radio or TV—doing a commentary as an introduction, a chatter routine between each subject and a sign off at the end of the final subject.

While no "names" have been signed as yet, Kramer said he visualized persons like Herb Shriner and Art Linkletter for the interpolations. Shriner and Linkletter are familiar to TV audiences and their presence on the theatre screen would be drawing cards, Kramer said. RKO, he added, will "tailor" the subject to the requirements of the exhibitor, eliminating one short from the feature-length subject to fit a scheduled running time for an over-all program. Thus, the connected shorts and the inserted commentaries by the personalities may become the second feature on dual programs.

### Lost Entertainment

Kramer said he believed the projects would whet the appetite of the public for short comedies which, in many theatres, have become lost entertainment due to the length of each feature on double bills.

Following the pattern set by TV film production whereby filmed subjects are turned out speedily after careful preparation, RKO short subject producer George Bilson has produced six two-reel comedies at the Hollywood studio in 12 days, Kramer said. The six included four Gil Lamb subjects and two in the "Newlywed" series. With scripts completed and production crews ready, Bilson shot the block of shorts in about the time that it ordinarily took to film one subject on a staggered schedule. There was no loss of quality and the economic savings were sizeable, Kramer said. In that way, the balance of RKO's shorts program for the 1952-53 season were completed in less than two weeks.

Greater attention is being given to the merchandising of the shorts subjects, Kramer explained. Under Joe Ehrlich, recently named to promote the company's shorts, tie-ups are being made on a scale almost equal to that of features. The company's A-bomb subject is getting special attention, with the Armed Forces and Civil Defense groups alerted to promote the picture in local areas.

When "Mickey Mouse Birthday Party"—which is composed of five "Mickey Mouse" subjects—is released in the spring, a heavy exploitation campaign is planned, with "birthday parties and grand balls" to be staged from Coast-to-Coast.

Greater impetus than ever given before to the sales and promotion of shorts subjects will be in evidence next year, Kramer said.

## RKO Receivership

(Continued from page 1)

RKO; David J. Greene, who claims to own and control more than 78,000 RKO Pictures shares, and the Chase National Bank, which is in charge of keeping the company records.

Kipnis said he had been informed by RKO Pictures' attorneys that one more affidavit from the Coast is due to be submitted. The affidavits of Mulvey and Greene oppose the appointment of a receiver. Mulvey, it was learned, expressed satisfaction with RKO as a releasing organization and spoke about the losses that would result if a receiver were appointed.

Kipnis said he had called upon the Department of Justice to investigate Greene's relations with RKO Pictures for possible violation of the company's consent decree. Greene, besires being a stockholder in RKO Pictures, is a director of RKO Theatres.

## U. K. Theatre TV

(Continued from page 1)

now has taken the matter of the Coronation theatre telecast, at least, out of B.B.C.'s hands.

J. Arthur Rank's Leicester Square Odeon and three of his larger provincial theatres are equipped with large screen TV. Associated British Cinema's 3,000-seat Commodore Theatre in a London suburb is to be equipped with Cintel apparatus, while the Monseigneur newsreel theatres and Sidney Bernstein's Granada circuit plan installations as soon as the necessary permission issues from the government.

## Dickstein Heads

(Continued from page 1)

lowed Nat Furst of Allied Artists into the treasurer's post and Phil Hodes of RKO Pictures succeeded Dickstein as secretary. David I. Levy of Universal became sergeant-at-arms, replacing Saul Trauner of Columbia.

# Arbitration

(Continued from page 1)

**sales heads since Allied's national convention in Chicago, where the exhibitor organizations rejected the distributors' draft.**

It was reported here that the sales managers will give serious attention to the request by Wilbur Snaper, national Allied president, that the distributors clear up two points involving trade practices before Allied will go along on new arbitration negotiations. The two points, presented by Snaper at a meeting with Johnston here last Friday, were high film rentals and an excessive number of pre-release pictures. The sales managers may be willing to clarify those two points if Allied's acceptance of an arbitration plan hinges on such action. Last Friday's session also was attended by Herman Levy, general counsel of Theatre Owners of America, and Manny Frisch, president of Metropolitan Picture Theatres Association.

In some quarters, the opinion was expressed that Allied and the distributors are not as far apart on an agreement in regard to an arbitration plan as some in the industry believe, in view of the fact that the draft prepared by Abram F. Myers, Allied general counsel, and submitted on Aug. 21, was approved by all parties. The so-called apple-cart was kicked over when certain distributor lawyers allegedly asked for some additional provisions, with Allied then requesting some changes of their own.

## Rose Bowl Game

(Continued from page 1)

Tournament of Roses Association and also of similar rights . . . of the National Broadcasting Company."

Last year, Sherrill Corwin's Orpheum Theatre in Los Angeles was the only TV-equipped theatre in the nation to carry the Jan. 1 Rose Bowl game, in conjunction with a home telecast of the football event.

Frost's letter asked the TOA to convey the warning to its members.

## Reelect Mullin

(Continued from page 1)

Canter is a new member of the board. Frank C. Lydon is executive secretary.

Samuel Pinanski, a member of the ruling triumvirate of COMPO, gave a complete report on COMPO's activities to date, which included the meeting held in Chicago recently.


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# Review

## "Torpedo Alley"

(*Allied Artists*) *Hollywood, Dec.* 17

MANY productions concerning U. S. military services have preceded "Torpedo Alley," a tale about submarines and the men aboard them, but few were as well-rounded as this one, from the standpoints of entertainment, action, performances, story, production and direction. Strong marquee and market values spring from the names of the cast of Mark Stevens, Dorothy Malone, Charles Winninger and Bill Williams.

This story of the submarine is so skillfully worked into the flow of the personal narrative as to add to the film the substantial impact of the documentary without incurring the tedium of that medium.

The production is by Lindsley Parsons, with John H. Burrows serving as associate producer, and with Commander B. R. Van Buskirk (Ret.) and Rear Admiral Thomas N. Dykers (Ret.) as technical advisers. Direction is by the dependable Lew Landers, and the writing credit goes to Sam Roeca and Warren Douglas, who did their best to keep the story from following too closely in the footsteps of the hundreds of service stories that have gone before.

Stevens portrays a Navy flier who is picked up from the sea, after having frozen at the controls during combat, at the cost of his crew's lives, by a submarine on which Douglas Kennedy is executive officer. At war's end Stevens finds civilian employment no balm for his sense-of-guilt and rejoins the Navy, signing up for submarine service, in which he again meets Kennedy and also Kennedy's girl, Miss Malone. While she's getting around to making up her mind between the men, the Korean fighting begins, the men are ordered to sea, and Stevens proves, in the course of leading a landing party which blows up a tunnel, that he is no coward.

Others in the cast are James Millican, Bill Henry, James Seay, Robert Rose, John Alvin, Carlton Young and Ralph Sanford.

Running time, 84 minutes. General audience classification.

## Studying Delivery Tariffs in Ohio

COLUMBUS, O., Dec. 17.—A study of rates and service offered to Ohio exhibitors by 12 film carriers is being conducted by W. V. Blake of Columbus for the Independent Theatre Owners of Ohio.

Robert Wile, ITOO secretary, said that his office will furnish members with proposed rate changes as soon as they are filed with the Ohio Public Utilities Commission. Only notification to theatres in the past has been publication in Ohio newspapers of proposed rate changes. Wile said that a preliminary survey conducted by Blake has revealed a "wide discrepancy" in rates.

### Notes Discrepancies

"Some carriers charge a certain amount for a minimum number of reels," Wile said, "with a per-reel charge for the excess. Some of them do not charge for the return of the film brought to the theatre from the exchange. Some carriers charge a flat rate per change of show. Some charge by weight, others by distance. Some carry advertising matter, trailers, candy and popcorn, etc, for nothing while others charge for this service. Some of them make differentiations among their own customers for this service—charging some and not others."

### List Carriers

The Ohio film carriers under study include: Columbus-Cincinnati Trucking Co., Cincinnati; E. S. Johnson, Cleveland; Film Transit Co., Cleveland; L. C. Gross, Cleveland; Leonard N. Albrecht and Walter M. Solomon, Cleveland; Film Service Co., Cincinnati; Huntington - Cincinnati Truck Lines, Portsmouth; Larry Tuccio, Belleaire; Louis J. Iori, Jr., Cincinnati; John Thomas Larkin, St. Mary's; Theatre Transport Co., Cleveland, and Film Deliveries, Inc., Columbus.

## 'Brotherhood Week' Leaders Appointed

Sol A. Schwartz, national chairman for the amusement industry's participation in "Brotherhood Week," Feb. 15-22, on behalf of the 25th anniversary of the National Conference of Christians and Jews, has announced the following national committee members:

William W. Howard, vice-chairman; Harry Mandel, co-ordinator; Ben Kalmenson, national distributor chairman with Bernard Goodman as his assistant; Si Seadler, national advertising and publicity chairman, with Ira Morais as his assistant; Walter Reade, Jr., national exhibitor chairman; Brooks Atkinson, chairman of the legitimate theatres division; William J. German, laboratories chairman; C. Walton Ament, newsreel chairman; Richard Walsh, chairman for labor organizations, and Burton Robbins, accessories chairman.

## 'Cincy' Exhibitors In New Display Plan

CINCINNATI, Dec. 17. — Local exhibitors are co-operating with Robert Wile, secretary of the Independent Theatre Owners of Ohio, and the Cincinnati Gas and Electric Co. in a Hollywood display scheduled for the company's main downtown offices March 16-April 9. The display, inspired by the success of the "Hollywood At The Fair" exhibit at Ohio State Fair last August, would show props, miniature sets, costumes and displays from coming pictures. Wile is soliciting the co-operation of major Hollywood studios.

Cincinnati exhibitors already pledged include F. W. Huss, Jr., RKO Theatres, Rube Shor, Herman Hunt, Louis Wiethe, N. G. Shafer and William Bein. Others are expected to join soon.



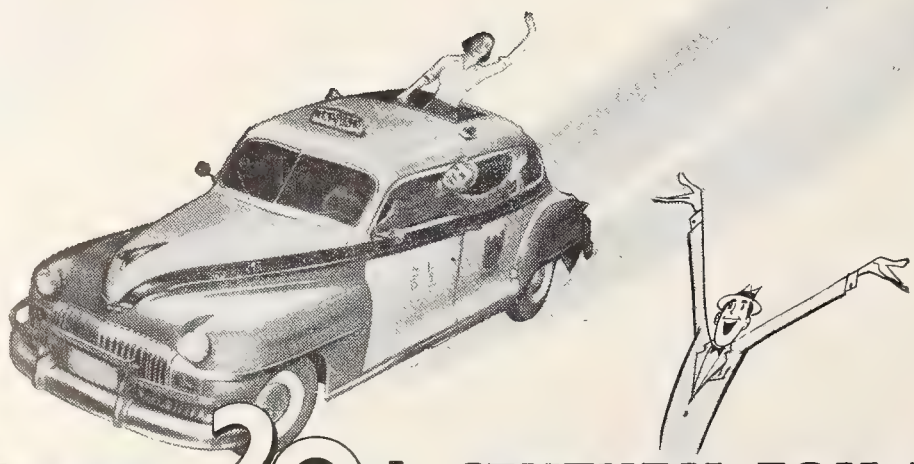

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VOL. 72. NO. 117 NEW YORK, U. S. A., THURSDAY, DECEMBER 18, 1952 TEN CENTS

## WB Officials Mull Divorce Plan Changes

### *Si Fabian Confers with Executives on Details*

Possible changes in the Warner Brothers reorganization plan, including those arising from Fabian Enterprises' purchase of controlling interest in the projected Warner Brothers theatre company, are currently being ironed out by top WB executives, it was learned here yesterday.

In addition, conferences are being held between Si Fabian, president of the company bearing his name, and WB officials to put the finishing touches on the agreement, under which Fabian Enterprises will buy the estimated 25 per cent stock interest of Harry W. Warner, WB president, Albert Warner and Jack L. Warner in the new theatre company.

The reorganization changes and the selection of directors and officers of the new theatre company will be embodied in the proxy statement, due in January, a month before the com-

(*Continued on page 4*)

## Tri-opticon System To Telenews Circuit

SAN FRANCISCO, Dec. 17.—John Parsons, Telenews district manager, flew to Los Angeles from here to make a deal with Sol Lesser whereby the local Telenews Theatre will become the first in Northern California to hold exhibition rights to the Sol Lesser Tri-opticon three dimensional process.

Telenews in Chicago will be the first in the circuit to show the new process, starting Christmas Day.

## NPA Cuts 2nd Period Metals Allocations

WASHINGTON, Dec. 17.—The National Production Authority's film division was allotted 3,029 tons of steel, 820,000 pounds of copper and 1,106,000 pounds of aluminum for parcelling out among film and photographic product manufacturers in the second quarter of 1953.

The amounts are sharply below the totals for the first quarter of 1953 and the four quarters of this year, said NPA officials.

## *RKO Streamlining Short Subject Presentations*

By AL STEEN

RKO Radio Pictures is streamlining its concept of short subjects production, distribution and exhibition to conform with present day tastes and to meet TV competition by tying in television and radio personalities with completed shorts. Sid Kramer, RKO's short subjects sales manager, revealed here that the new approach to the merchandising of shorts is designed to stimulate the interest of both exhibitors and the public in the entertainment value of featurettes.



Sid Kramer

One radical innovation planned for 1953, Kramer said, is the linking of two or three short subjects into feature length offerings, with a well

(*Continued on page 4*)

### *Elect Howard Hughes RKO Board Chairman*

**Hollywood, Dec. 17.—At a meeting of the RKO Radio Pictures board of directors this afternoon Howard Hughes was elected chairman of the board. A. B. Simpson, who is vice-chairman of the National Bank of Commerce of Houston, was elected a director, completing the RKO five-man board.**

**The other members are Noah Dietrich, J. Miller Walker and Edward Burke, Jr.**

## Los Angeles Tops U. A. Sales Drive

United Artists branches in Los Angeles, New Orleans and Vancouver are winners of the 25-week "Bill Heieneman Sales Drive" which ended Dec. 6, it was disclosed here yesterday by Max E. Youngstein, UA vice-president and drive captain. The three exchanges topped their individual divisions in the drive which was launched last June.

Runners-up in each of the three groups into which the sales organization had been divided were: San Francisco and Chicago, group one; Charlotte and St. Louis, group two,

(*Continued on page 4*)

## RKO Receivership Case Set for Jan. 5

Another postponement, this one to Jan. 5, was granted here yesterday by the New York Supreme Court for a hearing on the RKO Pictures minority suit, seeking a court-appointed receiver for the company. The postponement was sought by Louis Kipnis, attorney for the three minority stockholders. The hearing was slated for tomorrow.

Kipnis said he needed more time to study and answer the affidavits supporting the company's position submitted by James A. Mulvey, president of Samuel Goldwyn Productions, which releases through

(*Continued on page 4*)

## Reelect Mullin N.E. TOA Unit President

BOSTON, Dec. 17.—Martin J. Mullin was reelected president of the Allied Theatres of New England at the unit's annual meeting today in the Hotel Touraine here. The following were named vice-presidents: Samuel Pinanski, Charles E. Kurtzman, Ben Domingo, Al Somerby and Harry Feinstein.

Stanley Sumner was reelected treasurer and John J. Ford was reelected chairman of the board of directors.

Other members of the board are Walter A. Brown, Edward S. Canter, Theodore Fleisher, Winthrop S. Knox, Jr., Joseph Liss and Phillip Smith.

(*Continued on page 4*)

## Dickstein Heads N. Y. Film BOT

The New York Film Board of Trade yesterday named Abe Dickstein of 20th Century-Fox to succeed Henry Randel of Paramount as president. Lou Allerhand of M-G-M, formerly second vice-president, was named first vice-president, replacing William Murphy of Republic. Myron Sattler of Paramount was named second vice-president.

Robert J. Fannon of Republic fol-

(*Continued on page 4*)

## Sales Heads To Meet Today On Arbitration

### *Johnston to Confer On Possible Draft Changes*

Film company sales managers are scheduled to meet here this morning at the Motion Picture Association of America offices to discuss the current stalemate in the establishment of an arbitration system for the motion picture industry. MPAA president Eric Johnston and Ralph Hetzel, Jr., in charge of the New York MPAA office, will attend the meeting, possibly along with Joyce O'Hara, vice-president at the Washington headquarters.

**The sales chiefs are expected to exchange opinions as to what concessions the distributors may offer that would be attractive to exhibitors and to delve into the objections expressed by Allied to the Oct. 21 arbitration proposals prepared by company attorneys. This will be the first meeting on the issue by the**

(*Continued on page 4*)

## Warns Against Rose Bowl Game Pickup

A warning against any unauthorized large-screen theatre television pickup of the Rose Bowl game was sounded by L. S. Frost, of the National Broadcasting Co., in a letter to the Theatre Owners of America.

The letter said in part, "Any unauthorized exhibition of the telecast would be in violation of theatre television rights owned and reserved by the Pacific Coast Intercollegiate Athletic Conference and the Pasadena

(*Continued on page 4*)

## U.K. Theatre TV to Bow with Coronation

LONDON, Dec. 17.—Large screen theatre television of the Coronation next June appears to be a certainty with an announcement expected from the House of Commons shortly specifying the conditions under which it will be permitted. B.B.C. obstacles and copyright difficulties heretofore have prevented large screen TV in British theatres. The government

(*Continued on page 4*)

# Personal Mention

E. L. SCANLAN, newly appointed treasurer of Cinerama Productions, has arrived here from Hollywood.

•

BEN MORRIS, Columbia service department manager here, and MRS. MORRIS announce the marriage of their daughter, ROBERTA ELAINE, to HERBERT L. GREEN on Sunday.

•

BOYD SPARROW, manager of Loew's Warfield in San Francisco, is visiting in New York. M. C. BURNETT, Central division manager, is substituting for SPARROW.

•

JOE HUFF, former city manager in Stockton, Cal., for Blumenfeld Theatres, has gone into temporary retirement and plans a South American trip with MRS. HUFF.

•

S. J. GARDNER, M-G-M assistant West Coast sales manager, and his wife will leave San Francisco on Monday for a two-week cruise on the *S.S. Lurline*.

•

PHIL WILLIAMS, 20th Century-Fox executive on the staff of PETER LEVATHES, will return here next week from a two-week visit to Houston.

•

JERRY ZIGMOND, West Coast division manager for United Paramount Theatres, is in San Francisco from Los Angeles.

•

HAROLD WIRTHWEIN, Allied Artists Western sales manager, has returned to Hollywood from a two-week Midwestern trip.

•

MAX BERCUTT, Warner Brothers field representative, is in Los Angeles from San Francisco.

•

FRANK JENKINS, former San Francisco theatre manager, is in New York.

## Personnel, Theatre Changes on Coast

SAN FRANCISCO, Dec. 17.—Redwood Theatres, headed by George M. Mann, has transferred Bert Henson, former city manager at Modesto, to Klamath Falls, Ore. Lou Vaughn has also been transferred to Klamath Falls from Eureka. Earl Baughman has gone from Klamath to take over district managership of Eureka. Ray Duddy replaces Hensen at Modesto.

Other changes in Northern California include the Rio at Alameda being purchased by Robert L. McKee. At Pollock Pines, the Grand, owned by Graff Broadbent and booked by Ed Rewden, has closed. E. F. Michelsen put the Brisbane (just outside of San Francisco) on a two-change-six-day week, with the house remaining dark on Thursdays. Previously it was operated on a three changes a week, seven-day policy. Dave Richards sold his Rialto at Oakland to Pete Kyprios, and Edgar P. Weiss purchased the Vista at Rio Vista. Dick Rose was named manager of Blumenfeld's El Cerrito Motor Movies at El Cerrito, replacing Frank Jenkins, who resigned.

# Long Park Suit Judgment Favors RKO Theatres

Judgment in favor of RKO Theatres was rendered here yesterday by Judge Aaron Steuer of the New York Supreme Court in the suit filed by Long Park, Inc., a Walter Reade Theatres company.

The suit grew out of RKO Theatres' purchase in Sept., 1950 of Long Park's stock interest in the Trenton-New Brunswick Corp. The Reade firm contended that the $792,500, paid by RKO was for a 25 per cent interest in the stock, valued at $750,000, and $42,500 as a dividend due the Reade firm at the time. It was further claimed that a $50,000 dividend payment, over and above the $42,500, was due Long Park and that the contract agreement with RKO Theatres should be set aside.

Judge Steuer in his decision denied any fraud had taken place and dismissed the Long Park complaint. Among those who testified in the suit were Walter Reade, Jr., president of the circuit bearing his name; Sol Schwartz, president of RKO Theatres; Tom O'Connor, RKO vice-president, and Harold Newcomb, comptroller.

Solomon Goodman was the attorney for Long Park, while O'Brien, Driscoll and Raftery and George Raftery were trial counsel.

## Skouras in London, Back Here Next Week

LONDON, Dec. 17. — Spyros P. Skouras, 20th Century-Fox president, has arrived here from the Continent on the last leg of his round-the-world business trip. He plans to remain in England until Monday when he and Mrs. Skouras will leave for New York by plane.

William J. Kupper, 20th-Fox managing director for Britain, will leave for New York later in the month and, after home office conferences, will visit the West Coast before returning here.

## WB Houses in Joint 'Hans' Promotion

HOLLYWOOD, Dec. 17.—Warner theatres in this area have joined in a campaign to promote the West Coast premiere of Samuel Goldwyn's "Hans Christian Andersen" on Dec. 26 at the Beverly Theatre in Beverly Hills.

Feature of the campaign, which involves the Wiltern, Warner Downtown, Hollywood and Huntington Park theatres, is a 10-foot high lobby display sign in each of the houses. Other cross "plugs" include trailers, full-size cutouts and photo blow-ups in color.

## Melford Film to WB

HOLLYWOOD, Dec. 17. — Warner Brothers has concluded a deal under which independent producer Frank Melford will deliver "The Diamond Queen" to the company for distribution. The film, set to enter production next month, will be filmed in the new Eastman three-color process.

## First Rep.-Wilcox Film

LONDON, Dec. 17. — Shooting has started at Shepperton Studio on the first of the joint Republic Pictures-Herbert Wilcox productions, a Technicolor version of Joseph Conrad's "Laughing Anne." Forrest Tucker and Wendell Corey are cast opposite Margaret Lockwood and Ronald Shiner.

## Braden Touring to Promote 'Andersen'

Publicist Frank Braden has left on a three-month tour of 19 key cities in the United States and Canada on behalf of Samuel Goldwyn's "Hans Christian Andersen," which RKO Radio is releasing.

Working in advance of the regular campaign, Braden will spend a minimum of two days in each city, between now and mid-February, planting feature material with newspapers. Cities on Braden's itinerary are Philadelphia, Baltimore, Washington, Atlanta, New Orleans, Dallas, Memphis, St. Louis, Kansas City, Denver, Minneapolis, Milwaukee, Chicago, Detroit, Cleveland, Pittsburgh, Buffalo, Toronto and Montreal.

## Adler Manager of UA's Albany Office

BUFFALO, Dec. 17. — Robert Adler has been named sales manager and Lillian Paulin booker in the new Albany office of United Artists, according to M. E. Brown, U. A. manager of Buffalo and Albany. Adler was formerly with Monogram and Miss Paulin was with Columbia.

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ALBANY, N. Y., Dec. 17.—Warner's Strand has been rented to Gateway Motors for free shows on the mornings of Dec. 23-24. Admission by ticket will be given to members of the "Ford Family" and their children. Also, Fabian's Plaza, Schenectady, has been leased to Kaye Motors for a "Christmas kiddie carnival" on the morning of Dec. 22. Admission will be a useable toy which the Schenectady Related Activities Council will repair for presentation to needy boys and girls.

## 'Peter' on 'Omnibus' Television Show

Walt Disney's "Peter Pan," an RKO Radio release, will be the first picture distributed by a major studio to be represented on "Omnibus," CBS Television's new Coast-to-Coast program, on Sunday, Dec. 28.

## 'Graduates' of Ampa Showmanship Class To Get Diplomas

"Graduates" of the Associated Motion Picture Advertisers' Showmanship Classes will be given diplomas at the January AMPA meeting to be held in the Hotel Piccadilly here on Jan. 15, it was reported yesterday by AMPA president Harry K. McWilliams. The final class of the first series of clinics will be held tonight at the Woodstock Hotel.

Speakers at tonight's session will be Arthur De Bra, director of community relations, and Gordon White, director of the Advertising Code Administration of the Motion Picture Association of America, and Maurice Bergman, director of public relations and asssistant to the president of Universal Pictures. Their subject will be "public relations." Since the classes were started on Sept. 29, 45 in the industry here have lectured.

The AMPA board will hold a meeting today to discuss next year's program and other matters.

## To Show Tri-Color Tube Here Shortly

A demonstration of the tri-color television tube developed by Chromatic, Inc., a subsidiary of Paramount Pictures, will be held at the Paramount home office here in about another week.

The tube, which is adaptable either for home or theatre television, has been demonstrated in Los Angeles frequently. The purpose of the New York demonstration, according to a Chromatic spokesman, is to acquaint the home television industry with its performance. Paramount, which has halted production of its theatre TV system, has no current plans to adopt the tube for theatre television.

## Charles Moss Enters Radio-TV Production

Charles B. Moss, executive director of the Criterion Theatre here and president of B. S. Moss Theatrical Enterprises, and Richard Lewis, radio-TV producer and director, have formed a new company, Moss and Lewis, Inc., for the purpose of developing "live" and film programs for television and radio.

The new firm's first production will be Mickey Spillane's "That Hammer Guy," based on the mystery novels, which will tee off over the Mutual Broadcasting System on Jan. 6.

## Legion of Decency Puts 6 in Class B

Six films are placed in Class B, eight in Class A-I and four in Class A-II in the latest Legion of Decency report.

The six Class B films are: "Angel Face" and "Blackbeard the Pirate," RKO Radio; "April in Paris," Warner Brothers; "The Desperate Search," M-G-M; "Mesa of Lost Women," Realart, and "Shamed," Westport International Films.

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MUSICAL DIRECTION BY RAY HEINDORF

PRODUCED BY
LOUIS F. EDELMAN

DIRECTED BY
MICHAEL CURTIZ

# Divorce Plan

(*Continued from page* 1)

pany's annual stockholders' meeting, slated for Feb. 17 in Wilmington, Del. Fabian, who is expected to head up the new theatre company, declined comment as to the identity of the directors and officers of the projected theatre company, which will be formed under the company's consent decree divorcing production and distribution from exhibition.

The changes in the plan will be subject to the approval of stockholders, who last year approved the original formula for divorcement.

## UA Sales Drive

(*Continued from page* 1)

and New Haven and Buffalo, group three.

Prize money has been awarded branch managers, salesmen, bookers and cashiers of the winning offices.

Special awards went to George Pabst, Southern district manager, and James Velde, Southern - Western division manager, for the showings in their territories.

## *Granada Theatres Reports Profit*

LONDON, Dec. 17.—Granada Theatres, Ltd., reports a trading profit for the year ended Sept. 30 of £212,912, compared with £219,949 in the previous year. Last year's dividends were maintained.

# *RKO Radio Streamlining*

(*Continued from page* 1)

known personality of the airways—radio or TV—doing a commentary as an introduction, a chatter routine between each subject and a sign off at the end of the final subject.

While no "names" have been signed as yet, Kramer said he visualized persons like Herb Shriner and Art Linkletter for the interpolations. Shriner and Linkletter are familiar to TV audiences and their presence on the theatre screen would be drawing cards, Kramer said. RKO, he added, will "tailor" the subject to the requirements of the exhibitor, eliminating one short from the feature-length subject to fit a scheduled running time for an over-all program. Thus, the connected shorts and the inserted commentaries by the personalities may become the second feature on dual programs.

**Lost Entertainment**

Kramer said he believed the projects would whet the appetite of the public for short comedies which, in many theatres, have become lost entertainment due to the length of each feature on double bills.

Following the pattern set by TV film production whereby filmed subjects are turned out speedily after careful preparation, RKO short subject producer George Bilson has produced six two-reel comedies at the Hollywood studio in 12 days, Kramer said. The six included four Gil Lamb subjects and two in the "Newlywed" series. With scripts completed and production crews ready, Bilson shot the block of shorts in about the time that it ordinarily took to film one subject on a staggered schedule. There was no loss of quality and the economic savings were sizeable, Kramer said. In that way, the balance of RKO's shorts program for the 1952-53 season were completed in less than two weeks.

Greater attention is being given to the merchandising of the shorts subjects, Kramer explained. Under Joe Ehrlich, recently named to promote the company's shorts, tie-ups are being made on a scale almost equal to that of features. The company's A-bomb subject is getting special attention, with the Armed Forces and Civil Defense groups alerted to promote the picture in local areas.

When "Mickey Mouse Birthday Party"—which is composed of five "Mickey Mouse" subjects—is released in the spring, a heavy exploitation campaign is planned, with "birthday parties and grand balls" to be staged from Coast-to-Coast.

Greater impetus than ever given before to the sales and promotion of shorts subjects will be in evidence next year, Kramer said.

## RKO Receivership

(*Continued from page* 1)

RKO; David J. Greene, who claims to own and control more than 78,000 RKO Pictures shares, and the Chase National Bank, which is in charge of keeping the company records.

Kipnis said he had been informed by RKO Pictures' attorneys that one more affidavit from the Coast is due to be submitted. The affidavits of Mulvey and Greene oppose the appointment of a receiver. Mulvey, it was learned, expressed satisfaction with RKO as a releasing organization and spoke about the losses that would result if a receiver were appointed.

Kipnis said he had called upon the Department of Justice to investigate Greene's relations with RKO Pictures for possible violation of the company's consent decree. Greene, besires being a stockholder in RKO Pictures, is a director of RKO Theatres.

## U. K. Theatre TV

(*Continued from page* 1)

now has taken the matter of the Coronation theatre telecast, at least, out of B.B.C.'s hands.

J. Arthur Rank's Leicester Square Odeon and three of his larger provincial theatres are equipped with large screen TV. Associated British Cinema's 3,000-seat Commodore Theatre in a London suburb is to be equipped with Cintel apparatus, while the Monseigneur newsreel theatres and Sidney Bernstein's Granada circuit plan installations as soon as the necessary permission issues from the government.

## Dickstein Heads

(*Continued from page* 1)

lowed Nat Furst of Allied Artists into the treasurer's post and Phil Hodes of RKO Pictures succeeded Dickstein as secretary. David I. Levy of Universal became sergeant-at-arms, replacing Saul Trauner of Columbia.

# Arbitration

(*Continued from page* 1)

**sales heads since Allied's national convention in Chicago, where the exhibitor organizations rejected the distributors' draft.**

It was reported here that the sales managers will give serious attention to the request by Wilbur Snaper, national Allied president, that the distributors clear up two points involving trade practices before Allied will go along on new arbitration negotiations. The two points, presented by Snaper at a meeting with Johnston here last Friday, were high film rentals and an excessive number of pre-release pictures. The sales managers may be willing to clarify those two points if Allied's acceptance of an arbitration plan hinges on such action. Last Friday's session also was attended by Herman Levy, general counsel of Theatre Owners of America, and Manny Frisch, president of Metropolitan Picture Theatres Association.

In some quarters, the opinion was expressed that Allied and the distributors are not as far apart on an agreement in regard to an arbitration plan as some in the industry believe, in view of the fact that the draft prepared by Abram F. Myers, Allied general counsel, and submitted on Aug. 21, was approved by all parties. The so-called apple-cart was kicked over when certain distributor lawyers allegedly asked for some additional provisions, with Allied then requesting some changes of their own.

## Rose Bowl Game

(*Continued from page* 1)

Tournament of Roses Association and also of similar rights . . . of the National Broadcasting Company."

Last year, Sherrill Corwin's Orpheum Theatre in Los Angeles was the only TV-equipped theatre in the nation to carry the Jan. 1 Rose Bowl game, in conjunction with a home telecast of the football event.

Frost's letter asked the TOA to convey the warning to its members.

## Reelect Mullin

(*Continued from page* 1)

Canter is a new member of the board. Frank C. Lydon is executive secretary.

Samuel Pinanski, a member of the ruling triumvirate of COMPO, gave a complete report on COMPO's activities to date, which included the meeting held in Chicago recently.


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# Review

## "Torpedo Alley"

(*Allied Artists*) *Hollywood, Dec.* 17

MANY productions concerning U. S. military services have preceded "Torpedo Alley," a tale about submarines and the men aboard them, but few were as well-rounded as this one, from the standpoints of entertainment, action, performances, story, production and direction. Strong marquee and market values spring from the names of the cast of Mark Stevens, Dorothy Malone, Charles Winninger and Bill Williams.

This story of the submarine is so skillfully worked into the flow of the personal narrative as to add to the film the substantial impact of the documentary without incurring the tedium of that medium.

The production is by Lindsley Parsons, with John H. Burrows serving as associate producer, and with Commander B. R. Van Buskirk (Ret.) and Rear Admiral Thomas N. Dykers (Ret.) as technical advisers. Direction is by the dependable Lew Landers, and the writing credit goes to Sam Roeca and Warren Douglas, who did their best to keep the story from following too closely in the footsteps of the hundreds of service stories that have gone before.

Stevens portrays a Navy flier who is picked up from the sea, after having frozen at the controls during combat, at the cost of his crew's lives, by a submarine on which Douglas Kennedy is executive officer. At war's end Stevens finds civilian employment no balm for his sense-of-guilt and rejoins the Navy, signing up for submarine service, in which he again meets Kennedy and also Kennedy's girl, Miss Malone. While she's getting around to making up her mind between the men, the Korean fighting begins, the men are ordered to sea, and Stevens proves, in the course of leading a landing party which blows up a tunnel, that he is no coward.

Others in the cast are James Millican, Bill Henry, James Seay, Robert Rose, John Alvin, Carlton Young and Ralph Sanford.

Running time, 84 minutes. General audience classification.

## Studying Delivery Tariffs in Ohio

COLUMBUS, O., Dec. 17.—A study of rates and service offered to Ohio exhibitors by 12 film carriers is being conducted by W. V. Blake of Columbus for the Independent Theatre Owners of Ohio.

Robert Wile, ITOO secretary, said that his office will furnish members with proposed rate changes as soon as they are filed with the Ohio Public Utilities Commission. Only notification to theatres in the past has been publication in Ohio newspapers of proposed rate changes. Wile said that a preliminary survey conducted by Blake has revealed a "wide discrepancy" in rates.

### Notes Discrepancies

"Some carriers charge a certain amount for a minimum number of reels," Wile said, "with a per-reel charge for the excess. Some of them do not charge for the return of the film brought to the theatre from the exchange. Some carriers charge a flat rate per change of show. Some charge by weight, others by distance. Some carry advertising matter, trailers, candy and popcorn, etc, for nothing while others charge for this service. Some of them make differentiations among their own customers for this service—charging some and not others."

### List Carriers

The Ohio film carriers under study include: Columbus-Cincinnati Trucking Co., Cincinnati; E. S. Johnson, Cleveland; Film Transit Co., Cleveland; L. C. Gross, Cleveland; Leonard N. Albrecht and Walter M. Solomon, Cleveland; Film Service Co., Cincinnati; Huntington - Cincinnati Truck Lines, Portsmouth; Larry Tuccio, Belleaire; Louis J. Iori, Jr., Cincinnati; John Thomas Larkin, St. Mary's; Theatre Transport Co., Cleveland, and Film Deliveries, Inc., Columbus.

## 'Brotherhood Week' Leaders Appointed

Sol A. Schwartz, national chairman for the amusement industry's participation in "Brotherhood Week," Feb. 15-22, on behalf of the 25th anniversary of the National Conference of Christians and Jews, has announced the following national committee members:

William W. Howard, vice-chairman; Harry Mandel, co-ordinator; Ben Kalmenson, national distributor chairman with Bernard Goodman as his assistant; Si Seadler, national advertising and publicity chairman, with Ira Morais as his assistant; Walter Reade, Jr., national exhibitor chairman; Brooks Atkinson, chairman of the legitimate theatres division; William J. German, laboratories chairman; C. Walton Ament, newsreel chairman; Richard Walsh, chairman for labor organizations, and Burton Robbins, accessories chairman.

## 'Cincy' Exhibitors In New Display Plan

CINCINNATI, Dec. 17. — Local exhibitors are co-operating with Robert Wile, secretary of the Independent Theatre Owners of Ohio, and the Cincinnati Gas and Electric Co. in a Hollywood display scheduled for the company's main downtown offices March 16-April 9. The display, inspired by the success of the "Hollywood At The Fair" exhibit at Ohio State Fair last August, would show props, miniature sets, costumes and displays from coming pictures. Wile is soliciting the co-operation of major Hollywood studios.

Cincinnati exhibitors already pledged include F. W. Huss, Jr., RKO Theatres, Rube Shor, Herman Hunt, Louis Wiethe, N. G. Shafer and William Bein. Others are expected to join soon.




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**WALTER PIDGEON**
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with
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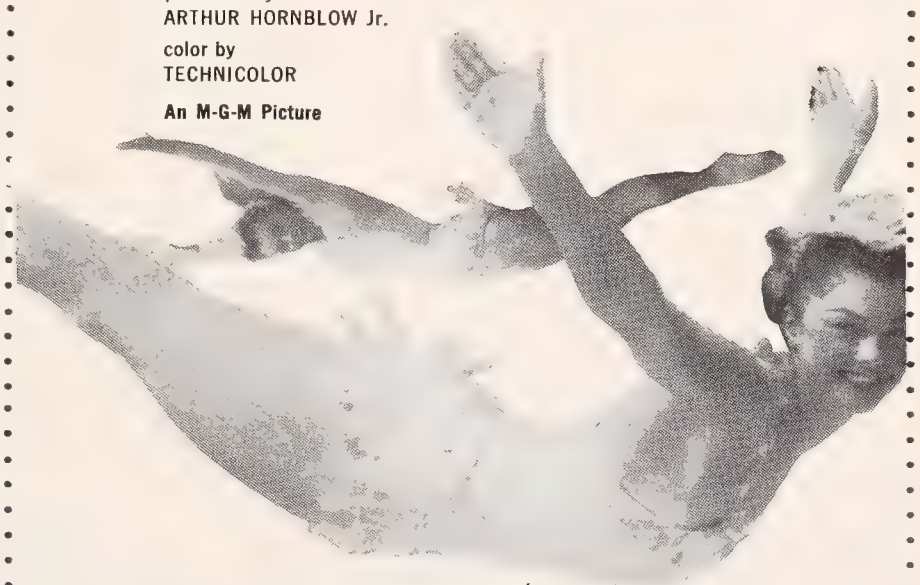
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EVERETT FREEMAN

directed by
MERVYN LEROY

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ARTHUR HORNBLOW Jr.

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VOL. 72. NO. 118 NEW YORK, U.S.A., FRIDAY, DECEMBER 19, 1952 TEN CENTS

## Gettinger to Submit RKO Plan to Hughes

### *Author of Formula to Meet with RKO Chief*

Milton Gettinger, New York attorney who last week made public a plan for the reorganization of RKO Pictures, plans to go to the Coast shortly after the first of the year to discuss the plan with Howard Hughes. Gettinger prepared the plan at the request of several groups reportedly interested in buying control of the company, he said.

There has been some misunderstanding as to the purpose of the plan, the attorney said yesterday, pointing out that in some quarters it had been interpreted as a "camouflaged liquidation" proposal. In reality, he said, the plan would have the opposite effect, designed to revitalize and strengthen the company and place it on a firm foundation. Gettinger asserted that the reaction to the plan has been "excellent" by scores of stockholders who have contacted him since the formula was released to the press.

In fact, Gettinger said, a group of

(*Continued on page 4*)

## See Hughes' Theatre Stock Kept in Trust

Howard Hughes' controlling stock interest in RKO Theatres will have to remain in trusteeship indefinitely in consequence of this week's developments which returned him to management control of RKO Pictures, according to informal opinions of Federal attorneys.

Hughes had sought and obtained Department of Justice permission to reclaim his RKO Theatres stock from the trusteeship of Irving Trust Co. here shortly after the sale of his con-

(*Continued on page 4*)

## ASCAP Passes New ElectionAmendment

The American Society of Composers, Authors and Publishers has passed an amendment to its organization articles which is designed to offset ASCAP's past difficulties in electing presidents. It appears that past presidents have objected to being re-

(*Continued on page 4*)

### *Music Hall Ready For the Earlybirds*

**To accommodate weekend audiences, Radio City Music Hall, has scheduled extra performances of its institutional Christmas show tomorrow with doors opening at 8:00 A.M.**

## 'Quiet Man' Named 'Best Film of 1952'

Republic Pictures' "The Quiet Man," the film about Irish life, directed by John Ford, has been chosen as the best motion picture of 1952 by the Committee on Exceptional Films of the National Board of Review of Motion Pictures.

The National Board's remaining nine of the 10 best for 1952 are: "High Noon," "Limelight," "Five Fingers," "The Snows of Kilimanjaro," "The Thief," "The Bad and the Beautiful," "Singin' in the Rain," "Above and Beyond" and "My Son John."

"Breaking the Sound Barrier" was voted the best foreign film seen in the U.S. during 1952, and four other foreign films were voted exceptional: "The Man in the White Suit," "Forbidden Games," "Beauty and the Devil" and "Ivory Hunter."

David Lean's direction of "Breaking the Sound Barrier" was deemed the

(*Continued on page 2*)

## *AMPA Speakers Urge Close Public Relations Ties*

The relationship of advertising to public relations in the motion picture industry was the keynote of speakers at the final session of the first series in the Associated Motion Picture Advertisers' Showmanship Class project here last night at the Woodstock Hotel. The instructors were Maurice Bergman, director of public relations of Universal Pictures; Arthur DeBra, director of community relations for the Motion Picture Association of America, and Gordon S. White, of the Advertising Advisory Council of the MPAA.

Bergman advocated an industry-financed motion picture which would factually tell the story of the industry.

(*Continued on page 4*)

## H. M. Warner Salary $182,000 in '51-52

WASHINGTON, Dec. 18.—Harry M. Warner, president of Warner Brothers, received a salary of $182,100 in the fiscal year ended Aug. 31, 1952, according to a report filed with the Securities and Exchange Commission.

Other yearly WB salaries listed in the report included the following: Jack L. Warner, vice-president,

(*Continued on page 4*)

## *Theatre TV of B'way Shows Waits on Equity's Scales*

Actors Equity and Chorus Equity are continuing a study of conditions under which they will authorize members to appear in stage performances which are made available to large screen theatre television. Until the study has been completed and the conditions for such performances defined, there can be no telecasts to motion picture theatres of any top Broadway dramatic or musical productions.

An experimental telecast of Mike Todd's "A Night in Venice" from Jones Beach Amphitheatre to the Warner Theatre on Broadway had to be canceled last summer because Actors Equity demanded a full week's salary for every member of the large cast for the single, experimental transmission of the water show to the theatre. The cost made the experiment prohibitive.

Equity has since indicated that the one week's pay for its members demanded last summer for the experimental theatre telecast is not to be regarded as a standard for commer-

(*Continued on page 2*)

## Sees Increase in Theatre Telecasts

CAMDEN, N. J., Dec. 18. — Last week's theatre telecasts of "Carmen" by the Metropolitan Opera, and a sales meeting to field men of James Lees & Co., both arranged by Theatre Network Television, Inc., and both considered pioneering steps in TV, "point the way to a greater number and a greater variety of entertainment events for theatre television, in the opinion of J. F. O'Brien, manager of theatre, sound and visual equipment sales of the Victor Division of the

(*Continued on page 2*)

## Arbitration Up To Allied, Sales Heads Declare

### *Meeting Here Results In Policy Reiteration*

The distributors' committee of the Motion Picture Association of America met here yesterday to review developments in the efforts to set up an industry arbitration system, and the discussions culminated with the re-affirmation of the distributors' stand that the "door was still open" for further negotiations with exhibitors. No conclusions were reached and there were indications that the sales managers would meet again in the near future. Eric A. Johnston, MPAA president, presided at the session which lasted less than an hour.

**While the committee expressed itself as being receptive to exhibitor recommendations for changes in the already prepared arbitration drafts, the members reiterated their position that they would not agree to the arbitration of film rentals. The attitude appeared to be that it was up to Allied, which has re-**

(*Continued on page 4*)

## Five Variety Clubs Elect 1953 Officers

Variety clubs in Charlotte, Memphis, Buffalo, Baltimore and Cleveland have elected officers for 1953, the tent in Chicago has named committee chairmen, and the tent in Los Angeles has elected crewmen.

Bob Alander is the new chief barker of Charlotte Tent No. 24, succeeding Don Graham. Cy Dillon is first assistant chief barker, William P. White is second assistant, Bob Saunders is dough guy and Bob Simril, property master. Six others were named to

(*Continued on page 4*)

## Court Favors WB In Donahue Case

The District Court of Utah has decided in the case of Donahue vs. Warner Brothers, on constitutional grounds, that the Utah right of privacy statute does not prohibit the portrayal of a deceased public figure in a fictional motion picture, and that the consent of the heirs of such a

(*Continued on page 4*)

# Personal Mention

AL DAFF, Universal Pictures executive vice-president, will leave here today for Europe, beginning an extended business trip abroad.

•

WILLIAM DIETERLE, Paramount director, and FRANZ BACHELIN, art director, have returned to Hollywood from location scouting on "Elephant Walk" in Ceylon. IRVING ASHER, producer, and unit chief KEN DELAND are slated to arrive in Hollywood on Sunday from London.

•

WILLIAM PINE of the Pine-Thomas production team returned here yesterday from Europe aboard the *S. S. Independence* and will leave for Hollywood over the weekend.

•

FREDERICK BRISSON, producer, will arrive in New York today from Hollywood, after a stopoff in Washington.

•

STANLEY KRAMER will be the guest on "Art Linkletter's House Party," over CBS-TV on Monday.

•

E. A. DICKINSON of the Westrex Corp. has returned here from Johannesburg, South Africa.

•

N. PETER RATHVON is due here from Europe over the weekend.

## Clubwomen Urged To See 'Andersen'

Samuel Goldwyn's "Hans Christian Andersen" has received the endorsement of the General Federation of Women's Clubs, representing a membership of 5,500,000 throughout the country. RKO Radio, the distributor, reported here yesterday.

In a letter to all local chapters of the Women's Clubs, Mrs. Dean Gray Edwards, chairman of the motion picture division, urged all members and their friends to see the production.

## 'Stripes' TV Comment By Lewis, McNellis

Robert Q. Lewis and Maggi McNellis will handle the television commentary of the "Stars and Stripes Forever" premiere Monday evening at the Roxy Theatre here, 20th Century-Fox announced.

To emanate from the front of the theatre between 8:30 and 9:00 P.M., the "live" show—the first national telecast of a film premiere—will be carried around the country through the facilities of American Broadcasting's television network.

## Gould Back from Chicago

Walter Gould, executive vice-president of International-United Film Corp., has returned to New York from Chicago after a week's survey of the distribution pattern in that territory. While in Chicago he also held screenings of three of the 12 productions already completed for International release. These were "Black Eagle," "Kill Him for Me!" and "Swords of the Musketeers."

# 'Quiet Man'

(Continued from page 1)

best of the year. For his performance in that film Ralph Richardson was chosen as the best actor of the year. For her part in "Come Back, Little Sheba," Shirley Booth was voted the best actress.

The National Board selected three films for honorable mention because of their contribution to the art and technics of the motion picture. "This Is Cinerama" was cited for its re-emphasis of the possibilities inherent in wide-angle photography and large-screen projection; "Leonardo da Vinci" was cited for the methods by which it gave cinematic interest "to the drawings of a great artist"; "Four Poster" was cited for its use of animation to convey background information and time and space details in a feature fiction film.

## Aaron Heads Cinema Stamp Collectors

The Cinema Stamp Collectors here has elected the following officers for 1953: Edwin Aaron, 20th Century-Fox, president; Leon J. Bamberger, RKO Radio, first vice-president; Jack Levy, National Screen Service, second vice-president; Elias Sandberg, third vice-president; Dr. Elliot W. Lawrence, treasurer; Sidney Lieb, United Artists, recording secretary, and Joseph Marcy, corresponding secretary.

The new executive committee includes all of the foregoing and Henderson M. Richey, Loew's, chairman; Nat Cohn, Columbia; Jack Hoffberg, Hoffberg Productions; Alfreda Rubin, Milton Zucker, Herman Seltzer and Sidney Weiner.

CSC will continue its semi-monthly meetings at the Hotel Astor during the coming year.

## Press Cites Smakwitz

ALBANY, N. Y., Dec. 18.—The New York State Associated Press Association has adopted a resolution citing Charles A. Smakwitz, Warner Brothers zone manager, for his co-operation in arranging its annual photo-contest exhibit here. The resolution will be forwarded to Harry M. Warner. Smakwitz and Governor Thomas E. Dewey were the only "outside" guests at the recent annual dinner of the association here.

## Extra FP-C Dividends

TORONTO, Dec. 18.—Famous Players Canadian Corp. is closing out the year with two extra dividends on the common shares for the fourth quarter. An extra five cents has been added to the regular payment of 30 cents, payable Dec. 27 to stockholders of record on Dec. 12, while a bonus dividend of 15 cents has been declared for the same date, making a total of 50 cents. Payments for the year total $1.40, compared with $1.20 in 1951.

## Pollard, Silent Actor

HOLLYWOOD, Dec. 18.—Bud Pollard, silent film actor, died yesterday of a heart attack in Culver City at the age of 65.

# Para. Holds Coast Meet

As a follow-up to the three-day meeting conducted in Los Angeles by A. W. Schwalberg, Paramount Film Distributing Co. president, and vice-presidents E. K. O'Shea and Jerry Pickman, individual sessions with divisional branch managers are now being held by Western division manager George A. Smith.

Currently conferring with Smith are Frank Ricketts, Denver; Wayne Thiriot, Portland; Henry Haustein, Seattle; H. Neal East, San Francisco; Frank Smith, Salt Lake City, and A. R. Taylor, Los Angeles. The meetings concern the new regional merchandising and promotion plan designed to stimulate revenues at local theatre levels.

## Mamoulian to Aid Zukor Celebration

HOLLYWOOD, Dec. 18. — Rouben Mamoulian, stage and screen director, has accepted the post of producer and director of entertainment for the Adolph Zukor 80th birthday dinner which will be held here on Jan. 7, under the auspices of Variety Clubs International.

Assisting Mamoulian will be a group of production aides, with Carey Wilson in charge of writers; William Meiklejohn, Bill Golden and Les Petersen in charge of talent; Louis Lipstone in charge of music, and Sammy Ledner in charge of stage management.

The appointment of Mamoulian and his staff was announced by co-chairmen Louis Sidney and Jesse Lasky Sr., who head the entertainment committee under Variety Club's dinner chairman Charles P. Skouras.

## Heavy Promotion for Feldman Drive Films

Universal-International plans extensive promotions for the initial four pictures in its "Charles J. Feldman Silver Anniversary Drive," reports David A. Lipton, vice-president in charge of Advertising-Publicity.

Spearheading the activity will be the Mississippi River Valley territorial saturation world premiere of "Mississippi Gambler" which will kick off in St. Louis, Memphis and New Orleans on Jan. 13, 14 and 15 and in more than 200 other situations in the territory.

"Meet Me at the Fair" will be launched with a series of special pre-release New Year's Eve performances with campaign designed to point up the music and nostalgia of the travelling medicine shows.

"Against All Flags," the first release in the drive period, is being launched with national campaigning and a simultaneous key-city opening across the country during Christmas week.

"The Lawless Breed," which has been designated as the anniversary picture to mark 50 years of westerns, is being kicked off with a Texas pre-release saturation.

# TV of Shows

(Continued from page 1)

cial telecasts of stage performances. The results of the current study could bring about demands in excess of that, it was indicated.

The recent telecast of the Metropolitan Opera production of "Carmen" was made possible when the American Guild of Musical Artists which, like Actors and Chorus Equity is a member of the Associated Actors & Artists of America, accepted only token compensation because the "Met's" share of proceeds, about 25 per cent of the gross, was donated to the Metropolitan Opera Benevolent Fund.

**Would Have Been Impossible**

Had the "Met's" participation been on a strictly commercial basis, it is believed that AGMA's demands, like those of Actors Equity last summer, would have made the theatre telecast of "Carmen" impossible. However, observers point out that the Four A's unions are not intent upon barring theatre telecasts of stage productions but merely wish to appraise the situation carefully before setting scales for even a limited period of time.

The problems involved being complex as well as new, the studies in progress are being carefully made.

## Sees Increase

(Continued from page 1)

Radio Corp. of America.

The sales meeting telecast points also, he added, "to a new source of revenue for the exhibitor from off-hour use of theatre TV facilities for non-entertainment purposes.

O'Brien reported that 23 of the 31 theatres in 28 cities which presented the "Carmen" telecast are equipped with RCA TV systems.


# NEW YORK THEATRES

**RADIO CITY MUSIC HALL**
Rockefeller Center
"MILLION DOLLAR MERMAID"
Esther WILLIAMS • Victor MATURE
Walter PIDGEON • David BRIAN
Color by TECHNICOLOR • An M-G-M Picture
& The Music Hall's Great Christmas Stage Show

DAMON RUNYON'S
'Stop, You're Killing Me!'
Color by WARNER COLOR
starring BRODERICK CRAWFORD · CLAIRE TREVOR
in person JACK CARTER JANIS PAIGE HONEY BROTHERS BUDDY MORROW AND HIS ORCHESTRA
PARAMOUNT TIMES SQUARE Midnight Feature

SAMUEL GOLDWYN presents
Hans Christian Andersen
starring DANNY KAYE

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Women decide the picture "to see"

# SELL THE WOMEN AND YOU SELL THE TICKETS!

## LADIES OF THE PRESS SAY "GO!"

**The most endorsed Picture of the Year. Women editors, writers, columnists with countless millions of circulation, urge America to see M-G-M's**

# "ABOVE AND BEYOND"

"'Picture of the Month'...a love story no woman will ever forget." —**Louella Parsons, COSMOPOLITAN**

"Thrilling and spectacular, but above and beyond that is its exciting love story. Certain Academy Award Winner." —**Sheilah Graham, SYNDICATED COLUMNIST**

"Will fascinate both men and women. Thrilling and moving." —**Florence Somers, Feature Editor, REDBOOK**

"An extraordinary picture. The love interest is very real. Every woman should see it." —**Dorothy Wheelock, Theatre Editor, HARPER'S BAZAAR**

"A wonderful, modern love story dramatizing sharply the emotional problems of our times." —**Eleanor Stierham, Fiction Editor, TODAY'S WOMAN**

"M-G-M's 'ABOVE AND BEYOND' is a love story with tenderness and heartbreak. Ladies, take a couple of hankies with you. You'll need them." —**Hedda Hopper, SYNDICATED COLUMNIST**

"Spine-tingling experience . . . its excitement is the warm emotional impact." —**Ruth Harbert, Motion Picture Editor, GOOD HOUSEKEEPING**

"Intensely interesting and very moving." —**Elizabeth Madeira, Fashion Editor, WOMAN'S HOME COMPANION**

"Not just for women, but for everyone." —**Allene Talmey, Feature Editor, VOGUE**

"A thrilling experience. Women who have sacrificed for the man they love will understand." —**Vivien Todrin, Production Editor, BETTER LIVING**

***And more every day!***

## ITS FAME WILL GROW AND GROW!

★

*M-G-M presents "ABOVE AND BEYOND" starring Robert Taylor • Eleanor Parker • with James Whitmore • Marilyn Erskine • Screen play by Melvin Frank, Norman Panama and Beirne Lay, Jr. • Story by Beirne Lay, Jr. • Produced and Directed by Melvin Frank and Norman Panama*

# Hughes' Stock

(*Continued from page* 1)

trolling stock interest in RKO Pictures Co. to the Ralph Stolkin syndicate last September. However, insofar as could be learned yesterday, Hughes never acted on the government authorization to recover his theatre stock and it has remained in trust.

There it will have to remain, attorneys believe, for as long as Hughes exercises the management control of the picture company. In addition to being chairman of the board, the first time in his four-year association with RKO Pictures that he has consented to becoming an officer of the company, Hughes also has appointed a majority of the board of directors of five, of which he is one.

The RKO consent decree of 1950, providing for the divorcement of the company's film and theatre operations, specified that Hughes could retain his interest in either the new picture company or the new theatre company, but not both. He elected to hold the picture company stock and the court appointed Irving Trust as trustee for the theatre stock.

Attorneys believe that while Hughes probably could not be required to sell his theatre stock while the present circumstances continue, he would be restrained from directly exercising the control it represents in the theatre company for as long as he continues to wield management control of the picture company.

## Gettinger Plan

(*Continued from page* 1)

foreign producers, whom he did not identify, is interested in buying into the company if the plan can be effected so that the group may represent RKO in the foreign field.

The Gettinger plan, in brief, provides for the establishment of three active corporations within the RKO framework—a production company, a "library company" which would handle older product and a distributing organization. Production would be on a cooperative basis to provide studio facilities at actual cost and on a profit-sharing arrangement. A board of five producers would supervise and pass on all stories, casts and production details.

Gettinger said that several of the groups interested in purchasing control have assured him that they would back the plan if they were successful bidders for the stock.

## *Ky. Tax Take Down*

LOUISVILLE, Dec. 18.—The Department of Finance and the Department of Revenue report the tax revenue on amusements for October was $156,989, compared to $162,293 for October, 1951, a decrease of $5,304. Tax revenue for July through October was $607,009, compared to $603,777 for the same period in 1951, an increase of $3,232.




# *Variety Clubs Elect*

(*Continued from page* 1)

the crew. They are Frank Beddingfield, J. E. Holston, W. Frank Lowry, Hugh Sykes, Jr., Johnny Vickers and Walter Griffith.

M. H. Brandon was reelected chief barker of Memphis Variety. Others reelected were Ben Bluestein, first assistant; Tom Kirk, second assistant; Vernon Adams, property master; Jack Sawyer, dough guy.

Dewey Michaels of Michaels Theatres, has been elected chief barker of Tent No. 7 of Buffalo. Other new officers are: Billy Keaton, WGR, first assistant chief barker; Marvin Jacobs, second assistant; Robert Hayman, Hayman Theatres, Niagara Falls, dough guy, and W. E. J. Martin, *Courier-Express* drama editor, property master. New directors are: Henry L. Berkson, Monogram; John G. Chinell, RKO Radio; Albert F. Ryde and Elmer C. Winegar, Local No. 233, Motion Picture Operators; Max Yellen, Century Theatre, and Arthur Krolick, United Paramount Theatres.

Baltimore Tent No. 19, named the following officers: Jack Pollack, chief barker; Joe Walderman and Cy Bloom, first and second chief barkers, respectively: Milton Schwaber, dough guy; John Volz, property master; Rodney Collier and Sam Tabor, delegates, with Earl Lewis and Joseph Grant as alternates, and Barry Goldman, international canvasman. In addition to the officers the newly elected board includes Isador M. Rappaport, Richard Dubin, Lou Becker, Aaron Seidler and Fred Sapperstein.

Cleveland Variety reelected Henry Greenberger to serve a second term as chief barker. Other officers elected are: first vice-barker, Jack Silverthorne; second vice-barker, Jerry Wechsler; dough guy, I. J. Schmertz; property man, Leonard Greenberger. The board of directors is composed Greenberger, Silverthorne, Wechsler, Irwin Pollard, Milton Grant, Irwin Shenker, M. B. Horwitz, Schmertz, Abe Kramer, Oscar Ruby, Sanford Leavitt, Leonard Greenberger, Nat Barach, Marshall Fine and Max Mink. Variety announced a New Year's party to be held in its Hollenden Hotel club rooms. Silverthorne is in charge of arrangements.

Merle Chamberlin has been elected a member of the crew for 1953 of Tent No. 25, Variety Club of Southern California, in Los Angeles. Incumbents reelected include George Bowser, W. H. (Bud) Lollier, Willard Keith, Lloyd C. Ownbey, O. N. (Bill) Srere, Hugh W. Bruen, Ezra Stern, Howard Stubbins, Morton Scott and Al Hanson.

At a meeting of the new 1953 crew of the Variety Club of Illinois at its Congress Hotel headquarters in Chicago, chief barker John J. Jones named the following committee chairmen for 1953:

House committee, Nat Nathanson; Heart committee, Edwin Silverman; entertainment committee, Nate Platt; publicity, Irving Mack; banquet, Jack Kirsch; ticket sales, Jack Rose and Manuel Smerling; membership, Joe Berenson; law, Aaron Stein; golf, Elmer Balaban; special activities committee, Arthur Schoenstadt and James Donahue.

## AMPA Speakers

(*Continued from page* 1)

He pointed out that other industries make large funds available to conduct consistent, well organized public relations programs in all media of communications, but that "it is a strange omission to think that we do not even use our screens to counter-attack and to educate the people of our commendable attributes." Bergman cited as one of the best public relations programs the establishing of a school for the training and development of not only young talent, but of young executives and administrators on an industry-wide basis.

White, who served as chairman of last night's meeting, sketched a brief history of the MPAA and its predecessor, the Motion Picture Producers and Distributors of America, and explained the workings of the Advertising Code. He said that in 1951 more than 151,000 pieces of advertising material went through his department and that not more than two per cent received any comment other than a formal stamp of approval. Since the organization of the association, he said, no new censorship law has come into being.

DeBra explained the different approach to publicity as practiced by advertising departments and his own MPAA unit. Whereas advertising men appeal to the individual, he appeals to organizations, more than 2,000 of them, in the course of a year. He urged that the efforts of both segments be coordinated. He asserted that intra-industry friction "hurts us both," and that "we can hope to succeed only if we have the wholehearted cooperation of the exhibitors."

## Donahue Case

(*Continued from page* 1)

deceased public figure for such a portrayal is not necessary, Warner Brothers stated here yesterday. "This decision of the court followed the verdict of the jury, rendered on Nov. 21, in favor of Warner Brothers on the facts of the case, and the decision now fixes the law of the case," according to the company.

The District Court of Utah indicated in an oral decision from the bench that it would grant the counterclaim of Warner Brothers for a declaratory judgment and will declare that the Utah right of privacy statute does not apply to fictional depictions of deceased public figures in photoplays, it was said. This statement was made by the court after holding the question under advisement since Nov. 21, the date on which the jury had brought in a verdict in favor of Warner Brothers and other defendants, Warner stated.

"Following the jury's verdict, the court took under advisement Warner's counterclaim for a declaratory judgment. The court announced that it would decide the question raised by this counterclaim in favor of Warner Brothers. The formal written judgment has not yet been entered. The case went to trial before Judge Ray Van Cott and a jury on Nov. 17, the trial lasting five days. In the course of the trial the jury heard testimony by leading national educators, among them Dr. Lorin Wheelwright of Salt Lake City, Professor Mark May and Walter Prichard Eaton of Yale, Professor Lilla Belle Pitts, leading American music educator of Teachers College, and Eric Haight of Encyclopedia Britannica Films," said Warner's statement.

Trial counsel for Warner was Dennis McCarthy of Salt Lake City.

# Arbitration

(*Continued from page* 1)

**jected the distributors' draft, to come up with suggestions for changes. However, it was expected that no formal action could be taken until after the Allied board meeting in New Orleans next month.**

As one sales executive said after yesterday's meeting, the tenor of the session was: "Allied turned down the last draft. What'll we do now?"

It was pointed out that a letter to Allied executives which accompanied the October draft of the distributors asking for Allied's comments on the proposals has not brought forth a reply. In fact, one sales head said, "we never received even a formal notification that Allied had rejected the last arbitration draft."

Despite reports that some distributors were not too anxious for an arbitration system, all of the representatives yesterday gave their assurance that they would back a system and expressed hope that a plan could be worked out.

An informal press release by the MPAA after yesterday's meeting stated Johnston "reiterated that there was no change in the distributors' readiness to discuss possible changes in the arbitration proposals with exhibitor representatives. It was recalled that this was made clear in October in a letter to exhibitor leaders inviting comments on modifications suggested by the distributors. There was a unanimous sentiment expressed on the desirability of establishing a mutually beneficial industry system."

The meeting yesterday was attended by sales managers and Austin Keough, Adolph Schimel and Robert Perkins, attorneys for Paramount, Universal and Warner Brothers, respectively, who drew up the distributors' draft in October.

## Ascap Amendment

(*Continued from page* 1)

elected, with the result that for certain periods the organization has been without an official head.

Under the amendment, in the event of a failure to elect a president at the end of his one-year term, the office shall remain vacant, but pending an election, the first vice-president shall discharge the duties of the president. The term of office is one year, but no president can be elected for more than three successive terms.

The amendment was passed by 72.5 per cent of the members of the Society.

## Warner Salary

(*Continued from page* 1)

$182,050; Albert Warner, vice-president, $104,000; Harry M. Kalmine, vice-president, $130,000; Robert W. Perkins, vice-president and general counsel, $104,800; Samuel Schneider, vice-president, $104,700, Samuel Carlisle, comptroller, $50,720; and Stanleigh P. Friedman, vice-president, $65,800.

The total paid to all directors and officers for the year was $1,199,970.

# Love Letter To A Million Dollar Mermaid



Dear Esther Williams:

It couldn't have happened to a nicer person. You've got another great big HIT! Wish you could take a plane to New York and see those gay crowds at Radio City Music Hall enjoying every Technicolorful minute of your wonderful "Million Dollar Mermaid." Congratulations, Esther and thanks too for your enthusiastic cooperation in helping us to promote your pictures to the public. Soon "Million Dollar Mermaid" will open in hundreds of cities to delight the holiday crowds. We're sure that both the exhibitors and their patrons join us in saying Merry Christmas, Happy New Year to you.

Sincerely,

Leo ← my paw

# Terry Ramsaye Says . . . . . A T

"THEY SAY" are the most important words in our industry. What "they say" largely controls the career and destiny of every worker of skill in Hollywood, every contributor of talent, high, low and on the screen, player, writer, executive. If "they say" you are good you are in. If "they say" you are lousy, you are out or will be tomorrow. If "they say" nothing you just are not there, effectively, at all.

What "they say" is controlled only in part by merit, although a bit of it does no harm, especially at the beginning—after that it matters less and less. "They say" has a tremendous inertia content, carrying on with glacial force, sometimes for years. The idea is to get it started, and keep it going, with a nudge now and then.

The merchandise of movieland is repute, which is entirely made up of what "they say." It sells people, it sells pictures, it sells corporations. It also can unsell them all, by saying or not saying.

That is why publicity, consisting of words and pictures in print, and the word-of-mouth they inspire is such a conspicuously anxious, and often feverishly jittered, element of the motion picture scene.

The sum total of what "they say" is fame. That is why *Motion Picture Herald*, years ago, founded an annual under that title of *Fame*, to provide a sharply focussed documentation, a record and a reference manual crystalizing in generous pages the recognitions, from the industry itself and from the box office testimony of that final authority, the customer.

This annual down the years has been not only a record of the flow of fame but also a stimulus through press and over the air of more of "they say." This "they say" manifestation grows on itself by word-of-mouth, by writing and rewriting on the larger scene. In Hollywood this fame becomes more immediately personal and intensive, more directly effective across the table where those folk go to see and be seen and in the buzzings of the cocktail hour. That is why *Fame* annual comes dressed in an artfully commanding cover, without implication of "trade" that it may enjoy position in drawing rooms, and on reading tables as well as executive desks in those offices of super-elegance of soft lights and hard words. Psychologically it is brawny and dynamically sharp fact, but its front and finish suggest what the vernacular calls "class." If you have really done anything in the creative arena you will be in it, and if you have not you cannot get in it. It has velvet ropes.

That has made *Fame* one of the most impressive reference manuals.

A calculation from figures assembled by the QP staff is that last year it was quoted in media with more than sixty million circulation. *Fame's* data supplied inspiration for extensive pictorial displays and endless comment, credited and uncredited. Clipping services being what they are, the probabilities are that only a fraction came into our totals.

The motion picture industry sells anticipations of emotions expected to be enjoyed by racing shadows. Those anticipations are controlled entirely by what "they say." *Fame* vastly helps keep them saying. It is yeast in the brew of interest.

FOR NAME'S SAKE—Paul ... Atlanta *Constitution* ... the metamorphic ... names conside... the letter "... lend oom... applied ... Gary ... Taylor ... late S... to th... profe... sprink... Riesen... Georg... his ma... came ... nomen... sidered...

SIDNE... forme... dustr... demo... capac... mine ... a reg... his co... rail fe...

JAC... autho... doesn... ogra... May...

Watch for an important announcement regarding the next issue of FAME.

*The Top Money-Making Stars*

—as voted by the exhibitors of the United States and Canada—in Motion Picture Herald's audit of personalities conducted for *FAME*... will be reported in this week's issue of

MOTION PICTURE HERALD

NEWS WHILE IT IS NEWS

# MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 72. NO. 119 NEW YORK, U. S. A., MONDAY, DECEMBER 22, 1952 TEN CENTS

## *Tradewise . . .*

By SHERWIN KANE

REACTION of many exhibitors to the recently published comparisons of the Aug. 20 and Oct. 21 (distributors') industry arbitration drafts: If, as distributors say, the changes they have made in the Aug. 20 draft are restricted largely to verbiage and are of "minor" significance, then presumably they have little to lose by waiving their proposed changes and restoring the Aug. 20 draft, on which there was substantial, though tentative, exhibitor agreement.

Another frequently encountered exhibitor reaction to the two drafts is that it requires legal training to determine the exact significance of the changes made in the Aug. 20 draft. Most exhibitors, not being lawyers, are deferring conclusions on that score.

• •

OFFICIAL Washington reaction on the value of Eric Johnston's recent journey through South America: Johnston did a good job, saw many of the top people in the countries visited and received from them promises which, if performed, could be of great value to the industry. BUT—

Officials of most of the countries visited by Johnston are known to have made promises before, many of which were not kept. An evaluation of the Johnston trip, therefore, may be impossible to make accurately for another several months when a determination may be had of whether performances match the promises.

• •

AL DAFF, executive vice-president of Universal, and Charles Feldman, general sales manager, soon will be honored by the company's domestic and foreign sales organizations with sales drives, the occasions being Daff's third of a century anniversary with Universal, and Feldman's quarter of a century anniversary.

Both Daff and Feldman came up from the ranks in the company they have served so many years; Daff from the obscurity of a branch office in Tasmania, Feldman from the perhaps greater obscurity of a Sioux City office.

Their careers are both testimony to the opportunity this industry affords and incentive to younger men eager and qualified to make careers in the business of motion

(Continued on page 2)

## *Completion of RKO Officers' Slate Due; Dietrich Here Jan.5*

HOLLYWOOD, Dec. 21.—With at least a quorum of the new RKO Pictures board of five members in periodic meetings here over the weekend, an announcement was expected of the election of new officers of the company.

Noah Dietrich, former RKO board chairman, still is expected to be named president. Dietrich is participating in the conferences here with Hughes and J. Miller Walker. The latter is expected to be reelected vice-president, secretary and general counsel, posts he held prior to the sale of Hughes' controlling stock interest to the Ralph Stolkin syndicate.

The company announced the election of Hughes as board chairman last week. The other members of the board, in addition to Hughes, Dietrich and Walker, are A. B. Simpson of Houston and Edward Burke.

(Continued on page 4)

## Bill to Halve U.S. Tax Stirs COMPO

WASHINGTON, Dec. 21.—Rep. Dingell, Michigan Democrat, said he would introduce early in January a bill to halve the present 20 per cent Federal admission tax and to reduce or eliminate many other Federal excises.

Dingell, a member of the House Ways and Means committee, has long been an opponent of practically all excise taxes.

The Council of Motion Picture Organizations said on Friday it had

(Continued on page 4)

# CURB ON TREBLE DAMAGES URGED

### *20th-Fox Shuns TV Production Now*

**Twentieth Century-Fox, which last May disclosed plans to study its entrance into the field of TV film production, has not acted on such plans as yet, a top 20th-Fox executive said here at the weekend.**

**The 20th-Fox official, explaining the company's reluctance to study the TV production field at this time, said that 20th-Fox considers the production of motion pictures for theatrical distribution is its sole function.**

## Para. Subsidiary Enters Field of TV Film Production

Entrance into the field of television film production by Paramount Television Productions, Inc., a wholly-owned subsidiary of Paramount Pictures Corp., was disclosed here at the weekend by Paul Raibourn, president of Paramount Television and vice-president of Paramount Pictures.

"We have just completed arrangements with Edward J. and Harry Lee Danziger, Hollywood independent producers, for the production of a TV series of 39 half-hour dramatic films," Raibourn declared. He added that 39 scripts have already been written for

(Continued on page 4)

### *Commerce Dep't Advisory Group Also Asks D. of J. Pre-Court Conferences*

WASHINGTON, Dec. 21. — The Commerce Department's Business Advisory Council today urged that courts avoid imposing retroactive treble damages in anti-trust suits where the evidence indicates lack of wilful violation.

The Council submitted to Secretary Sawyer an exhaustive study of the anti-trust laws entitled "Effective Competition."

"A strong sense of injustice is aroused," the report said at one point, "by penalizing people for action which they could not have known to be illegal. A large majority of major anti-trust cases are decided by a divided court. For example in trade regulation cases in 1948-49 only four of 11 Supreme Court decisions were unanimous, dissents running from two to four in the other seven cases. Furthermore, the Court overruled 30 earlier decisions in 12 years. The best efforts toward compliance cannot cope

(Continued on page 4)

## NEWS FLASHES

Struggling against the record competition which is expected by the home telecasting of the Jan. 20 inaugural ceremonies of President-elect Eisenhower, plans are underway here and in Washington for record newsreel coverage, with most companies planning to devote at least the major portion and probably all of their reel to the ceremonies.

•

HOLLYWOOD, Dec. 21. -- Jack L. Warner has confirmed negotiations with Milton L. Gunzburg, president of Natural Vision Corp., for the production of a feature picture in the new three dimension process and WarnerColor, with production set to start by Jan. 15.

## *4 Universal Executives Get New 3-Year Contracts*

New three-year employment contracts have been authorized by the Universal Pictures board of directors for Leon Goldberg, vice-president and treasurer; John J. O'Connor, vice-president; Adolph Schimel, vice-president, general counsel and secretary, and Charles J. Feldman, general sales manager and vice-president of Universal Film Exchanges.

The new pacts will replace one-year contracts expiring Dec. 31.

Contracts for other top Universal executives, completed earlier, include those for Milton R. Rackmil, Universal president; Nate J. Blumberg,

(Continued on page 4)

### *Feldman Heads MPA Distributors' Group*

C. J. Feldman, general sales manager of Universal Pictures, has been named chairman of the Distributors Committee of the Motion Picture Association of America. He succeeds A. W. Schwalberg of Paramount Pictures. As outgoing chairman,

(Continued on page 4)

# Personal Mention

WILLIAM BOASBERG, RKO Radio general sales manager, returned to New York from the Coast at the weekend, following conferences with HOWARD HUGHES.

•

SIMON H. FABIAN, president of Fabian Enterprises, has been named a member of the newly created board for development at New York University.

•

STEVE LEVITZ, promotion manager for Robbins Music Co., M-G-M subsidiary, will leave here Saturday by plane for a Miami vacation, accompanied by MRS. LEVITZ.

•

EARL SPONABLE, director of research for 20th Century-Fox, is due here today from Europe.

•

DAVID COPLAN, president of the newly-formed International-United Film Corp., left here at the weekend for England by plane.

•

ELIAS LAPINERE, M-G-M's special publicity representative in Continental Europe, will sail from here tomorrow aboard the *S. S. Queen Mary*.

•

GEORGE NICHOLS of M-G-M's studio publicity staff returned to the Coast over the weekend from New York.

•

JAMES A. FITZPATRICK, M-G-M producer of Traveltalks, will leave the Coast Feb. 1 for a South American cruise on the *S. S. Caronia*.

•

WILLIAM H. WRIGHT, M-G-M producer, is in Cincinnati from the Coast with his wife. They will leave for New York on Saturday.

•

ARTHUR KRIM, United Artists president, is due in New York this week from Europe.

## John McCarthy Going On Vacation Jan. 1

John G. McCarthy, who resigned as head of the international division of the Motion Picture Association of America, plans to leave for a Southern vacation shortly after Jan. 1. He said here at the weekend that he hoped to be able to take a "good rest" before becoming associated with a new enterprise.

McCarthy has had one meeting with Samuel Goldwyn and James Mulvey in regard to the possibility of his taking an executive post with the Society of Independent Motion Picture Producers. However, nothing definite was decided, although it is reported that SIMPP leaders are interested in acquiring McCarthy's services.

## Bookers' Theatre Party

A theatre party has been organized by the Motion Picture Bookers Club of New York for the March 5 performance of "Hazel Flagg" at the Mark Hellinger Theatre, Louis Wolf, club president, has announced.

# $250,000,000 Outlay for Recreational Bldg. in '53

WASHINGTON, Dec. 21.—A top National Production Authority official predicted today that close to $250,000,000 worth of theatres, bowling alleys, playgrounds and other recreational structures would be built in 1953.

NPA has announced that its 26-month old ban on theatre and other construction would end Jan. 1.

John L. Haynes, director of NPA's building materials division, also said that he thought builders of these types of structures would be able to have delivered without any trouble the maximum amounts of steel, copper and aluminum authorized for them by NPA regulations.

"Fortunately," he said, "the predominant types of building materials used in most recreational construction—concrete, cinder blocks, brick, rough lumber, wall board and nonmetallic roofings—should be amply available to fill the stored-up demand in this field in addition to the continuing requirements for other types of construction."

## Film Communion Breakfast on Feb. 1

The third annual Communion breakfast for members of the motion picture industry in the New York area will be held on Feb. 1 in the Hotel Waldorf Astoria. The breakfast will be preceded by Mass in St. Patrick's Cathedral at 9:00 A.M.

The idea of a Communion breakfast for Catholics in the industry started in New York two years ago. Last year similar events were held in Los Angeles and Toronto. Communion breakfasts will again be held in those two cities this year, also on Feb. 1, and plans are under way for a series of them to be held in a number of Canadian cities, including Hamilton, Chatham, St. John, Halifax, Winnipeg, Calgary, Vancouver and Windsor.

Attendance at this year's New York breakfast is expected to equal the capacity crowd of 1,500 who attended last year's.

Tickets, which will go on sale early in January, will be handled, as in past years, by members of the committee in each company office or branch of the industry. Members of the sponsoring committee are:

Frank Alford, MPEA; William E. Barry, Shea Enterprises; Marguerite Bourdette, Paramount; Frank Bryan, Skouras Theatres; Frank E. Cahill, Jr., Warner Brothers Circuit Management Corp.; Francis X. Carroll, 20th Century-Fox; Pat Casey, Pat Casey Enterprises; John Confort, Jr., Confort & Co., Inc.; Robert W. Coyne, COMPO; Thomas Creban, RKO Theatres; William Cronin, Comerford Theatres; John Dervin, Monogram Pictures; Edward C. Dowden, Loew's; Joseph Eagan, Fabian Theatres; James M. Franey, United World Films; Joseph M. Geoghan, Century Theatres; Edmund C. Grainger, RKO Theatres.

Also, James R. Grainger, Republic Pictures; William J. Heineman, United Artists; Walter F. J. Higgins, Prudential Theatres; John Hughes, United Artists; James D. Ivers, Quigley Publishing Co.; John Kane, Columbia Pictures; Austin C. Keough, Paramount Pictures; Mrs. James Looram, International Federation of Catholic Alumnae; Fred Lynch, Music Hall; Thomas J. Martin, Warner Bros.; William Moclair, Roxy; Peter J. Mooney, Audio Productions; Paul C. Mooney, Sr., National Screen Service; James A. Mulvey, Goldwyn Productions; John F. Murphy, Loew's; William P. Murphy, Republic Pictures; Thomas Murtha, IATSE, Local No. 4, Brooklyn.

Also, Joseph A. McConville, Columbia Pictures International Corp.; Joseph McMahon, Republic Pictures; William J. McShea, RKO Radio Pictures; L. Douglas Netter, Jr., Altec Service; John J. O'Connor, Universal Pictures; Thomas F. O'Connor, RKO Theatres; Paul D. O'Brien, O'Brien, Driscoll & Rafferty; Robert H. O'Brien, United Paramount Theatres; Joyce O'Hara, MPAA; Edward K. O'Shea, Paramount; Martin Quigley, Quigley Publishing Co.; Charles M. Reagan, Loew's; George J. Schaefer; Bert Sanford; Edwin J. Smith, Jr., RKO Radio Pictures; Nick Tronolone; Frank C. Walker, Comerford Theatres; Richard F. Walsh, IATSE; William A. White, Skouras Theatres; Very Rev. Patrick J. Masterson, Spiritual Director.

## 58 Short Subjects From U-I in 1953

Universal-International Pictures will release 58 short subjects—29 one-reelers and 29 two-reelers with color predominating—and 104 issues of the Universal-International Newsreel during the new year, Irving Sochin, short subjects sales manager, announced at the weekend. The company is committed to 59 this year—33 one-reelers and 26 in two reels.

Highlighting the program will be the release of the two-reel Technicolor subject, "The World's Most Beautiful Girls," filmed at the "Miss Universe" beauty pageant in Pasadena last June. The picture will receive a special promotional campaign and will be sold as a possible second feature.

With the enlargement of the facilities of the Walter Lantz Studios, Lantz will deliver seven new Technicolor cartoons in addition to the six "Woody Woodpecker Cartunes" which he has been making for U-I. Special promotional opportunities are available to exhibitors now that Woody Woodpecker is a syndicated cartoon in addition to a comic book series.

U-I will introduce a new series of one-reelers in color to be known as "U-I Color Parade," on a variety of subjects. "Fiesta Frolics" will be the first.

Expanding the company's "Name Band Musical" series of two-reelers U-I will release a new series under the more-inclusive title of "Musical Featurettes" with 13 subjects featuring name singers, entertainers and dancers in addition to the customary name bands. More attention will be given to story and production in this series.

The company's two-reel Louis De-Rochemont "The Earth and Its Peoples" series will include 13 more subjects. Rounding out the program of two-reelers will be two specials. Completing the program of one-reelers will be the "Variety Views" series of eight one-reelers.

## Cohen, Velde and Chaplin Head Drive

**Milton E. Cohen, James Velde and Charles Chaplin, United Artists' Eastern, Western and Canadian division managers, respectively, have been named co-captains of the company's "Bernie Kranze Drive," which gets under way today, it was announced by William J. Heineman, vice-president in charge of distribution.**

**The 26-week sales, billings and liquidation drive, named in honor of UA's newly-appointed general sales manager, will extend through June 20, 1953.**

## Expect 200 at Ampa Party Tomorrow

Almost 200 persons are expected to attend the Associated Motion Picture Advertisers' annual Christmas luncheon party here tomorrow in the Hotel Piccadilly. Every guest will receive at least one door prize and AMPA members will be eligible to win a week's vacation at the Lord Tarlton Hotel, Miami Beach, or the Sheraton Beach Hotel, Daytona Beach, Fla.

In addition, there will be drawings entitling winners to a weekend at the Ritz Carlton Hotel, Atlantic City, and a four-day vacation at Grossinger's Hotel and Country Club.

Among Hollywood and Broadway celebrities who are expected to attend are Boris Karloff, Blossom Seeley, Benny Fields, Joe E. Brown, Clifton Webb, Terry Moore and Richard Widmark.

## Skouras to Germany, Paris; Then Home

LONDON, Dec. 21.—Spyros Skoures, 20th Century-Fox president, left here by plane at the weekend for Frankfort, Germany for a brief visit. He went from there to Paris to join Mrs. Skouras, who will accompany him to New York by plane. They are scheduled to arrive there Christmas Eve.

While in Paris, it is reported but not confirmed, Skouras will confer with Eidophor large screen television officials.

## Tradewise . . .

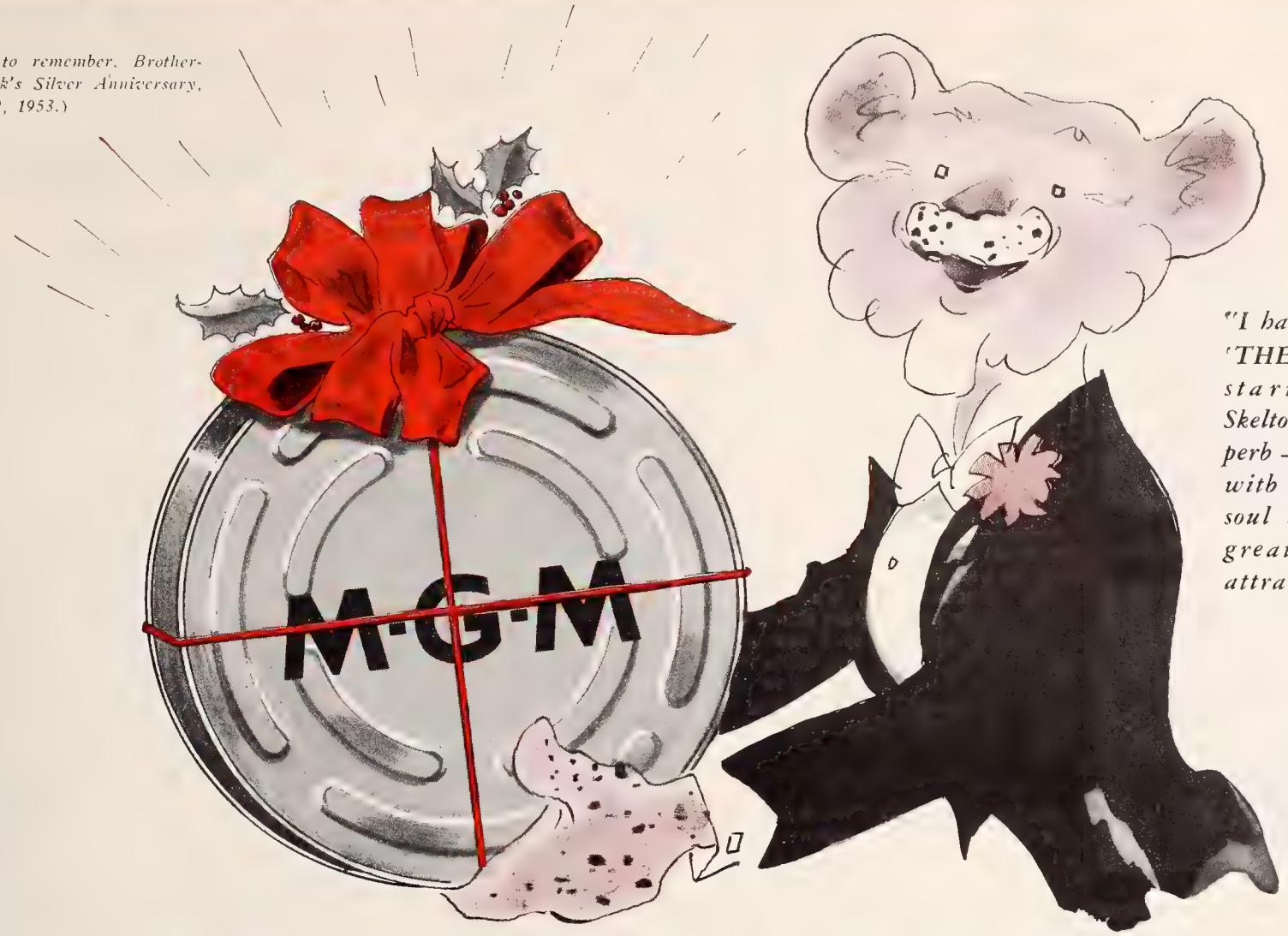
(*Continued from page* 1)

pictures. The achievements of Daff and Feldman, also, are eloquent rebuttal to the cynical attitude, sometimes encountered, which holds that loyalty too often is poorly rewarded.

Our sincere congratulations to Daff and Feldman on the occasion of these memorable new milestones in their eventful careers.

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*(A date to remember. Brotherhood Week's Silver Anniversary, Feb. 15-22, 1953.)*




*"I have just seen 'THE CLOWN' starring Red Skelton. It is superb — a picture with heart and soul and joy, a great boxoffice attraction!"*

# GIFT SUGGESTION!

## "Give them M-G-M Pictures!"

**"MILLION DOLLAR MERMAID"** *(Tech.)*
Esther Williams, Victor Mature, David Brian.

**"THE CLOWN"**
Red Skelton, Jane Greer, Tim Considine

**"THE BAD AND THE BEAUTIFUL"**
Lana Turner, Kirk Douglas, Walter Pidgeon, Dick Powell.

**"SOMBRERO"** *(Tech.)*
Ricardo Montalban, Pier Angeli, Vittorio Gassman, Cyd Charisse, Yvonne de Carlo.

**"DREAM WIFE"**
Cary Grant, Deborah Kerr, Walter Pidgeon.

**"LILI"** *(Tech.)*
Leslie Caron, Mel Ferrer, Jean Pierre Aumont.

**"THE GIRL WHO HAD EVERYTHING"**
Elizabeth Taylor, Fernando Lamas, William Powell.

**"BATTLE CIRCUS"**
Humphrey Bogart, June Allyson.

**"VAQUERO"** *(Ansco Color)*
Robert Taylor, Ava Gardner, Howard Keel.

**"REMAINS TO BE SEEN"**
June Allyson, Van Johnson.

**"ABOVE AND BEYOND"**
Robert Taylor, Eleanor Parker.

**"THE NAKED SPUR"** *(Tech.)*
James Stewart, Janet Leigh, Robert Ryan, Ralph Meeker.

**"I LOVE MELVIN"** *(Tech.)*
Donald O'Connor, Debbie Reynolds.

**"SMALL TOWN GIRL"** *(Tech.)*
Jane Powell, Farley Granger.

**"STORY OF THREE LOVES"** *(Tech.)*
Pier Angeli, Ethel Barrymore, Leslie Caron, Kirk Douglas, Farley Granger, James Mason, Moira Shearer.

**"VICKI"** *(Tech.)*
Greer Garson, Walter Pidgeon.

**"NEVER LET ME GO"**
Clark Gable, Gene Tierney.

**"JULIUS CAESAR"**
Marlon Brando, James Mason, John Gielgud, Louis Calhern, Edmond O'Brien, and Greer Garson, Deborah Kerr.

**"YOUNG BESS"** *(Tech.)*
Jean Simmons, Stewart Granger, Deborah Kerr, Charles Laughton.

***and many other big entertainments!***

# New 'U' Pacts

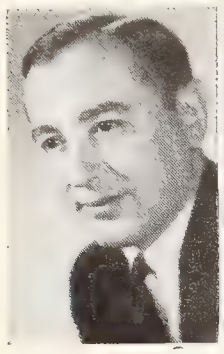
(Continued from page 1)



Leon Goldberg



John J. O'Connor



Adolph Schimel



Charles J. Feldman

board chairman; Alfred E. Daff, executive vice-president; David Lipton, vice-president in charge of advertising-publicity, and Edward Muhl, vice-president.

The contracts of William Goetz and Leo Spitz, studio executives, have another year to run. Spitz has been inactive because of protracted illness. Depending on the condition of his health in the future, his contract may not be renewed on its expiration next year.

## Feldman Heads

(Continued from page 1)

Schwalberg was host at a dinner honoring the sales executives of the companies.

Present at the dinner, in addition to Schwalberg and Feldman, were: Al Lichtman, William C. Gehring, Charles M. Reagan, Maurice Goldstein, William J. Heineman, Bernard G. Kranze, George F. Dembow, Ralph D. Hetzel, Ned E. Depinet, Robert Mochrie, Martin Quigley, John J. O'Connor, Ted O'Shea and Monroe Goodman.

Several of the other sales executives were out of the city.

## *Premiere of 'Jazz' Will Be Telecast*

Warner Brothers' "The Jazz Singer" special benefit premiere activities on Jan. 13 at the Paramount Theatre here for the National Foundation for Infantile Paralysis, will be telecast over WJZ-TV from 8:30 to 9:00 P.M.

Danny Thomas and Peggy Lee, stars of the film, will attend, in addition to many other celebrities. Tickets for the benefit range up to $100 per seat. Three TV cameras will be used for the opening night ceremonies, with Dennis James handling the play-by-play report of the proceedings and Maggi McNellis reporting the fashions and society.

## *Delay Filings for Theatre TV Hearing*

**Washington, Dec. 21.—The Federal Communications Commission has set back from tomorrow until Jan. 12 the deadline for parties in the theatre television hearings to submit lists, of their proposed witnesses and summaries of the testimony to be covered. The hearings are slated to resume Jan. 26.**

## Para. TV Films

(Continued from page 1)

the series and shooting is scheduled to start on Jan. 5.

The announcement, which marked Paramount's first venture into TV film production, was met by a one-and-an-eighth point rise in the quotation of Paramount stock on the New York Stock Exchange. The trading was active on Friday with 93,000 shares sold.

**'Sister Arts'**

Stated Raibourn: "We believe that television and motion pictures are sister arts and that each has a constructive contribution to make to the other." The programs, he explained, will be produced under the supervision of Burt Balaban, director of programming and production for Paramount Television Productions, Inc.

At the same time, John F. Howell, director of sales and merchandising for Paramount Television, announced that a complete merchandising and exploitation campaign is now being prepared.

## RKO Officers

(Continued from page 1)

Jr. Simpson and Burke have not been continuous participants in the current meetings.

**Posts Undisturbed**

Dietrich, it is learned, is scheduled to arrive in New York on Jan. 5, presumably to take over executive direction of the company there. William Clark is expected to continue as RKO treasurer and Garrett Van Wagner as comptroller. The posts of the latter two were undisturbed during the Stolkin syndicate's 10-week interlude in control of management.

## Green Said Seeking 20th Proxy Support

Charles Green, whose recent extensive purchases of 20th Century-Fox stock has been interpreted in the trade as the forerunner to a proxy fight at the next stockholders meeting, is reported to be seeking support among stockholders. Green is said to have contacted banking interests with 20th-Fox stock holdings or voting trusts preparatory to the predicted proxy battle. According to Wall Street reports, however, Green has not been given much assurance that the interests will line up on his side.

Green, at the weekend, would make no comment on the report that he was lining up stockholder support.

"I'm only trying to run my own business," he told MOTION PICTURE DAILY.

# Curb Damages

(Continued from page 1)

with such contingencies. Hundreds of millions of dollars of retroactive penalties hinge on such a state of law.

**"Under these circumstances it seems that where the evidence indicates lack of wilful violation, discretion should be used to avoid any effort to impose retroactive treble damages, often covering many years."**

The Council's report said business policy generally is to comply with the anti-trust laws, but that the big difficulty is that agencies and courts interpret the statutes differently. "So confused is the picture that it is often impossible for a business man or his lawyer to know whether he is conforming with or violating the anti-trust laws," the report stated.

The Council suggested a conference section be set up in the Department of Justice, and that this section discuss Deparment complaints with businessmen before going to court. "There is reason to believe," the report said, "that fully 90 per cent of the cases arising in the anti-trust field can be solved by preliminary conference." The Council also urged that businessmen should be able to get authoritative rulings on a particular practice, and that such a service might be operated as an adjunct to the conference section.

Finally, the Council urged the establishment of one or more objective review boards, consisting of competent businessmen, engineers, economists and non-prosecuting lawyers, to "insure that government commencement of anti-trust cases conforms to national policy."

Secretary Sawyer praised the report and specifically endorsed the suggestion for a conference section in the Department of Justice.

## U. S. Tax Bill

(Continued from page 1)

been given to understand that Rep. Dingell's bill would provide for complete elimination of the Federal admission tax on tickets priced at 60 cents and under, and that the reduction of the tax to 10 per cent would be on tickets over 60 cents.

COMPO officials said they expect several bills for outright repeal of the 20 per cent tax as well as others similar to Dingell's to be introduced early next month. For that reason they are not unduly concerned about Dingell's bill failing to make provision for complete elimination of the tax.

Robert W. Coyne, executive director of COMPO, expressed some surprise that Dingell's bill is taking the form reported in view of the fact that its author has been represented as an advocate of outright repeal of the tax. The bill, it is understood, calls for complete elimination of the tax on dance halls, cabarets and the like.

Coyne said COMPO at the weekend was endeavoring to get in touch with Dingell in Detroit to obtain a clarification of his views.

## *Schwarz Resigns*

Film director Mickey Schwarz has resigned from Parsonnet TV Studios here, with whom he has been affiliated for the past two years.

# *In the THEATRE* Equipment World . . . *. . with RAY GALLO*

TWO NEW poster cases of extruded aluminum, smaller in size than its "Deluxe" model while employing that same design, have been added to its line by Poblocki & Sons of Milwaukee. The new "Premiere" model is for cases 40 inches wide by any height or 40 inches high by any width. The new "Econ" model is for cases 30 inches wide by any height or 30 inches high by any width. Both of the new cases are piano-hinged and an extra moulding of extruded aluminum can be added to accommodate lighting on all four sides of the case.

•

**A new carpet which has a sponge rubber cushion "built in" under a broadloom surface is being manufactured by Shelton Looms for Sidney Blumenthal & Co., Inc., New York. It is being distributed by Weil Bros. Textiles, Inc., New York. Called "Loma Loom," the carpet can be repaired when damaged by cigarette burns or stains by simply lifting out the harmed section and inserting new carpet. For installation no base or underlay are required, the sponge rubber back being designed to mould to the available type of flooring. Cleaning can be either by vacuum or shampoo. The carpet is manufactured in a wide range of colors.**

•

*The Wenzel Projector Co. of Chicago has appointed as exclusive distributors in Mexico of its "Ace" PRO-4 projectors and WSH-3 sound heads, the Cinemex Co. of Mexico City and Guadalajara.*

•

New vending machines for dispensing combs, bobby pins or napkins in theatre rest rooms have been announced by White's Comb Vendor, Inc., Elgin, Ill. The comb vendors, with a capacity of 200 combs, are 30 inches long; 4½ inches wide and 6½ inches thick. The bobby pin vendor dispenses 18 pins in one package and has a capacity of 80 such packages. The napkin vendor has a capacity of 32 napkins.

•

*New, individually motorized ticket issuing units, automatically dispensing tickets in sets of from one to four, have been announced by the Argus Manufacturing Co., Chicago. Cabinets are also available from the company accommodating three, four or five separate units, any one of which may be easily removed without affecting operation of the others. The mechanisms were developed with a number of protective devices, including separately locked magazine compartments to prevent access to unauthorized personnel. Also, not more than one key of the same unit may be operated at one time, and the machine will not repeat if the key is held down. The delivery chute is designed not to jam even if tickets are accidentally pushed back. When the ticket magazine is empty, the unit locks automatically.*

# Review

## "The Pathfinder"

*(Columbia)*

THE TIMELESS NOVEL of James Fenimore Cooper, "The Pathfinder," serves as the basis upon which this historical adventure drama has been produced. Fashioned in knowing formula style, the picture bristles with action, combat and historical overtones. It is entertainment that is relaxing and easy to follow. As such it should prove attractive with general patronage. The lead and title role is played by George Montgomery, with top billing shared by Helena Carter.

The story is set in the year 1754 with both France and England seeking to gain control of the prized American territory around the Great Lakes. On the side of the English are the peaceful Mohicans while the war-like Mingos are lined up with the French. As the story opens, the Pathfinder beholds the atrocities of the Mingos and in rage decides to aid the English. He agrees to become a scout for them and do some espionage work around a French supply center. Because he speaks no French, it is decided to provide him with an interpreter. The interpreter turns out to be Miss Carter.

As one might expect, each becomes competitive with the other and a lot of innocent differences arise as they infiltrate enemy territory. However, faced with the common danger of the enemy, both are brought closer together, until finally love flowers.

Throughout the screenplay, by Robert E. Kent, there are skirmishes with Indians and dangerous calls in general. The finale sees Montgomery and Miss Carter captured and doomed to death as spies. It takes some brisk action by Montgomery and a fortunately-timed attack by the British to save the day.

Sam Katzman produced and Sidney Salkow directed. Others in the cast are Jay Silverheels and Walter Kingsford.

Running time, 78 minutes. General audience classification. For January release.

## Freeman Denounces Certain Publicists

HOLLYWOOD, Dec. 21.—"Irresponsible personal publicity agents" were denounced by Association of Motion Picture Producers board chairman Y. Frank Freeman over the weekend for "descending to the lowest level of bad taste" in causing the publication of "salacious" photographic material in "some trade papers and some fan magazines."

Freeman pointed out in a statement released to the press that the organized industry maintains the Production Code and Advertising Code, which prevent improper material from emanating from responsible studios or producers, and called upon all periodicals to lend their "cooperation toward the elimination of such material."

## $2,340,000 Suit Is Filed Here by Pix

A $2,340,000 anti-trust suit was filed here in Federal Court Friday by the Pix Theatre Co., which owns the Pix Theatre, Washington, against eight majors and United Paramount Theatres.

Listed as co-partners in the Pix Theatre Co., which also has offices in New York, are Samuel, Faith and Max Cummins, Rose Chatkin and Cecilia B. Cohen. The suit charged, among other things, discrimination by the majors against the Pix.

## Arthur Leaving FP-C For Stage Production

TORONTO, Dec. 21.—Jack Arthur, official of the Famous Players-Canadian Corp., the Dominion's largest circuit since its start, will retire at the end of the year as a district manager but will continue in an advisory capacity, it was announced here in connection with preparations for a dinner in his honor next month.

Formal announcement will then be mdae of his acceptance of a contract as stage producer of the Canadian National Exhibition, Toronto fair.

## Book 'Niagara,' 'Pan,' 'Madam' At Roxy

A line-up of three films to follow tonight's reopening feature, "Stars and Stripes Forever" at the Roxy here was disclosed at the weekend. In addition to the reopening feature, the Roxy will introduce its "Ice-colorama" stage policy.

The three films are "Niagara," which will follow "Stars and Stripes Forever," "Peter Pan," which will open Feb. 4, and "Call Me Madam."

## 'Ivanhoe' Goes Into Release on Feb. 20

Charles M. Reagan, general sales manager of M-G-M, disclosed at the weekend that "Ivanhoe" will be made available for general release on Feb. 20.

"The pre-release engagements in the first 200 showings of 'Ivanhoe' set a record of grossing more than $5,000,000, Reagan stated.

## Saville to Produce Spillane Stories

Completion of a deal to film the mystery novels of Mickey Spillane was disclosed here at the weekend by Victor Saville, producer-director.

Saville, who produced "Goodbye Mr. Chips," "Citadel," "Dr. Jekyll and Mr. Hyde," and others, said the first film based on a Spillane novel will be released in the spring.

## Ornstein, Ettinger Aid 'Brotherhood'

William Ornstein and George Ettinger have been appointed to aid the amusement industry's participation in "Brotherhood Week," Feb. 15-22, on behalf of the 25th anniversary of the National Conference of Christians and Jews, Si Seadler, national advertising-publicity chairman for the industry drive, disclosed here at the weekend.

Ornstein, of M-G-M, will handle trade publications, while Ettinger, of Columbia Pictures, will handle radio and television.


# Announcement!!

CULVER CITY, CALIFORNIA

December 15, 1952

**Hal E. Roach,** *President of the Hal Roach Studios announced here today an association with Mr. Harry J. Allen of Toronto, Canada for the world wide distribution of twelve feature pictures per year commencing in* 1953.

*Asserting his confidence that the Motion Picture theatre will continue to serve the public to even a greater extent than heretofore, his plan provides for a series of films of unique plot and character which will be a "must" for the theatre marquees of the world.*

**The first six subjects are tentatively entitled:—**

**"THE LOST BEYOND"**
**"THE ELEVENTH COMMANDMENT"**
**"SHADOW OF THE IRON CURTAIN"**
**"THE STORM AND THE LOBSTER"**
**"CICERO"**
**"THE WOMAN IN WARD NINE"**

**to be followed by:—**

**"PRETTY BOY"**
**"MR. WILMER"**
**"WALLS OF JERICHO"**
**"THE GLICKET CAT"**
**"THE STRIKE"**
**"TREASURE OF MONTEZUMA"**

*World-wide distribution will be under the supervision of* **Harry J. Allen,** *who will operate under the title of Guild International Films, Inc.,* 40 *Wall Street, N.Y.C.*

# THERE'S PLENTY OF SCRATCH* IN Ruby!





The story
of a flame
named Ruby...
who wrecked
a whole town...
***SIN BY SIN!***

**JENNIFER JONES**
**CHARLTON HESTON**
**KARL MALDEN**

in

# Ruby Gentry

Produced by JOSEPH BERNHARD and
KING VIDOR • Directed by KING VIDOR
Screenplay by SILVIA RICHARDS
Story by ARTHUR FITZ-RICHARDS
A Bernhard-Vidor Presentation
Released by 20th Century-Fox



*MOOLA... CABBAGE... GREENBACKS... SKINS...*

***THERE'S REAL MONEY IN YOUR DATE WITH RUBY!***

FIRST IN FILM NEWS

# MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 119 NEW YORK, U.S.A., MONDAY, DECEMBER 22, 1952 TEN CENTS

## *Tradewise . . .*

By SHERWIN KANE

REACTION of many exhibitors to the recently published comparisons of the Aug. 20 and Oct. 21 (distributors') industry arbitration drafts: If, as distributors say, the changes they have made in the Aug. 20 draft are restricted largely to verbiage and are of "minor" significance, then presumably they have little to lose by waiving their proposed changes and restoring the Aug. 20 draft, on which there was substantial, though tentative, exhibitor agreement.

Another frequently encountered exhibitor reaction to the two drafts is that it requires legal training to determine the exact significance of the changes made in the Aug. 20 draft. Most exhibitors, not being lawyers, are deferring conclusions on that score.

• •

OFFICIAL Washington reaction on the value of Eric Johnston's recent journey through South America: Johnston did a good job, saw many of the top people in the countries visited and received from them promises which, if performed, could be of great value to the industry. BUT—

Officials of most of the countries visited by Johnston are known to have made promises before, many of which were not kept. An evaluation of the Johnston trip, therefore, may be impossible to make accurately for another several months when a determination may be had of whether performances match the promises.

• •

AL DAFF, executive vice-president of Universal, and Charles Feldman, general sales manager, soon will be honored by the company's domestic and foreign sales organizations with sales drives, the occasions being Daff's third of a century anniversary with Universal, and Feldman's quarter of a century anniversary.

Both Daff and Feldman came up from the ranks in the company they have served so many years; Daff from the obscurity of a branch office in Tasmania, Feldman from the perhaps greater obscurity of a Sioux City office.

Their careers are both testimony to the opportunity this industry affords and incentive to younger men eager and qualified to make careers in the business of motion

(Continued on page 2)

## *Completion of RKO Officers' Slate Due; Dietrich Here Jan.5*

HOLLYWOOD, Dec. 21.—With at least a quorum of the new RKO Pictures board of five members in periodic meetings here over the weekend, an announcement was expected of the election of new officers of the company.

Noah Dietrich, former RKO board chairman, still is expected to be named president. Dietrich is participating in the conferences here with Hughes and J. Miller Walker. The latter is expected to be reelected vice-president, secretary and general counsel, posts he held prior to the sale of Hughes' controlling stock interest to the Ralph Stolkin syndicate.

The company announced the election of Hughes as board chairman last week. The other members of the board, in addition to Hughes, Dietrich and Walker, are A. B. Simpson of Houston and Edward Burke,

(Continued on page 4)

## Bill to Halve U.S. Tax Stirs COMPO

WASHINGTON, Dec. 21.—Rep. Dingell, Michigan Democrat, said he would introduce early in January a bill to halve the present 20 per cent Federal admission tax and to reduce or eliminate many other Federal excises.

Dingell, a member of the House Ways and Means committee, has long been an opponent of practically all excise taxes.

The Council of Motion Picture Organizations said on Friday it had

(Continued on page 4)

# CURB ON TREBLE DAMAGES URGED

### *20th-Fox Shuns TV Production Now*

**Twentieth Century-Fox, which last May disclosed plans to study its entrance into the field of TV film production, has not acted on such plans as yet, a top 20th-Fox executive said here at the weekend.**

**The 20th-Fox official, explaining the company's reluctance to study the TV production field at this time, said that 20th-Fox considers the production of motion pictures for theatrical distribution is its sole function.**

## Para. Subsidiary Enters Field of TV Film Production

Entrance into the field of television film production by Paramount Television Productions, Inc., a wholly-owned subsidiary of Paramount Pictures Corp., was disclosed here at the weekend by Paul Raibourn, president of Paramount Television and vice-president of Paramount Pictures.

"We have just completed arrangements with Edward J. and Harry Lee Danziger, Hollywood independent producers, for the production of a TV series of 39 half-hour dramatic films," Raibourn declared. He added that 39 scripts have already been written for

(Continued on page 4)

### *Commerce Dep't Advisory Group Also Asks D. of J. Pre-Court Conferences*

WASHINGTON, Dec. 21. — The Commerce Department's Business Advisory Council today urged that courts avoid imposing retroactive treble damages in anti-trust suits where the evidence indicates lack of wilful violation.

The Council submitted to Secretary Sawyer an exhaustive study of the anti-trust laws entitled "Effective Competition."

"A strong sense of injustice is aroused," the report said at one point, "by penalizing people for action which they could not have known to be illegal. A large majority of major anti-trust cases are decided by a divided court. For example in trade regulation cases in 1948-49 only four of 11 Supreme Court decisions were unanimous, dissents running from two to four in the other seven cases. Furthermore, the Court overruled 30 earlier decisions in 12 years. The best efforts toward compliance cannot cope

(Continued on page 4)

## WB to Make Feature In Natural Vision

HOLLYWOOD, Dec. 21.—Negotiations with Milton L. Gunzburg, president of National Vision Corp., for the production of a feature picture in the new Natural Vision three dimension process and WarnerColor was confirmed here by Jack L. Warner, Warner Brothers production head.

In making the announcement, Warner stated that the film will go into production by Jan. 15.

## *4 Universal Executives Get New 3-Year Contracts*

New three-year employment contracts have been authorized by the Universal Pictures board of directors for Leon Goldberg, vice-president and treasurer; John J. O'Connor, vice-president; Adolph Schimel, vice-president, general counsel and secretary, and Charles J. Feldman, general sales manager and vice-president of Universal Film Exchanges.

The new pacts will replace one-year contracts expiring Dec. 31.

Contracts for other top Universal executives, completed earlier, include those for Milton R. Rackmil, Universal president; Nate J. Blumberg,

(Continued on page 4)

### *Feldman Heads MPA Distributors' Group*

C. J. Feldman, general sales manager of Universal Pictures, has been named chairman of the Distributors Committee of the Motion Picture Association of America. He succeeds A. W. Schwalberg of Paramount Pictures. As outgoing chairman,

(Continued on page 4)

## 'Reels Plan Record Inaugural Coverage

Plans are underway here and in Washington for record newsreel coverage of the Jan. 20 inaugural ceremonies of President-elect Eisenhower, against the record competition which is expected by the home telecasting of the event.

Most newsreel companies polled plan to devote either the whole or the major portion of their reel to the ceremonies. The inaugural reel should be ready for showing on theatre screens on the following day.

# Personal Mention

WILLIAM BOASBERG, RKO Radio general sales manager, returned to New York from the Coast at the weekend, following conferences with HOWARD HUGHES.

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SIMON H. FABIAN, president of Fabian Enterprises, has been named a member of the newly created board for development at New York University.

•

STEVE LEVITZ, promotion manager for Robbins Music Co., M-G-M subsidiary, will leave here Saturday by plane for a Miami vacation, accompanied by MRS. LEVITZ.

•

EARL SPONABLE, director of research for 20th Century-Fox, is due here today from Europe.

•

DAVID COPLAN, president of the newly-formed International-United Film Corp., left here at the weekend for England by plane.

•

ELIAS LAPINERE, M-G-M's special publicity representative in Continental Europe, will sail from here tomorrow aboard the *S. S. Queen Mary.*

•

GEORGE NICHOLS of M-G-M's studio publicity staff returned to the Coast over the weekend from New York.

•

JAMES A. FITZPATRICK, M-G-M producer of Traveltalks, will leave the Coast Feb. 1 for a South American cruise on the *S. S. Caronia.*

•

WILLIAM H. WRIGHT, M-G-M producer, is in Cincinnati from the Coast with his wife. They will leave for New York on Saturday.

•

ARTHUR KRIM, United Artists president, is due in New York this week from Europe.

## *John McCarthy Going On Vacation Jan. 1*

John G. McCarthy, who resigned as head of the international division of the Motion Picture Association of America, plans to leave for a Southern vacation shortly after Jan. 1. He said here at the weekend that he hoped to be able to take a "good rest" before becoming associated with a new enterprise.

McCarthy has had one meeting with Samuel Goldwyn and James Mulvey in regard to the possibility of his taking an executive post with the Society of Independent Motion Picture Producers. However, nothing definite was decided, although it is reported that SIMPP leaders are interested in acquiring McCarthy's services.

## *Bookers' Theatre Party*

A theatre party has been organized by the Motion Picture Bookers Club of New York for the March 5 performance of "Hazel Flagg" at the Mark Hellinger Theatre, Louis Wolf, club president, has announced.

# *$250,000,000 Outlay for Recreational Bldg. in '53*

WASHINGTON, Dec. 21.—A top National Production Authority official predicted today that close to $250,000,000 worth of theatres, bowling alleys, playgrounds and other recreational structures would be built in 1953.

NPA has announced that its 26-month old ban on theatre and other construction would end Jan. 1.

John L. Haynes, director of NPA's building materials division, also said that he thought builders of these types of structures would be able to have delivered without any trouble the maximum amounts of steel, copper and aluminum authorized for them by NPA regulations.

"Fortunately," he said, "the predominant types of building materials used in most recreational construction—concrete, cinder blocks, brick, rough lumber, wall board and nonmetallic roofings—should be amply available to fill the stored-up demand in this field in addition to the continuing requirements for other types of construction."

# Film Communion Breakfast on Feb. 1

The third annual Communion breakfast for members of the motion picture industry in the New York area will be held on Feb. 1 in the Hotel Waldorf Astoria. The breakfast will be preceded by Mass in St. Patrick's Cathedral at 9:00 A.M.

The idea of a Communion breakfast for Catholics in the industry started in New York two years ago. Last year, similar events were held in Los Angeles and Toronto. Communion breakfasts will again be held in those two cities this year, also on Feb. 1, and plans are under way for a series of them to be held in a number of Canadian cities, including Hamilton, Chatham, St. John, Halifax, Winnipeg, Calgary, Vancouver and Windsor.

Attendance at this year's New York breakfast is expected to equal the capacity crowd of 1,500 who attended last year's.

Tickets, which will go on sale early in January, will be handled, as in past years, by members of the committee in each company office or branch of the industry. Members of the sponsoring committee are:

Frank Alford, MPEA; William E. Barry, Shea Enterprises; Marguerite Bourdette, Paramount; Frank Bryan, Skouras Theatres; Frank E. Cahill, Jr., Warner Brothers Circuit Management Corp.; Francis X. Carroll, 20th Century-Fox; Pat Casey, Pat Casey Enterprises; John Confort, Jr., Confort & Co., Inc.; Robert W. Coyne, COMPO; Thomas Creban, RKO Theatres; William Cronin, Comerford Theatres; John Dervin, Monogram Pictures; Edward C. Dowden, Loew's; Joseph Eagan, Fabian Theatres; James M. Franey, United World Films; Joseph M. Geoghan, Century Theatres; Edmund C. Grainger, RKO Theatres.

Also, James R. Grainger, Republic Pictures; William J. Heineman, United Artists; Walter F. J. Higgins, Prudential Theatres; John Hughes, United Artists; James D. Ivers, Quigley Publishing Co.; John Kane, Columbia Pictures; Austin C. Keough, Paramount Pictures; Mrs. James Looram, International Federation of Catholic Alumnae; Fred Lynch, Music Hall; Thomas J. Martin, Warner Bros.; William Moclair, Roxy; Peter J. Mooney, Audio Productions; Paul C. Mooney, Sr., National Screen Service; James A. Mulvey, Goldwyn Productions; John F. Murphy, Loew's; William P. Murphy, Republic Pictures; Thomas Murtha, IATSE, Local No. 4, Brooklyn.

Also, Joseph A. McConville, Columbia Pictures International Corp.; Joseph McMahon, Republic Pictures; William J. McShea, RKO Radio Pictures; L. Douglas Netter, Jr., Altec Service; John J. O'Connor, Universal Pictures; Thomas F. O'Connor, RKO Theatres; Paul D. O'Brien, O'Brien, Driscoll & Rafferty; Robert H. O'Brien, United Paramount Theatres; Joyce O'Hara, MPAA; Edward K. O'Shea, Paramount; Martin Quigley, Quigley Publishing Co.; Charles M. Reagan, Loew's; George J. Schaefer; Bert Sanford; Edwin J. Smith, Jr., RKO Radio Pictures; Nick Tronolone; Frank C. Walker, Comerford Theatres; Richard F. Walsh, IATSE; William A. White, Skouras Theatres; Very Rev. Patrick J. Masterson, Spiritual Director.

# 58 Short Subjects From U-I in 1953

Universal-International Pictures will release 58 short subjects—29 one-reelers and 29 two-reelers with color predominating—and 104 issues of the Universal-International Newsreel during the new year, Irving Sochin, short subjects sales manager, announced at the weekend. The company is committed to 59 this year—33 one-reelers and 26 in two reels.

Highlighting the program will be the release of the two-reel Technicolor subject, "The World's Most Beautiful Girls," filmed at the "Miss Universe" beauty pageant in Pasadena last June. The picture will receive a special promotional campaign and will be sold as a possible second feature.

With the enlargement of the facilities of the Walter Lantz Studios, Lantz will deliver seven new Technicolor cartoons in addition to the six "Woody Woodpecker Cartunes" which he has been making for U-I. Special promotional opportunities are available to exhibitors now that Woody Woodpecker is a syndicated cartoon in addition to a comic book series.

U-I will introduce a new series of one-reelers in color to be known as "U-I Color Parade," on a variety of subjects. "Fiesta Frolics" will be the first.

Expanding the company's "Name Band Musical" series of two-reelers U-I will release a new series under the more-inclusive title of "Musical Featurettes" with 13 subjects featuring name singers, entertainers and dancers in addition to the customary name bands. More attention will be given to story and production in this series.

The company's two-reel Louis De-Rochemont "The Earth and Its Peoples" series will include 13 more subjects. Rounding out the program of two-reelers will be two specials. Completing the program of one-reelers will be the "Variety Views" series of eight one-reelers.

## *Cohen, Velde and Chaplin Head Drive*

**Milton E. Cohen, James Velde and Charles Chaplin, United Artists' Eastern, Western and Canadian division managers, respectively, have been named co-captains of the company's "Bernie Kranze Drive," which gets under way today, it was announced by William J. Heineman, vice-president in charge of distribution.**

**The 26-week sales, billings and liquidation drive, named in honor of UA's newly-appointed general sales manager, will extend through June 20, 1953.**

# Expect 200 at Ampa Party Tomorrow

Almost 200 persons are expected to attend the Associated Motion Picture Advertisers' annual Christmas luncheon party here tomorrow in the Hotel Piccadilly. Every guest will receive at least one door prize and AMPA members will be eligible to win a week's vacation at the Lord Tarlton Hotel, Miami Beach, or the Sheraton Beach Hotel, Daytona Beach, Fla.

In addition, there will be drawings entitling winners to a weekend at the Ritz Carlton Hotel, Atlantic City, and a four-day vacation at Grossinger's Hotel and Country Club.

Among Hollywood and Broadway celebrities who are expected to attend are Boris Karloff, Blossom Seeley, Benny Fields, Joe E. Brown, Clifton Webb, Terry Moore and Richard Widmark.

## *Skouras to Germany, Paris; Then Home*

LONDON, Dec. 21.—Spyros Skoures, 20th Century-Fox president, left here by plane at the weekend for Frankfort, Germany for a brief visit. He went from there to Paris to join Mrs. Skouras, who will accompany him to New York by plane. They are scheduled to arrive there Christmas Eve.

While in Paris, it is reported but not confirmed, Skouras will confer with Eidophor large screen television officials.

# *Tradewise . . .*

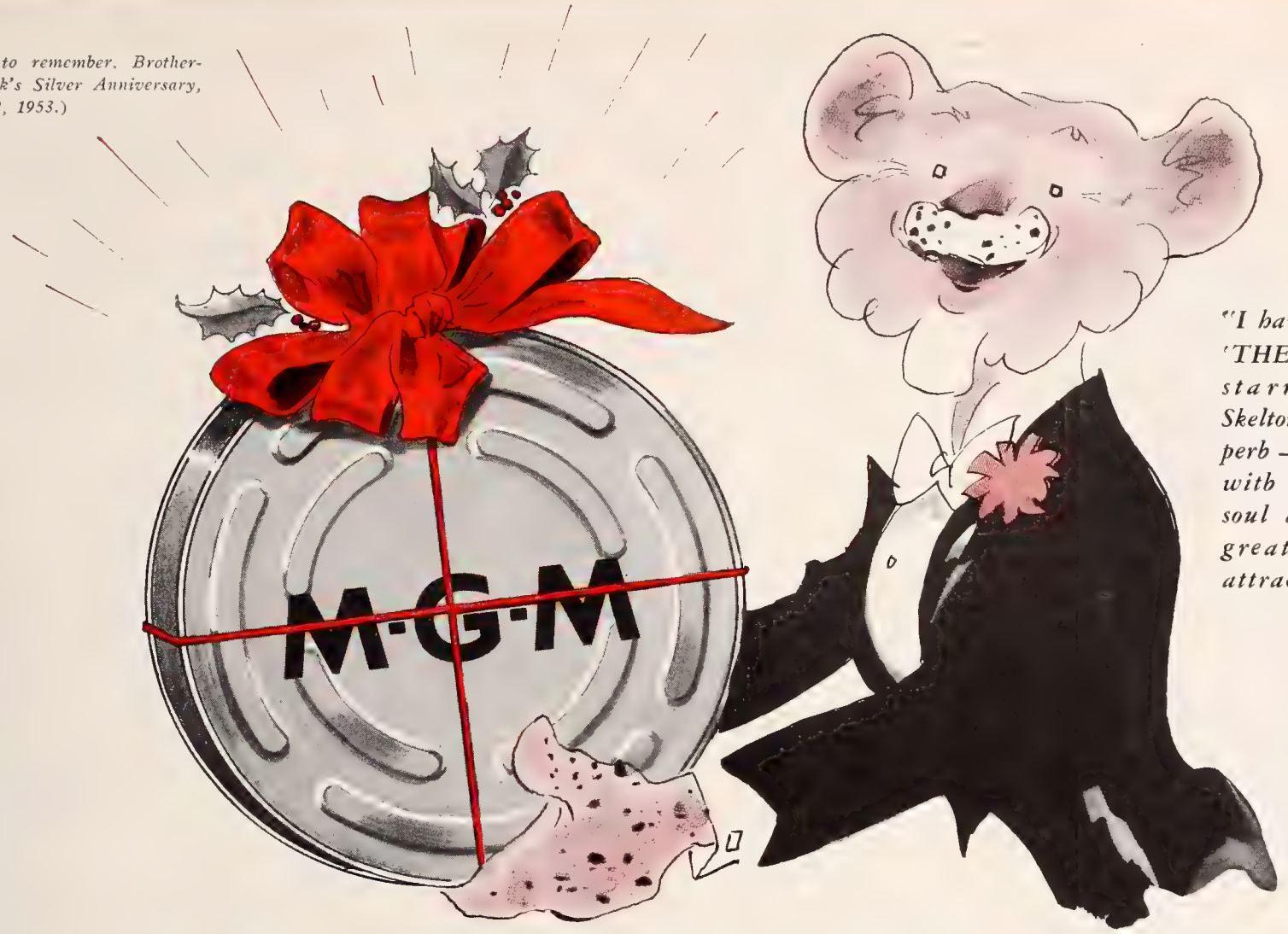
(*Continued from page* 1)

pictures. The achievements of Daff and Feldman, also, are eloquent rebuttal to the cynical attitude, sometimes encountered, which holds that loyalty too often is poorly rewarded.

Our sincere congratulations to Daff and Feldman on the occasion of these memorable new milestones in their eventful careers.

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*(A date to remember. Brotherhood Week's Silver Anniversary, Feb. 15-22, 1953.)*




*"I have just seen 'THE CLOWN' starring Red Skelton. It is superb — a picture with heart and soul and joy, a great boxoffice attraction!"*

# GIFT SUGGESTION!

## "Give them M-G-M Pictures!"

**"MILLION DOLLAR MERMAID"** *(Tech.)*
Esther Williams, Victor Mature, David Brian.

**"THE CLOWN"**
Red Skelton, Jane Greer, Tim Considine

**"THE BAD AND THE BEAUTIFUL"**
Lana Turner, Kirk Douglas, Walter Pidgeon, Dick Powell.

**"SOMBRERO"** *(Tech.)*
Ricardo Montalban, Pier Angeli, Vittorio Gassman, Cyd Charisse, Yvonne de Carlo.

**"DREAM WIFE"**
Cary Grant, Deborah Kerr, Walter Pidgeon.

**"LILI"** *(Tech.)*
Leslie Caron, Mel Ferrer, Jean Pierre Aumont.

**"THE GIRL WHO HAD EVERYTHING"**
Elizabeth Taylor, Fernando Lamas, William Powell.

**"BATTLE CIRCUS"**
Humphrey Bogart, June Allyson.

**"VAQUERO"** *(Ansco Color)*
Robert Taylor, Ava Gardner, Howard Keel.

**"REMAINS TO BE SEEN"**
June Allyson, Van Johnson.

**"ABOVE AND BEYOND"**
Robert Taylor, Eleanor Parker.

**"THE NAKED SPUR"** *(Tech.)*
James Stewart, Janet Leigh, Robert Ryan, Ralph Meeker.

**"I LOVE MELVIN"** *(Tech.)*
Donald O'Connor, Debbie Reynolds.

**"SMALL TOWN GIRL"** *(Tech.)*
Jane Powell, Farley Granger.

**"STORY OF THREE LOVES"** *(Tech.)*
Pier Angeli, Ethel Barrymore, Leslie Caron, Kirk Douglas, Farley Granger, James Mason, Moira Shearer.

**"VICKI"** *(Tech.)*
Greer Garson, Walter Pidgeon.

**"NEVER LET ME GO"**
Clark Gable, Gene Tierney.

**"JULIUS CAESAR"**
Marlon Brando, James Mason, John Gielgud, Louis Calhern, Edmond O'Brien, and Greer Garson, Deborah Kerr.

**"YOUNG BESS"** *(Tech.)*
Jean Simmons, Stewart Granger, Deborah Kerr, Charles Laughton.

***and many other big entertainments!***

# New 'U' Pacts

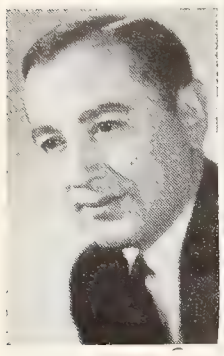
(Continued from page 1)



Leon Goldberg



John J. O'Connor



Adolph Schimel



Charles J. Feldman

board chairman; Alfred E. Daff, executive vice-president; David Lipton, vice-president in charge of advertising-publicity, and Edward Muhl, vice-president.

The contracts of William Goetz and Leo Spitz, studio executives, have another year to run. Spitz has been inactive because of protracted illness. Depending on the condition of his health in the future, his contract may not be renewed on its expiration next year.

## Feldman Heads

(Continued from page 1)

Schwalberg was host at a dinner honoring the sales executives of the companies.

Present at the dinner, in addition to Schwalberg and Feldman, were: Al Lichtman, William C. Gehring, Charles M. Reagan, Maurice Goldstein, William J. Heineman, Bernard G. Kranze, George F. Dembow, Ralph D. Hetzel, Ned E. Depinet, Robert Mochrie, Martin Quigley, John J. O'Connor, Ted O'Shea and Monroe Goodman.

Several of the other sales executives were out of the city.

## *Premiere of 'Jazz' Will Be Telecast*

Warner Brothers' "The Jazz Singer" special benefit premiere activities on Jan. 13 at the Paramount Theatre here for the National Foundation for Infantile Paralysis, will be telecast over WJZ-TV from 8:30 to 9:00 P.M.

Danny Thomas and Peggy Lee, stars of the film, will attend, in addition to many other celebrities. Tickets for the benefit range up to $100 per seat. Three TV cameras will be used for the opening night ceremonies, with Dennis James handling the play-by-play report of the proceedings and Maggi McNellis reporting the fashions and society.

## *Delay Filings for Theatre TV Hearing*

**Washington, Dec. 21.—The Federal Communications Commission has set back from tomorrow until Jan. 12 the deadline for parties in the theatre television hearings to submit lists, of their proposed witnesses and summaries of the testimony to be covered. The hearings are slated to resume Jan. 26.**

## Para. TV Films

(Continued from page 1)

the series and shooting is scheduled to start on Jan. 5.

The announcement, which marked Paramount's first venture into TV film production, was met by a one-and-an-eighth point rise in the quotation of Paramount stock on the New York Stock Exchange. The trading was active on Friday with 93,000 shares sold.

### 'Sister Arts'

Stated Raibourn: "We believe that television and motion pictures are sister arts and that each has a constructive contribution to make to the other." The programs, he explained, will be produced under the supervision of Burt Balaban, director of programming and production for Paramount Television Productions, Inc.

At the same time, John F. Howell, director of sales and merchandising for Paramount Television, announced that a complete merchandising and exploitation campaign is now being prepared.

## RKO Officers

(Continued from page 1)

Jr. Simpson and Burke have not been continuous participants in the current meetings.

### Posts Undisturbed

Dietrich, it is learned, is scheduled to arrive in New York on Jan. 5, presumably to take over executive direction of the company there. William Clark is expected to continue as RKO treasurer and Garrett Van Wagner as comptroller. The posts of the latter two were undisturbed during the Stolkin syndicate's 10-week interlude in control of management.

## Green Said Seeking 20th Proxy Support

Charles Green, whose recent extensive purchases of 20th Century-Fox stock has been interpreted in the trade as the forerunner to a proxy fight at the next stockholders meeting, is reported to be seeking support among stockholders. Green is said to have contacted banking interests with 20th-Fox stock holdings or voting trusts preparatory to the predicted proxy battle. According to Wall Street reports, however, Green has not been given much assurance that the interests will line up on his side.

Green, at the weekend, would make no comment on the report that he was lining up stockholder support.

"I'm only trying to run my own business," he told MOTION PICTURE DAILY.

## Curb Damages

(Continued from page 1)

with such contingencies. Hundreds of millions of dollars of retroactive penalties hinge on such a state of law.

**"Under these circumstances it seems that where the evidence indicates lack of wilful violation, discretion should be used to avoid any effort to impose retroactive treble damages, often covering many years."**

The Council's report said business policy generally is to comply with the anti-trust laws, but that the big difficulty is that agencies and courts interpret the statutes differently. "So confused is the picture that it is often impossible for a business man or his lawyer to know whether he is conforming with or violating the anti-trust laws," the report stated.

The Council suggested a conference section be set up in the Department of Justice, and that this section discuss Deparment complaints with businessmen before going to court. "There is reason to believe," the report said, "that fully 90 per cent of the cases arising in the anti-trust field can be solved by preliminary conference." The Council also urged that businessmen should be able to get authoritative rulings on a particular practice, and that such a service might be operated as an adjunct to the conference section.

Finally, the Council urged the establishment of one or more objective review boards, consisting of competent businessmen, engineers, economists and non-prosecuting lawyers, to "insure that government commencement of anti-trust cases conforms to national policy."

Secretary Sawyer praised the report and specifically endorsed the suggestion for a conference section in the Department of Justice.

## U. S. Tax Bill

(Continued from page 1)

been given to understand that Rep. Dingell's bill would provide for complete elimination of the Federal admission tax on tickets priced at 60 cents and under, and that the reduction of the tax to 10 per cent would be on tickets over 60 cents.

COMPO officials said they expect several bills for outright repeal of the 20 per cent tax as well as others similar to Dingell's to be introduced early next month. For that reason they are not unduly concerned about Dingell's bill failing to make provision for complete elimination of the tax.

Robert W. Coyne, executive director of COMPO, expressed some surprise that Dingell's bill is taking the form reported in view of the fact that its author has been represented as an advocate of outright repeal of the tax. The bill, it is understood, calls for complete elimination of the tax on dance halls, cabarets and the like.

Coyne said COMPO at the weekend was endeavoring to get in touch with Dingell in Detroit to obtain a clarification of his views.

## *Schwarz Resigns*

Film director Mickey Schwarz has resigned from Parsonnet TV Studios here, with whom he has been affiliated for the past two years.

# *In the THEATRE* Equipment World . . .

## . . . *with RAY GALLO*

TWO NEW poster cases of extruded aluminum, smaller in size than its "Deluxe" model while employing that same design, have been added to its line by Poblocki & Sons of Milwaukee. The new "Premiere" model is for cases 40 inches wide by any height or 40 inches high by any width. The new "Econ" model is for cases 30 inches wide by any height or 30 inches high by any width. Both of the new cases are piano-hinged and an extra moulding of extruded aluminum can be added to accommodate lighting on all four sides of the case.

•

**A new carpet which has a sponge rubber cushion "built in" under a broadloom surface is being manufactured by Shelton Looms for Sidney Blumenthal & Co., Inc., New York. It is being distributed by Weil Bros. Textiles, Inc., New York. Called "Loma Loom," the carpet can be repaired when damaged by cigarette burns or stains by simply lifting out the harmed section and inserting new carpet. For installation no base or underlay are required, the sponge rubber back being designed to mould to the available type of flooring. Cleaning can be either by vacuum or shampoo. The carpet is manufactured in a wide range of colors.**

•

*The Wenzel Projector Co. of Chicago has appointed as exclusive distributors in Mexico of its "Ace" PRO-4 projectors and WSH-3 sound heads, the Cinemex Co. of Mexico City and Guadalajara.*

•

New vending machines for dispensing combs, bobby pins or napkins in theatre rest rooms have been announced by White's Comb Vendor, Inc., Elgin, Ill. The comb vendors, with a capacity of 200 combs, are 30 inches long; 4½ inches wide and 6½ inches thick. The bobby pin vendor dispenses 18 pins in one package and has a capacity of 80 such packages. The napkin vendor has a capacity of 32 napkins.

•

*New, individually motorized ticket issuing units, automatically dispensing tickets in sets of from one to four, have been announced by the Argus Manufacturing Co., Chicago. Cabinets are also available from the company accommodating three, four or five separate units, any one of which may be easily removed without affecting operation of the others. The mechanisms were developed with a number of protective devices, including separately locked magazine compartments to prevent access to unauthorized personnel. Also, not more than one key of the same unit may be operated at one time, and the machine will not repeat if the key is held down. The delivery chute is designed not to jam even if tickets are accidentally pushed back. When the ticket magazine is empty, the unit locks automatically.*

# Review

## "The Pathfinder"

*(Columbia)*

THE TIMELESS NOVEL of James Fenimore Cooper, "The Pathfinder," serves as the basis upon which this historical adventure drama has been produced. Fashioned in knowing formula style, the picture bristles with action, combat and historical overtones. It is entertainment that is relaxing and easy to follow. As such it should prove attractive with general patronage. The lead and title role is played by George Montgomery, with top billing shared by Helena Carter.

The story is set in the year 1754 with both France and England seeking to gain control of the prized American territory around the Great Lakes. On the side of the English are the peaceful Mohicans while the war-like Mingos are lined up with the French. As the story opens, the Pathfinder beholds the atrocities of the Mingos and in rage decides to aid the English. He agrees to become a scout for them and do some espionage work around a French supply center. Because he speaks no French, it is decided to provide him with an interpreter. The interpreter turns out to be Miss Carter.

As one might expect, each becomes competitive with the other and a lot of innocent differences arise as they infiltrate enemy territory. However, faced with the common danger of the enemy, both are brought closer together, until finally love flowers.

Throughout the screenplay, by Robert E. Kent, there are skirmishes with Indians and dangerous calls in general. The finale sees Montgomery and Miss Carter captured and doomed to death as spies. It takes some brisk action by Montgomery and a fortunately-timed attack by the British to save the day.

Sam Katzman produced and Sidney Salkow directed. Others in the cast are Jay Silverheels and Walter Kingsford.

Running time, 78 minutes. General audience classification. For January release.

## Freeman Denounces Certain Publicists

HOLLYWOOD, Dec. 21.—"Irresponsible personal publicity agents" were denounced by Association of Motion Picture Producers board chairman Y. Frank Freeman over the weekend for "descending to the lowest level of bad taste" in causing the publication of "salacious" photographic material in "some trade papers and some fan magazines."

Freeman pointed out in a statement released to the press that the organized industry maintains the Production Code and Advertising Code, which prevent improper material from emanating from responsible studios or producers, and called upon all periodicals to lend their "cooperation toward the elimination of such material."

## $2,340,000 Suit Is Filed Here by Pix

A $2,340,000 anti-trust suit was filed here in Federal Court Friday by the Pix Theatre Co., which owns the Pix Theatre, Washington, against eight majors and United Paramount Theatres.

Listed as co-partners in the Pix Theatre Co., which also has offices in New York, are Samuel, Faith and Max Cummins, Rose Chatkin and Cecilia B. Cohen. The suit charged, among other things, discrimination by the majors against the Pix.

## Arthur Leaving FP-C For Stage Production

TORONTO, Dec. 21.—Jack Arthur, official of the Famous Players-Canadian Corp., the Dominion's largest circuit since its start, will retire at the end of the year as a district manager but will continue in an advisory capacity, it was announced here in connection with preparations for a dinner in his honor next month.

Formal announcement will then be mdae of his acceptance of a contract as stage producer of the Canadian National Exhibition, Toronto fair.

## Book 'Niagara,' 'Pan,' 'Madam' At Roxy

A line-up of three films to follow tonight's reopening feature, "Stars and Stripes Forever" at the Roxy here was disclosed at the weekend. In addition to the reopening feature, the Roxy will introduce its "Icecolorama" stage policy.

The three films are "Niagara," which will follow "Stars and Stripes Forever," "Peter Pan," which will open Feb. 4, and "Call Me Madam."

## 'Ivanhoe' Goes Into Release on Feb. 20

Charles M. Reagan, general sales manager of M-G-M, disclosed at the weekend that "Ivanhoe" will be made available for general release on Feb. 20.

"The pre-release engagements in the first 200 showings of 'Ivanhoe' set a record of grossing more than $5,000,000, Reagan stated.

## Saville to Produce Spillane Stories

Completion of a deal to film the mystery novels of Mickey Spillane was disclosed here at the weekend by Victor Saville, producer-director.

Saville, who produced "Goodbye Mr. Chips," "Citadel," "Dr. Jekyll and Mr. Hyde," and others, said the first film based on a Spillane novel will be released in the spring.

## Ornstein, Ettinger Aid 'Brotherhood'

William Ornstein and George Ettinger have been appointed to aid the amusement industry's participation in "Brotherhood Week," Feb. 15-22, on behalf of the 25th anniversary of the National Conference of Christians and Jews, Si Seadler, national advertising-publicity chairman for the industry drive, disclosed here at the weekend.

Ornstein, of M-G-M, will handle trade publications, while Ettinger, of Columbia Pictures, will handle radio and television.


# Announcement!!

CULVER CITY, CALIFORNIA

December 15, 1952

**Hal E. Roach,** *President of the Hal Roach Studios announced here today an association with Mr. Harry J. Allen of Toronto, Canada for the world wide distribution of twelve feature pictures per year commencing in* 1953.

*Asserting his confidence that the Motion Picture theatre will continue to serve the public to even a greater extent than heretofore, his plan provides for a series of films of unique plot and character which will be a "must" for the theatre marquees of the world.*

**The first six subjects are tentatively entitled:—**

**"THE LOST BEYOND"**
**"THE ELEVENTH COMMANDMENT"**
**"SHADOW OF THE IRON CURTAIN"**
**"THE STORM AND THE LOBSTER"**
**"CICERO"**
**"THE WOMAN IN WARD NINE"**

**to be followed by:—**

**"PRETTY BOY"**
**"MR. WILMER"**
**"WALLS OF JERICHO"**
**"THE GLICKET CAT"**
**"THE STRIKE"**
**"TREASURE OF MONTEZUMA"**

*World-wide distribution will be under the supervision of* **Harry J. Allen,** *who will operate under the title of Guild International Films, Inc.,* 40 *Wall Street, N.Y.C.*

# THERE'S PLENTY OF SCRATCH* IN Ruby!





The story of a flame named Ruby... who wrecked a whole town... *SIN BY SIN!*

**JENNIFER JONES**
**CHARLTON HESTON**
**KARL MALDEN**
in
**Ruby Gentry**

Produced by JOSEPH BERNHARD and KING VIDOR · Directed by KING VIDOR
Screenplay by SILVIA RICHARDS
Story by ARTHUR FITZ-RICHARDS
A Bernhard-Vidor Presentation
Released by 20th Century-Fox



*MOOLA... CABBAGE... GREENBACKS... SKINS...*

***THERE'S REAL MONEY IN YOUR DATE WITH RUBY!***

FIRST IN FILM NEWS

# MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 120 NEW YORK, U. S. A., TUESDAY, DECEMBER 23, 1952 TEN CENTS

## Selznick Finds Reissue Value Tops TV Deals

### *Rules Out Sale of Old SRO Films to Video*

Plans to reissue for theatrical distribution 18 or 19 pictures of the Selznick Releasing Organization were disclosed here yesterday by Frank I. Davis, Jr., vice-president of SRO, who vigorously denied any intention of selling SRO films to television at this time, as reported.

Davis said that David O. Selznick, SRO president, has rejected offers from television interests substantially in excess of $1,000,000 for the films, which were produced between 1936 and 1952. The reason for the rejection, according to Davis, was that it "is economically unfeasible" to release the films at this time to television. He said the TV market had been studied by SRO. "We believe," he added, "that a greater amount of revenue" lies in the theatrical reissue value of the pictures. He did not rule out, however, the possibility of selling the

(*Continued on page* 5)

## High Court Rejects Utah Carrier Case

WASHINGTON, Dec. 22.—The Supreme Court, by an eight to one vote, threw out an attempt by a Utah film carrier to bar the Utah Public Service Commission from regulating its business.

The court ruled largely on technical grounds that the Utah firm, Wy-

(*Continued on page* 5)

### *Hall's Pre-Holiday Gross Still Climbs*

**The pre-Christmas gross at Radio City Music Hall continues to climb, with a robust $151,000 forecast for the third week of "Million Dollar Mermaid" and the traditional holiday stage show.**

**To further accommodate holiday audiences, the Hall has scheduled extra performances beginning Friday, with doors opening at 7:30 A.M., Saturday at 8:00 A.M., Sunday, 11:30 A.M., and Monday and Tuesday, 7:30 A.M.**

## 20th, Roxy Unveil 'Stripes' and Ice Show in Gala Bow

*(Photo on page 5)*

Twentieth Century-Fox and National Theatres joined in a double unveiling here last night, the former with its premiere of "The Stars and Stripes Forever" at the Roxy Theatre and the latter, which has just taken over the theatre, with its new "Ice Colorama" stage pageant. A third high point in the important event was the Coast-to-Coast telecast of the premiere, marking the first "across the board" televising of an opening, via American Broadcasting Co. The occasion also was covered by the

(*Continued on page* 5)

## Drive-in Convention Committee Is Named

MILWAUKEE, Dec. 22.—The national drive-in theatre convention, to be held at the Schroeder Hotel, here, March 24-26, will be conducted by a main committee consisting of S. J. Goldberg, Hollywood and 29 Drive-in theatres, Wausau, president; Eric Brown, Plymouth Theatres, vice-president and over-all convention chairman; Ben Marcus, S. & M. Theatres, national director of Wisconsin Allied, and national treasurer of Allied, acting as

(*Continued on page* 5)

### *RKO Pictures Board Reelects Walker*

**Hollywood, Dec. 22.—J. Miller Walker, as forecast in *Motion Picture Daily* on Monday, was reelected vice-president, general counsel and secretary of RKO Pictures Corp., it was disclosed here today following a meeting of the board of directors. The post of presidency was not filled, however.**

**Walker is also a member of the board which includes Howard Hughes, chairman, Noah Dietrich, A. D. Simpson and Edward G. Burke, Jr. The newly chosen vice-president has been with the company 22 years.**

## Report Changes in Stock to the SEC

WASHINGTON, Dec. 22.—Changes in stock holdings in three industry corporations were reported to the Securities and Exchange Commission. The companies were RKO Theatres, National Theatres and Warner Brothers Pictures.

A. Louis Oresman and David Greene, directors in RKO Theatres, were purchasers of company stock. Oresman bought 2,400 shares of com-

(*Continued on page* 5)

## *Canada Spent $108,207,000 On Films Last Year; Up 15%*

OTTAWA, Dec. 22.—Canadians spent an unprecedented high total of $108,207,000 on motion picture entertainment last year; an increase of 15 per cent over the previous total of $94,152,000. The number of paid admissions increased three per cent to 239,132,000 from 231,747,000, with the per capita expenditure rising to $7.72 from $7.12, the Canadian government reports.

There were 1,808 regular theatres in operation and their receipts were boosted to $90,986,000 from $82,708,000, while amusement taxes declined slightly to $11,374,000; from $11,445,000.

Drive-in theatres numbered 82 and accounted for $3,348,000 of the total receipts and 6,555,000 of the paid admissions, compared with 62 theatres with receipts of $2,291,000 and 4,943,000 paid admissions in the previous year. There were 632 community enterprises operating in 1951 as compared with 586 in 1950. Total receipts amounted to $1,500,000, an increase of nearly 20 per cent, while attendance at these halls was 4,861,000.

## MGM's 'Hoaxters' Released on Jan. 30

M-G-M has scheduled "The Hoaxters," its special 36-minute subject for national release on Jan. 30.

"The Hoaxters," produced by Dore Schary, "tells of the evils of Communism, shows why it is no different basically from Fascism or Nazism, traces its history in America and shows how it must be fought," said the company.

Branch managers throughout the country will screen the picture locally for all leading exhibitors who, in turn, will be asked to hold special showings

(*Continued on page* 5)

## RKO Plans 20, Most in Color, For Next Year

### *Would Be in Addition to Independent Productions*

By MURRAY HOROWITZ

Twenty feature productions, the majority of them in color, are planned by RKO Pictures for 1953, Charles Boasberg, RKO Radio Pictures general sales manager, disclosed here yesterday upon his return from the Coast where he conferred with Howard Hughes, board chairman.

The 20, Boasberg explained, would be in addition to independent productions which may be released through RKO. He said the 1953 production schedule would be launched in February, when four or five pictures are slated for filming, story properties for which already have been selected.

He said the studio is currently geared for substantial production on the properties owned by RKO. While on the Coast, Boasberg conferred with Hughes on other projected films, relaying his views on the selling potential of various stories and casting problems.

## Favorable Outlook Seen in Legislatures

WASHINGTON, Dec. 22.—Forty-four state legislatures will meet next year, with no indication so far of any unusual legislation threatening the industry, according to Jack Bryson, legislative representative of the Motion Picture Association of America.

Only Kentucky, Louisiana, Mississippi and Virginia do not have sessions scheduled for 1953. Fifteen state legislatures will convene between Jan. 1 and 8, Bryson stated.

### *Three Dimension for 11 Evergreen Houses*

**Portland, Ore., Dec. 22. — Frank L. Newman, Sr., president of Evergreen Theatres reports that one of its three Seattle theatres will be equipped early next year for Natural Vision third-dimensional films.**

**Evergreen also will install third-dimensional equipment in theatres in 10 other cities in the Northwest area.**

# Personal Mention

GEORGE SCHAEFER will return to New York today from Hollywood.

•

ROBERT GRUVER, Glenburnie, Md., exhibitor, has been discharged from Mercy Hospital, Baltimore, but is still confined to bed as the result of injuries received in an auto accident.

•

EARL REVOIR, Allied Artists assistant treasurer, and MISS FRANCES RAMEY will be married Christmas Day at Clinton, Md. They will then go for a brief trip to Bermuda.

•

HOWARD STUBBINS, Allied Artists West Coast franchise co-owner, accompanied by MRS. STUBBINS, left Los Angeles yesterday to spend the holidays in Phoenix.

•

ARTHUR KRIM, United Artists president, has delayed his return to New York from Europe until after Jan. 1. He is currently in Italy.

•

MERLE OBERON and HAROLD RUSSELL arrived here over the weekend from Europe aboard the *S. S. Queen Mary*.

•

ARTHUR Davis, president of the firm bearing his name, will leave here today for Detroit and Chicago.

•

STEVE BROIDY, Allied Artists president, has returned to his office at the studio after a four-day illness.

•

BEN GOETZ, head of M-G-M's British studios, left here yesterday by plane for the Coast.

•

RAY MILLAND and MRS. MILLAND will sail from here today for Europe aboard the *S. S. Queen Mary*.

•

LESTER COWAN left here for Hollywood yesterday.

## *Capitol Books UA's 'Moulin Rouge'*

"Moulin Rouge" will have its New York premiere at the Capitol Theatre following the engagement of "Androcles and the Lion," it was disclosed here yesterday by William J. Heineman, United Artists vice-president in charge of distribution. The Romulus production was directed by John Huston.

## *Kaye Has Texas Date*

HOLLYWOOD, Dec. 22.—Danny Kaye has been signed for a personal appearance engagement beginning Christmas Day at the State Fair in Dallas. He is also booked for the Palace in New York opening Jan. 18.

## *Hollander in New Post*

Elmer Hollander, for the past three years film buyer for the St. Cloud Amusement Co., has resigned and will assume a new connection after Jan. 1 with Florida States Theatres in Jacksonville, Fla.

# *U. S. Lists $111,600,000 in Foreign Film Investments*

WASHINGTON, Dec. 22.—The U. S. motion picture industry had $111,600,000 invested in foreign countries at the end of 1950, the Commerce Department reported today.

The report was based on a census of film companies, the first since the end of World War II.

Of the total, $56,400,000 was invested in Western Europe, Commerce said. The next largest area investment was $22,900,000 in Canada. U. S. film companies reported a $16,400,000 stake in Latin America. All other parts of the world accounted for the remaining $15,900,000.

Commerce officials said that by far the largest part of the foreign investments was owned by foreign-incorporated subsidiaries, rather than branches.

## See Mayers, Perle In Top NTFC Posts

Arche Mayers, president of Unity Television, and Sally Perle of the Mesal Organization, are expected to be elected president and vice-president, respectively, of the National Television Film Council at the organization's annual luncheon-meeting on Friday.

According to Melvin L. Gold, NTFC president, who is completing his third term in office, the posts of president and vice-president for 1953 are assured to the above-mentioned nominees due to other candidates dropping out of the race. At Friday's meeting, the offices of treasurer and secretary will also be filled, as well as positions on the board of directors.

## *Trustees to Rule on Operators' Benefits*

SAN FRANCISCO, Dec. 22.—Following incorporation of a health and welfare plan in the contracts between exhibitors and projectionists, a board of trustees has been set up to sit in on all health and welfare cases where payments are to be made for death or illness.

Members include theatremen Graham Kislingbury, North Coast Theatres district manager; Ben Levin, of General Theatrical, and Paul Williams of Golden State Theatres. Representing projectionists and the local are business manager John Forde, secretary-treasurer Frank W. Costello and auditor Rexford Elder.

## *Rites for Widow of Katz*

CHICAGO, Dec. 22.—Services were held here for Mrs. Sonia Katz, 80, widow of Morris Katz, one of the founders of the Balaban and Katz circuit, who died here at her home on Friday. She is survived by a son, Sam, also one of the founders of B. and K. and more recently chairman of the board of Stanley Kramer Productions, two daughters and two brothers.

## Set Variety Mexico Meet for May 18-22

The Variety Clubs International convention in Mexico City will be held on May 18-22 next year instead of in April as previously planned, according to word received from Louis Montes, chairman of the convention, in Mexico City.

The change was necessary, it was said, because the previous date conflicted with several events being staged by other Tents throughout the country and also because it would be a more suitable time for the "goodwill" milk train for Mexico that is now being organized by William Koster of Tent No. 23 of Boston.

Plans for a scrap book contest and a photo contest at the convention were also disclosed. A scroll will be awarded to the Tent having the best scrap book containing all published material collected from June 1, 1952 to April 1, 1953 pertaining to club and Heart activities. In the photo contest a prize of $300 will be awarded for the best photograph of a Variety Club activity or personality which has been reproduced in a recognized newspaper, magazine, trade paper or other periodical after June 1, 1952 and before April 1, 1953.

In addition, it was disclosed that American Broadcasting will broadcast over its entire radio network a special Christmas Eve program saluting Variety Clubs International on the 25th anniversary of the organization's charitable work.

## 34 Features Are in Work on the Coast

HOLLYWOOD, Dec. 22.—The production chart lost a point for a total of 34 pictures in work. Six new ones were started and seven were completed.

Started were: "Jalopy," Allied Artists; "Conquest of Cochise" (Esskay Pictures), and "Forty-Nine Men," Columbia; "A Lion Is in the Streets" (Cagney), Warner Brothers; "China Gold" (Wisberg-Pollexfer) and "The Neanderthal Man" (Wisberg-Pollexfer) both independent.

Completed were: "The Sword and the Rose" (Disney-British), Independent; "A Slight Case of Larceny" and "Give a Girl a Break," Metro-Goldwyn-Mayer; "Arrowhead" and "Little Boy Lost," Paramount; "Nearer My God to Thee," 20th Century-Fox; "The System," Warner Brothers.

## *Jefferson's TV Bid*

WASHINGTON, Dec. 22.—The Jefferson Amusement Co. has applied to the Federal Communications Commission for a license to build a television station in Beaumont, Texas.

## Special Display for 'Sheba' Premiere At Victoria Tonight

A full-color 40-by-80-foot display has been erected over New York's Victoria Theatre announcing Hal Wallis' "Come Back, Little Sheba," which has its premiere there tonight. The sign, designed by the Paramount art department and constructed by Artcraft-Strauss, is said to be the largest ever to use concealed shadow-box illumination through lucite. The lights are located behind the letters spelling out the names of the stars—Burt Lancaster and Shirley Booth—and those of Terry Moore and Richard Jaeckel, along with the title of the picture.

Miss Booth's debut as a motion picture actress in "Little Sheba" will receive special television recognition this morning on the NBC-TV "Today with Dave Garroway" show.

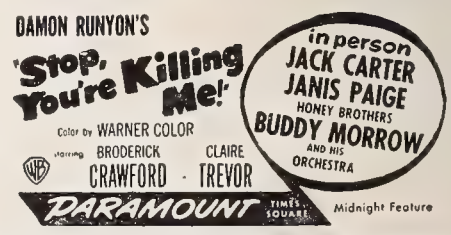
## Lapkin, Moss Aid Federation Drive

Nat Lapkin, of Fabian Theatres, and Charles B. Moss, of the B. S. Moss Corp., have been named co-chairmen of the vendors committee of the amusement division of the Federation of Jewish Philanthropies. Barney Balaban, Simon H. Fabian and Manny Frisch are the over-all chairmen of the industry's campaign.

Assisting Lapkin and Moss on the vendors committee are: Frank Angotti, RKO Theatres; Charles Biegel, Loew's-M-G-M; Ethel C. Black, Universal International; Jules Catsiff, Skouras Theatres; J. P. Friedhoff, Monogram; Milton Green, Republic; George Hornstein, J. Hornstein, Inc.; Stanley Kolbert, Interboro Circuit; Fred Lakeman, RKO Theatres; Herman R. Maier, Warner Brothers; Ben Perse, Capitol Motion Picture Supplies; Leslie Schwartz, Century Circuit; Robert Schwartz, United Artists; Max Seligman, Columbia; Al Streimer, Frisch and Rinzler.


NEW YORK THEATRES

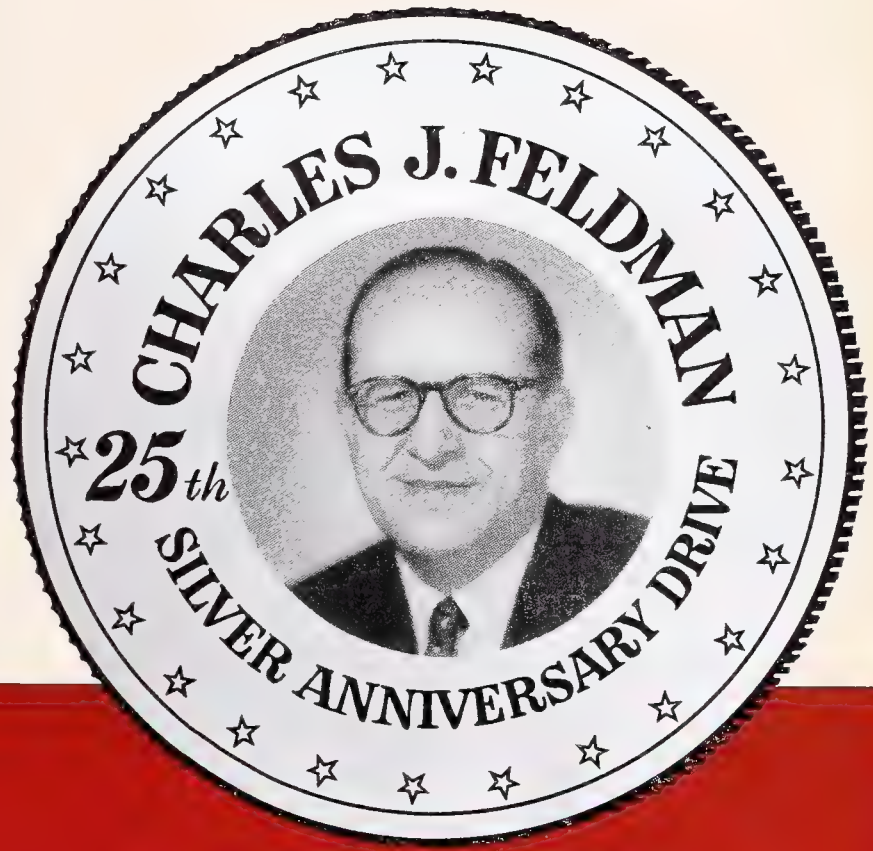
RADIO CITY MUSIC HALL
Rockefeller Center
"MILLION DOLLAR MERMAID"
Esther WILLIAMS • Victor MATURE
Walter PIDGEON • David BRIAN
Color by TECHNICOLOR • An M-G-M Picture
& The Music Hall's Great Christmas Stage Show





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# *Universal-International Announces with Pride....*




WE FEEL THERE IS NO FINER WAY OF PAYING TRIBUTE TO CHARLES J. FELDMAN THAN FULFILLING TO THE MAXIMUM OF OUR ABILITY THE UNIVERSAL-INTERNATIONAL TRADITION WHICH HE HAS HELPED ESTABLISH.

THAT TRADITION IS THE CONSISTENT DELIVERY OF TOP-PROFIT PRODUCT TO THE NATION'S EXHIBITORS.

SO WE HAVE SELECTED TWELVE PICTURES – NINE OF THEM IN TECHNICOLOR – PROVIDING THE STRONGEST GROUP OF CONSECUTIVE RELEASES IN OUR COMPANY'S HISTORY...WITH WHICH TO ENCOURAGE THE GREATEST EXHIBITOR PARTICIPATION IN THIS 25TH SILVER ANNIVERSARY DRIVE.

DECEMBER 28TH TO MAY 2ND

# UNIVERSAL-INTERNATIONAL *presents*

ERROL FLYNN · MAUREEN O'HARA

## *AGAINST ALL FLAGS*

COLOR BY Technicolor

---

TYRONE POWER

PIPER LAURIE · JULIA ADAMS

## *The MISSISSIPPI GAMBLER*

COLOR BY Technicolor

---

ALAN LADD

## *DESERT LEGION*

CO-STARRING

RICHARD CONTE · ARLENE DAHL

COLOR BY Technicolor

---

## *MEET ME AT THE FAIR*

STARRING

DAN DAILEY · DIANA LYNN

COLOR BY Technicolor

---

## *The REDHEAD from WYOMING*

STARRING

MAUREEN O'HARA · ALEX NICOL

COLOR BY Technicolor

---

RAOUL WALSH'S

## *The LAWLESS BREED*

ROCK HUDSON · JULIA ADAMS

COLOR BY Technicolor

---

## *CITY BENEATH THE SEA*

STARRING

ROBERT RYAN · MALA POWERS

ANTHONY QUINN · SUZAN BALL

COLOR BY Technicolor

---

## *GUNSMOKE*

AUDIE MURPHY · SUSAN CABOT

PAUL KELLY · CHARLES DRAKE

COLOR BY Technicolor

---

## *SEMINOLE*

STARRING

ROCK HUDSON · BARBARA HALE

ANTHONY QUINN · RICHARD CARLSON

COLOR BY Technicolor

---

## *MA AND PA KETTLE ON VACATION*

STARRING

MARJORIE MAIN · PERCY KILBRIDE

---

## *GIRLS IN THE NIGHT*

HARVEY LEMBECK · JOYCE HOLDEN

GLENDA FARRELL · GLEN ROBERTS

PATRICIA HARDY · JACLYNNE GREENE

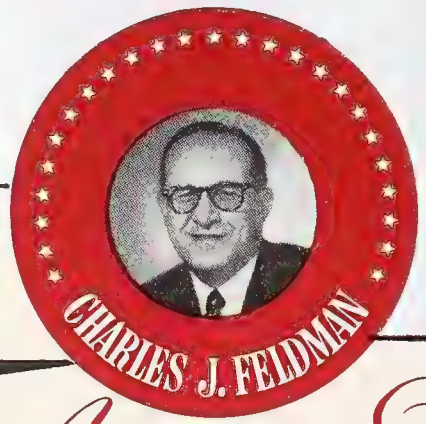
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## *BUD ABBOTT and LOU COSTELLO GO TO MARS*

MARI BLANCHARD and the Miss Universe Contest Beauties

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*for the*




25th SILVER *Anniversary Drive*

DECEMBER 28TH TO MAY 2ND

# Customs to Expedite Foreign Film Release

Changes in procedure for clearing foreign motion picture film designed to more completely utilize government facilities here, as well as expedite the release of such imported films here, are announced by Harry M. Durning, collector for the Bureau of Customs, New York.

The changes, to be made effective next month, contemplate that commercial and feature films arriving by air which do not require screening, or with regard to which screening is waived, will be cleared and completely released at the airport where entry is made.

Films requiring screening will be sent to the Appraiser's Stores or to the Custom House Building. In either case, prompt action will be taken to examine and release the films.

At present a good deal of commercial film is examined and screened outside the Customs buildings at the request of importers. In many instances, it was found, the film would have been released more promptly had it been sent to the Appraiser's Stores. Should the government facilities be overtaxed to the extent that undue delays might result, consideration will be given to importers' requests for screenings at private preview rooms, it was stated.

Also, under a new procedure, imported film requiring processing or printing will be released to recognized film laboratories for necessary work on assurances from importers and the laboratories that the printed or processed material will be submitted to Customs for examination when the "lab" work is completed.

## Selznick Finds

(*Continued from page* 1)

films to television following their reissue theatrical run.

The SRO executive explained that the reissue value of the films would be depleted at this time if the same films also appeared on home television. He declined to estimate how long it would take SRO to reissue the package theatrically, but said that the ordinary run for complete distribution of a reissue is about two years. He said it has not been decided as yet how many reissues would be released at one time.

Selznick arrived here yesterday from Rome, where his latest production, "Terminal Station," is being filmed.

## High Court

(*Continued from page* 1)

coff Co., Inc., had brought the suit before its business really was threatened with regulation.

Wycoff contended that all film carrying was part of interstate commerce and that even its routes wholly within Utah could not be regulated by the Utah Commission. It asked for a "declaratory judgment" to this effect. A District court ruled against it, but the Court of Appeals upheld the company.

In the high court's opinion today, Justice Jackson said the company offered "no evidence whatever of any past, pending of threatened action by the Utah Commission touching its business in any respect."

# *'Stars and Stripes' Premiere*



Al Lichtman, director of distribution for 20th Century-Fox, and Mrs. Lichtman join with show business luminaries and notables from the political and social world at the world premiere of John Philip Sousa's "Stars and Stripes Forever," at the newly refurbished Roxy Theatre here last night.

## MGM's 'Hoaxters'

(*Continued from page* 1)

in their own projection rooms, where possible, and arrange for representatives of the press, clergy, educational institutions, American Legion, Veterans of Foreign Wars and persons in local, public and civic life to attend.

In connection with the distribution and releasing plans for "The Hoaxters," Charles M. Reagan, general sales manager, stated: "It is the company's desire to get the widest possible circulation of this picture in the belief that there will accrue to theatres in particular and the industry at large a result that cannot help but be of the greatest benefit to all concerned."

## *Hughes and Reiman In New UA Posts*

John Hughes and Arthur Reiman have been promoted to head the newly-established dual contract departments of United Artists' Eastern-Southern and Western-Canadian divisions, respectively, it was announced by B. G. Kranze, general sales manager. The reorganization does away with a single contract department.

Hughes has been assistant to Eastern-Southern division manager Milton E. Cohen. Reiman has been assistant to Joseph Sugar, who had been head of the over-all contract department until his appointment last week as branch manager of United Artists' New York exchange.

## *April 13-14 Tentative Dates for KATO Meet*

LOUISVILLE, Dec. 22. — Tentative dates of April 13-14 have been set for the annual Kentucky Association of Theatre Owners convention, according to president Ralph McClanahan, who also disclosed that Bob Cox of Schine Theatres, Lexington, succeeds Harold Sliter as a KATO director. Schine has transferred Sliter to Ohio.

## *Underwriters List Fire Safety Films*

The National Board of Fire Underwriters has made public its new 1953 listing of 22 current fire prevention films that are being offered free. The films, several in color, run from five to 20 minutes. All emphasize the need for increased fire prevention in the face of today's record annual loss of 11,000 lives and $770,000,000 worth of property.

## *Baron with 'Redbook'*

Harold Baron has been named articles editor of *Redbook Magazine* by Wade H. Nichols, editor. He succeeds John B. Danby who was recently appointed executive editor. Baron was formerly with *Today's Woman Magazine* where he served as feature editor for four years before free lancing as a magazine writer for the past year. He also was associate articles editor for *This Week Magazine* and a manuscript scout for the Thomas Y. Crowell Publishing Co.

# Roxy Reopens

(*Continued from page* 1)

"Voice of America" and the Armed Forces Radio Service, beaming the show to listeners around the world.

Despite cold weather and a threat of rain or snow, thousands of spectators jammed a three-block area flanking the 50th Street and 7th Avenue entrances to the theatre to view the arrival of celebrities. Robert Q. Lewis and Maggi McNellis "M.C."d the 30-minute ABC video show at the theatre which had been closed for the installation of the ice equipment.

### Citation to Webb

Following the theatre-front festivities, ceremonies were held on stage at which Clifton Webb accepted a citation from the U. S. Marine Corps to 20th-Fox for its many films depicting Marine Corps life and traditions. The citation was made by Col. William F. Santelmann, conductor of the U. S. Marine Corps band which played a medley of John Philip Sousa marches after the ceremonies.

Preceding the presentation of "The Stars and Stripes Forever," the Roxy's corps of dancers-on-ice performed the theatre's initial "Ice Colorama" program, teeing off the theatre's new ice show policy. A preview of the ice show was presented on Ed Sullivan's "Toast of the Town" CBS-TV program Sunday night.

## Report Changes

(*Continued from page* 1)

mon, increasing his direct holdings to 32,400 shares. Greene bought 2,400 shares of common through the Chemical Bank and Trust Co. for Dorothy Greene, increasing the total to 36,500 shares.

Elmer C. Rhoden, a director of National Theatres and president of Fox Midwest, purchased 3,000 shares of common, increasing direct holdings to 8,900 shares. He also has indirect holdings of 2,025 shares.

Warner vice-president Albert Warner made gifts of 3,200 shares of common, decreasing holdings to 329,350 shares. Warner also purchased 5,600 shares of common, representing additions to holdings in a trust in which Warner is a beneficiary of 26,000 shares.

## Drive-in Convention

(*Continued from page* 1)

national drive-in chairman; Oliver Trampe, Cudahy Theatres, treasurer of Wisconsin Allied, acting as state chairman; Robert C. Peck, Keno and Westgate Drive-in theatres, Kenosha and Racine, publicity chairman; Edward E. Johnson, Roosevelt Theatre, Milwaukee, advertising chairman.

Peck states that the convention is strictly for drive-in theatre owners and that the invitation is extended whether an exhibitor is affiliated or not with Allied.





# Something Wonderful Happened to — Bob Considine...

## On The Line

By BOB CONSIDINE

NEW YORK, NOV. 27—(INS)—I saw a moving picture the other night which my great grandchildren should enjoy in the 21st century—just as my grandfather would have enjoyed it if it had appeared in the 19th century.

It is Samuel Goldwyn's new one, "Hans Christian Andersen," starring Danny Kaye, with Farley Granger and a stunning ballerina named Jeanmaire. Moss Hart magically built a durable and touching story out of sheer gossamer; Frank Loesser wrote a barrel of sprightly and moving music; Charles Vidor directed this demi-factual fable with the surest of hands, and Roland Petit's choreography was so impressive we looked up the meaning of the word.

To begin with, it is not an easy task to make a moving picture as lush as this one is. Nobody in Hollywood is more aware of television and other causes of a falling off of movie attendances. But Goldwyn put more than $3,000,000 into this story of the whimsical, semi-tragic, wonderful cobbler who almost made good in the big city of Copenhagen. His confidence should be rewarded for years to come, for this is an effort that can be brought back whenever man's hearts need lightening.

### Kaye's Best

It must have been a tough one to write too. But Hart has put together a story which, while not a biography of Andersen in the strict sense, leaves the viewer with an unusually well-defined memory of an eccentric Dane whose wan, sad, happy, explosive fairy stories have won the rapt attention of children throughout the world for more than a hundred years.

This is the best thing Kaye has ever done. He is as nimble and believable as Andersen's stories are to children. His handling of the film's swarm of Technicolored children, his miming with 14-year-old Joey Walsh (a fine young actor from the East Side of New York who is making his debut in films), and his forlorn love for the happily married ballet dancer show us a Kaye infinitely better than ever before.

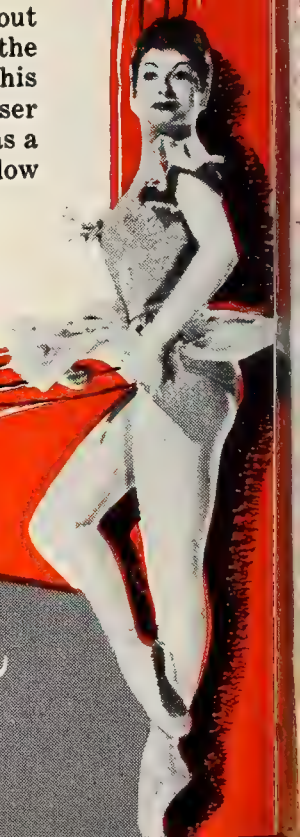
Unfeeling slob that I am, I've always felt that with the possible exception of opera the most inept way to tell a story is by ballet. The sight of a girl dancing on her toes, no matter how delicately, has always made me wince like a quince. I keep thinking the off-stage castanets are toes snapping like popcorn. I have an occasional nightmare of being forced at gunpoint to do one of these excruciating pirouettes, at a certain point of which I break both ankles and babble the H-Bomb plans to the mad man.

### Artful Blend

Getting back to the ballet, however, the flouncing in "Hans Christian Andersen" is blended into the story as artfully as Kaye's song cues. This Jeanmaire is something to see. She would have set grandpaw's mustache a'twitter, just as I predict she'll cause the jet-propelled rotors on my great-grandchildren's beanies to whir happily in 2052 A.D.

If you're still with me, you may ask, "Won't her clothes look as out of place in the 21st century as Lillian Russell's now do?" Nope. Jeanmaire's costumes in "Hans," or lack of same, have no more chance of going out of style than Eve's.

I wanted to say something nice about Frank Loesser's words and music. But the man who sat next to me said it better by his applause at the end of almost every Loesser number. The man who sat next to me was a fair hand at that profession himself. Fellow named Richard Rodgers.



Hans Christian Andersen

Color by TECHNICOLOR

NEWS WHILE IT IS NEWS

# MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 72. NO. 120 NEW YORK, U. S. A., TUESDAY, DECEMBER 23, 1952 TEN CENTS

## Selznick Finds Reissue Value Tops TV Deals

### *Rules Out Sale of Old SRO Films to Video*

Plans to reissue for theatrical distribution 18 or 19 pictures of the Selznick Releasing Organization were disclosed here yesterday by Frank I. Davis, Jr., vice-president of SRO, who vigorously denied any intention of selling SRO films to television at this time, as reported.

Davis said that David O. Selznick, SRO president, has rejected offers from television interests substantially in excess of $1,000,000 for the films, which were produced between 1936 and 1952. The reason for the rejection, according to Davis, was that it "is economically unfeasible" to release the films at this time to television. He said the TV market had been studied by SRO. "We believe," he added, "that a greater amount of revenue" lies in the theatrical reissue value of the pictures. He did not rule out, however, the possibility of selling the

(*Continued on page* 5)

## High Court Rejects Utah Carrier Case

WASHINGTON, Dec. 22.—The Supreme Court, by an eight to one vote, threw out an attempt by a Utah film carrier to bar the Utah Public Service Commission from regulating its business.

The court ruled largely on technical grounds that the Utah firm, Wy-

(*Continued on page* 5)

### *Hall's Pre-Holiday Gross Still Climbs*

**The pre-Christmas gross at Radio City Music Hall continues to climb, with a robust $151,000 forecast for the third week of "Million Dollar Mermaid" and the traditional holiday stage show.**

**To further accommodate holiday audiences, the Hall has scheduled extra performances beginning Friday, with doors opening at 7:30 A.M., Saturday at 8:00 A.M., Sunday, 11:30 A.M., and Monday and Tuesday, 7:30 A.M.**

## 20th, Roxy Unveil 'Stripes' and Ice Show in Gala Bow

*(Photo on page 5)*

Twentieth Century-Fox and National Theatres joined in a double unveiling here last night, the former with its premiere of "The Stars and Stripes Forever" at the Roxy Theatre and the latter, which has just taken over the theatre, with its new "Ice Colorama" stage pageant. A third high point in the important event was the Coast-to-Coast telecast of the premiere, marking the first "across the board" televising of an opening, via American Broadcasting Co. The occasion also was covered by the

(*Continued on page* 5)

## Drive-in Convention Committee Is Named

MILWAUKEE, Dec. 22.—The national drive-in theatre convention, to be held at the Schroeder Hotel, here, March 24-26, will be conducted by a main committee consisting of S. J. Goldberg, Hollywood and 29 Drive-in theatres, Wausau, president; Eric Brown, Plymouth Theatres, vice-president and over-all convention chairman; Ben Marcus, S. & M. Theatres, national director of Wisconsin Allied, and national treasurer of Allied, acting as

(*Continued on page* 5)

### *RKO Pictures Board Reelects Walker*

**Hollywood, Dec. 22.—J. Miller Walker, as forecast in *Motion Picture Daily* on Monday, was reelected vice-president, general counsel and secretary of RKO Pictures Corp., it was disclosed here today following a meeting of the board of directors. The post of presidency was not filled, however.**

**Walker is also a member of the board which includes Howard Hughes, chairman, Noah Dietrich, A. D. Simpson and Edward G. Burke, Jr. The newly chosen vice-president has been with the company 22 years.**

## Report Changes in Stock to the SEC

WASHINGTON, Dec. 22.—Changes in stock holdings in three industry corporations were reported to the Securities and Exchange Commission. The companies were RKO Theatres, National Theatres and Warner Brothers Pictures.

A. Louis Oresman and David Greene, directors in RKO Theatres, were purchasers of company stock. Oresman bought 2,400 shares of com-

(*Continued on page* 5)

## *Canada Spent $108,207,000 On Films Last Year; Up 15%*

OTTAWA, Dec. 22.—Canadians spent an unprecedented high total of $108,207,000 on motion picture entertainment last year; an increase of 15 per cent over the previous total of $94,152,000. The number of paid admissions increased three per cent to 239,132,000 from 231,747,000, with the per capita expenditure rising to $7.72 from $7.12, the Canadian government reports.

There were 1,808 regular theatres in operation and their receipts were boosted to $90,986,000 from $82,708,000, while amusement taxes declined slightly to $11,374,000; from $11,445,000.

Drive-in theatres numbered 82 and accounted for $3,348,000 of the total receipts and 6,555,000 of the paid admissions, compared with 62 theatres with receipts of $2,291,000 and 4,943,000 paid admissions in the previous year. There were 632 community enterprises operating in 1951 as compared with 586 in 1950. Total receipts amounted to $1,500,000, an increase of nearly 20 per cent, while attendance at these halls was 4,861,000.

## MGM's 'Hoaxters' Released on Jan. 30

M-G-M has scheduled "The Hoaxters," its special 36-minute subject for national release on Jan. 30.

"The Hoaxters," produced by Dore Schary, "tells of the evils of Communism, shows why it is no different basically from Fascism or Nazism, traces its history in America and shows how it must be fought," said the company.

Branch managers throughout the country will screen the picture locally for all leading exhibitors who, in turn, will be asked to hold special showings

(*Continued on page* 5)

## RKO Plans 20, Most in Color, For Next Year

### *Would Be in Addition to Independent Productions*

By MURRAY HOROWITZ

Twenty feature productions, the majority of them in color, are planned by RKO Pictures for 1953, Charles Boasberg, RKO Radio Pictures general sales manager, disclosed here yesterday upon his return from the Coast where he conferred with Howard Hughes, board chairman.

The 20, Boasberg explained, would be in addition to independent productions which may be released through RKO. He said the 1953 production schedule would be launched in February, when four or five pictures are slated for filming, story properties for which already have been selected.

He said the studio is currently geared for substantial production on the properties owned by RKO. While on the Coast, Boasberg conferred with Hughes on other projected films, relaying his views on the selling potential of various stories and casting problems.

## NEWS FLASHES

WASHINGTON, Dec. 22.-- Jack Bryson, legislative representative of the MPAA, reports that 44 state legislatures will meet next year, with no indication so far of any unusual legislation threatening the industry. Only Kentucky, Louisiana, Mississippi and Virginia do not have sessions scheduled for 1953.

•

PORTLAND, Ore., Dec. 22. -- One of Evergreen Theatres' three Seattle houses will be equipped to show Natural Vision three dimension films, reports Frank L. Newman, Sr., president of the circuit. Evergreen will also install the NV system in 10 other cities in the Northwest area.

# Personal Mention

GEORGE SCHAEFER will return to New York today from Hollywood.

•

ROBERT GRUVER, Glenburnie, Md., exhibitor, has been discharged from Mercy Hospital, Baltimore, but is still confined to bed as the result of injuries received in an auto accident.

•

EARL REVOIR, Allied Artists assistant treasurer, and MISS FRANCES RAMEY will be married Christmas Day at Clinton, Md. They will then go for a brief trip to Bermuda.

•

HOWARD STUBBINS, Allied Artists West Coast franchise co-owner, accompanied by MRS. STUBBINS, left Los Angeles yesterday to spend the holidays in Phoenix.

•

ARTHUR KRIM, United Artists president, has delayed his return to New York from Europe until after Jan. 1. He is currently in Italy.

•

MERLE OBERON and HAROLD RUSSELL arrived here over the weekend from Europe aboard the *S. S. Queen Mary*.

•

ARTHUR Davis, president of the firm bearing his name, will leave here today for Detroit and Chicago.

•

STEVE BROIDY, Allied Artists president, has returned to his office at the studio after a four-day illness.

•

BEN GOETZ, head of M-G-M's British studios, left here yesterday by plane for the Coast.

•

RAY MILLAND and MRS. MILLAND will sail from here today for Europe aboard the *S. S. Queen Mary*.

•

LESTER COWAN left here for Hollywood yesterday.

## *Capitol Books UA's 'Moulin Rouge'*

"Moulin Rouge" will have its New York premiere at the Capitol Theatre following the engagement of "Androcles and the Lion," it was disclosed here yesterday by William J. Heineman, United Artists vice-president in charge of distribution. The Romulus production was directed by John Huston.

## *Kaye Has Texas Date*

HOLLYWOOD, Dec. 22.—Danny Kaye has been signed for a personal appearance engagement beginning Christmas Day at the State Fair in Dallas. He is also booked for the Palace in New York opening Jan. 18.

## *Hollander in New Post*

Elmer Hollander, for the past three years film buyer for the St. Cloud Amusement Co., has resigned and will assume a new connection after Jan. 1 with Florida States Theatres in Jacksonville, Fla.

# *U. S. Lists $111,600,000 in Foreign Film Investments*

WASHINGTON, Dec. 22.—The U. S. motion picture industry had $111,600,000 invested in foreign countries at the end of 1950, the Commerce Department reported today.

The report was based on a census of film companies, the first since the end of World War II.

Of the total, $56,400,000 was invested in Western Europe, Commerce said. The next largest area investment was $22,900,000 in Canada. U. S. film companies reported a $16,400,000 stake in Latin America. All other parts of the world accounted for the remaining $15,900,000.

Commerce officials said that by far the largest part of the foreign investments was owned by foreign-incorporated subsidiaries, rather than branches.

## See Mayers, Perle In Top NTFC Posts

Arche Mayers, president of Unity Television, and Sally Perle of the Mesal Organization, are expected to be elected president and vice-president, respectively, of the National Television Film Council at the organization's annual luncheon-meeting on Friday.

According to Melvin L. Gold, NTFC president, who is completing his third term in office, the posts of president and vice-president for 1953 are assured to the above-mentioned nominees due to other candidates dropping out of the race. At Friday's meeting, the offices of treasurer and secretary will also be filled, as well as positions on the board of directors.

## *Trustees to Rule on Operators' Benefits*

SAN FRANCISCO, Dec. 22.—Following incorporation of a health and welfare plan in the contracts between exhibitors and projectionists, a board of trustees has been set up to sit in on all health and welfare cases where payments are to be made for death or illness.

Members include theatremen Graham Kislingbury, North Coast Theatres district manager; Ben Levin, of General Theatrical, and Paul Williams of Golden State Theatres. Representing projectionists and the local are business manager John Forde, secretary-treasurer Frank W. Costello and auditor Rexford Elder.

## *Rites for Widow of Katz*

CHICAGO, Dec. 22.—Services were held here for Mrs. Sonia Katz, 80, widow of Morris Katz, one of the founders of the Balaban and Katz circuit, who died here at her home on Friday. She is survived by a son, Sam, also one of the founders of B. and K. and more recently chairman of the board of Stanley Kramer Productions, two daughters and two brothers.

## Set Variety Mexico Meet for May 18-22

The Variety Clubs International convention in Mexico City will be held on May 18-22 next year instead of in April as previously planned, according to word received from Louis Montes, chairman of the convention, in Mexico City.

The change was necessary, it was said, because the previous date conflicted with several events being staged by other Tents throughout the country and also because it would be a more suitable time for the "goodwill" milk train for Mexico that is now being organized by William Koster of Tent No. 23 of Boston.

Plans for a scrap book contest and a photo contest at the convention were also disclosed. A scroll will be awarded to the Tent having the best scrap book containing all published material collected from June 1, 1952 to April 1, 1953 pertaining to club and Heart activities. In the photo contest a prize of $300 will be awarded for the best photograph of a Variety Club activity or personality which has been reproduced in a recognized newspaper, magazine, trade paper or other periodical after June 1, 1952 and before April 1, 1953.

In addition, it was disclosed that American Broadcasting will broadcast over its entire radio network a special Christmas Eve program saluting Variety Clubs International on the 25th anniversary of the organization's charitable work.

## 34 Features Are in Work on the Coast

HOLLYWOOD, Dec. 22.—The production chart lost a point for a total of 34 pictures in work. Six new ones were started and seven were completed.

Started were: "Jalopy," Allied Artists; "Conquest of Cochise" (Esskay Pictures), and "Forty-Nine Men," Columbia; "A Lion Is in the Streets" (Cagney), Warner Brothers; "China Gold" (Wisberg-Pollexfer) and "The Neanderthal Man" (Wisberg-Pollexfer) both independent.

Completed were: "The Sword and the Rose" (Disney-British), Independent; "A Slight Case of Larceny" and "Give a Girl a Break," Metro-Goldwyn-Mayer; "Arrowhead" and "Little Boy Lost," Paramount; "Nearer My God to Thee," 20th Century-Fox; "The System," Warner Brothers.

## *Jefferson's TV Bid*

WASHINGTON, Dec. 22.—The Jefferson Amusement Co. has applied to the Federal Communications Commission for a license to build a television station in Beaumont, Texas.

## Special Display for 'Sheba' Premiere At Victoria Tonight

A full-color 40-by-80-foot display has been erected over New York's Victoria Theatre announcing Hal Wallis' "Come Back, Little Sheba," which has its premiere there tonight. The sign, designed by the Paramount art department and constructed by Artcraft-Strauss, is said to be the largest ever to use concealed shadow-box illumination through lucite. The lights are located behind the letters spelling out the names of the stars—Burt Lancaster and Shirley Booth—and those of Terry Moore and Richard Jaeckel, along with the title of the picture.

Miss Booth's debut as a motion picture actress in "Little Sheba" will receive special television recognition this morning on the NBC-TV "Today with Dave Garroway" show.

## Lapkin, Moss Aid Federation Drive

Nat Lapkin, of Fabian Theatres, and Charles B. Moss, of the B. S. Moss Corp., have been named co-chairmen of the vendors committee of the amusement division of the Federation of Jewish Philanthropies. Barney Balaban, Simon H. Fabian and Manny Frisch are the over-all chairmen of the industry's campaign.

Assisting Lapkin and Moss on the vendors committee are: Frank Angotti, RKO Theatres; Charles Biegel, Loew's-M-G-M; Ethel C. Black, Universal International; Jules Catsiff, Skouras Theatres; J. P. Friedhoff, Monogram; Milton Green, Republic; George Hornstein, J. Hornstein, Inc.; Stanley Kolbert, Interboro Circuit; Fred Lakeman, RKO Theatres; Herman R. Maier, Warner Brothers; Ben Perse, Capitol Motion Picture Supplies; Leslie Schwartz, Century Circuit; Robert Schwartz, United Artists; Max Seligman, Columbia; Al Streimer, Frisch and Rinzler.


NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"MILLION DOLLAR MERMAID"
Esther WILLIAMS • Victor MATURE
Walter PIDGEON • David BRIAN
Color by TECHNICOLOR • An M-G-M Picture
& The Music Hall's Great Christmas Stage Show

DAMON RUNYON'S
'Stop, You're Killing Me!'
Color by WARNER COLOR
starring BRODERICK CRAWFORD · CLAIRE TREVOR
in person JACK CARTER JANIS PAIGE HONEY BROTHERS BUDDY MORROW AND HIS ORCHESTRA
PARAMOUNT TIMES SQUARE
Midnight Feature


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# *Universal-International*

# *Announces*

# *with Pride . . . .*




WE FEEL THERE IS NO FINER WAY OF PAYING TRIBUTE TO CHARLES J. FELDMAN THAN FULFILLING TO THE MAXIMUM OF OUR ABILITY THE UNIVERSAL-INTERNATIONAL TRADITION WHICH HE HAS HELPED ESTABLISH.

THAT TRADITION IS THE CONSISTENT DELIVERY OF TOP-PROFIT PRODUCT TO THE NATION'S EXHIBITORS.

SO WE HAVE SELECTED TWELVE PICTURES – NINE OF THEM IN TECHNICOLOR – PROVIDING THE STRONGEST GROUP OF CONSECUTIVE RELEASES IN OUR COMPANY'S HISTORY...WITH WHICH TO ENCOURAGE THE GREATEST EXHIBITOR PARTICIPATION IN THIS 25TH SILVER ANNIVERSARY DRIVE.

DECEMBER 28TH TO MAY 2ND

# UNIVERSAL-INTERNATIONAL *presents*

ERROL FLYNN · MAUREEN O'HARA

## *AGAINST ALL FLAGS*

COLOR BY Technicolor

---

TYRONE POWER

PIPER LAURIE · JULIA ADAMS

## *The MISSISSIPPI GAMBLER*

COLOR BY Technicolor

---

ALAN LADD

## *DESERT LEGION*

CO-STARRING

RICHARD CONTE · ARLENE DAHL

COLOR BY Technicolor

---

## *MEET ME AT THE FAIR*

STARRING

DAN DAILEY · DIANA LYNN

COLOR BY Technicolor

---

## *The REDHEAD from WYOMING*

STARRING

MAUREEN O'HARA · ALEX NICOL

COLOR BY Technicolor

---

RAOUL WALSH'S

## *The LAWLESS BREED*

ROCK HUDSON · JULIA ADAMS

COLOR BY Technicolor

---

## *CITY BENEATH THE SEA*

STARRING

ROBERT RYAN · MALA POWERS

ANTHONY QUINN · SUZAN BALL

COLOR BY Technicolor

---

## *GUNSMOKE*

AUDIE MURPHY · SUSAN CABOT

PAUL KELLY · CHARLES DRAKE

COLOR BY Technicolor

---

## *SEMINOLE*

STARRING

ROCK HUDSON · BARBARA HALE

ANTHONY QUINN · RICHARD CARLSON

COLOR BY Technicolor

---

## *MA AND PA KETTLE ON VACATION*

STARRING

MARJORIE MAIN · PERCY KILBRIDE

---

## *GIRLS IN THE NIGHT*

HARVEY LEMBECK · JOYCE HOLDEN

GLENDA FARRELL · GLEN ROBERTS

PATRICIA HARDY · JACLYNNE GREENE

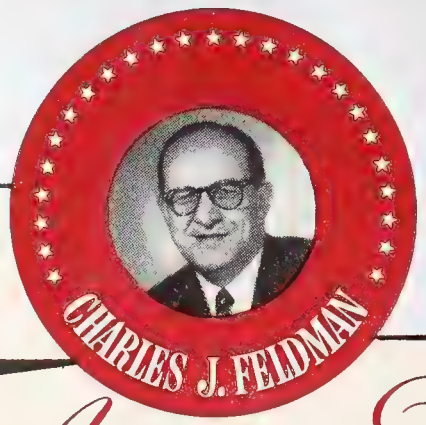
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## *BUD ABBOTT and LOU COSTELLO GO TO MARS*

MARI BLANCHARD and the Miss Universe Contest Beauties

---

*for the*




25th SILVER *Anniversary Drive*

DECEMBER 28TH TO MAY 2ND

# Customs to Expedite Foreign Film Release

Changes in procedure for clearing foreign motion picture film designed to more completely utilize government facilities here, as well as expedite the release of such imported films here, are announced by Harry M. Durning, collector for the Bureau of Customs, New York.

The changes, to be made effective next month, contemplate that commercial and feature films arriving by air which do not require screening, or with regard to which screening is waived, will be cleared and completely released at the airport where entry is made.

Films requiring screening will be sent to the Appraiser's Stores or to the Custom House Building. In either case, prompt action will be taken to examine and release the films.

At present a good deal of commercial film is examined and screened outside the Customs buildings at the request of importers. In many instances, it was found, the film would have been released more promptly had it been sent to the Appraiser's Stores. Should the government facilities be overtaxed to the extent that undue delays might result, consideration will be given to importers' requests for screenings at private preview rooms, it was stated.

Also, under a new procedure, imported film requiring processing or printing will be released to recognized film laboratories for necessary work on assurances from importers and the laboratories that the printed or processed material will be submitted to Customs for examination when the "lab" work is completed.

## Selznick Finds

(*Continued from page* 1)

films to television following their reissue theatrical run.

The SRO executive explained that the reissue value of the films would be depleted at this time if the same films also appeared on home television. He declined to estimate how long it would take SRO to reissue the package theatrically, but said that the ordinary run for complete distribution of a reissue is about two years. He said it has not been decided as yet how many reissues would be released at one time.

Selznick arrived here yesterday from Rome, where his latest production, "Terminal Station," is being filmed.

## High Court

(*Continued from page* 1)

coff Co., Inc., had brought the suit before its business really was threatened with regulation.

Wycoff contended that all film carrying was part of interstate commerce and that even its routes wholly within Utah could not be regulated by the Utah Commission. It asked for a "declaratory judgment" to this effect. A District court ruled against it, but the Court of Appeals upheld the company.

In the high court's opinion today, Justice Jackson said the company offered "no evidence whatever of any past, pending of threatened action by the Utah Commission touching its business in any respect."

# *'Stars and Stripes' Premiere*



Al Lichtman, director of distribution for 20th Century-Fox, and Mrs. Lichtman join with show business luminaries and notables from the political and social world at the world premiere of John Philip Sousa's "Stars and Stripes Forever," at the newly refurbished Roxy Theatre here last night.

## MGM's 'Hoaxters'

(*Continued from page* 1)

in their own projection rooms, where possible, and arrange for representatives of the press, clergy, educational institutions, American Legion, Veterans of Foreign Wars and persons in local, public and civic life to attend.

In connection with the distribution and releasing plans for "The Hoaxters," Charles M. Reagan, general sales manager, stated: "It is the company's desire to get the widest possible circulation of this picture in the belief that there will accrue to theatres in particular and the industry at large a result that cannot help but be of the greatest benefit to all concerned."

## *Hughes and Reiman In New UA Posts*

John Hughes and Arthur Reiman have been promoted to head the newly-established dual contract departments of United Artists' Eastern-Southern and Western-Canadian divisions, respectively, it was announced by B. G. Kranze, general sales manager. The reorganization does away with a single contract department.

Hughes has been assistant to Eastern-Southern division manager Milton E. Cohen. Reiman has been assistant to Joseph Sugar, who had been head of the over-all contract department until his appointment last week as branch manager of United Artists' New York exchange.

## *April 13-14 Tentative Dates for KATO Meet*

LOUISVILLE, Dec. 22.—Tentative dates of April 13-14 have been set for the annual Kentucky Association of Theatre Owners convention, according to president Ralph McClanahan, who also disclosed that Bob Cox of Schine Theatres, Lexington, succeeds Harold Sliter as a KATO director. Schine has transferred Sliter to Ohio.

## *Underwriters List Fire Safety Films*

The National Board of Fire Underwriters has made public its new 1953 listing of 22 current fire prevention films that are being offered free. The films, several in color, run from five to 20 minutes. All emphasize the need for increased fire prevention in the face of today's record annual loss of 11,000 lives and $770,000,000 worth of property.

## *Baron with 'Redbook'*

Harold Baron has been named articles editor of *Redbook Magazine* by Wade H. Nichols, editor. He succeeds John B. Danby who was recently appointed executive editor. Baron was formerly with *Today's Woman Magazine* where he served as feature editor for four years before free lancing as a magazine writer for the past year. He also was associate articles editor for *This Week Magazine* and a manuscript scout for the Thomas Y. Crowell Publishing Co.

# Roxy Reopens

(*Continued from page* 1)

"Voice of America" and the Armed Forces Radio Service, beaming the show to listeners around the world.

Despite cold weather and a threat of rain or snow, thousands of spectators jammed a three-block area flanking the 50th Street and 7th Avenue entrances to the theatre to view the arrival of celebrities. Robert Q. Lewis and Maggi McNellis "M.C."d the 30-minute ABC video show at the theatre which had been closed for the installation of the ice equipment.

### Citation to Webb

Following the theatre-front festivities, ceremonies were held on stage at which Clifton Webb accepted a citation from the U. S. Marine Corps to 20th-Fox for its many films depicting Marine Corps life and traditions. The citation was made by Col. William F. Santelmann, conductor of the U. S. Marine Corps band which played a medley of John Philip Sousa marches after the ceremonies.

Preceding the presentation of "The Stars and Stripes Forever," the Roxy's corps of dancers-on-ice performed the theatre's initial "Ice Colorama" program, teeing off the theatre's new ice show policy. A preview of the ice show was presented on Ed Sullivan's "Toast of the Town" CBS-TV program Sunday night.

## Report Changes

(*Continued from page* 1)

mon, increasing his direct holdings to 32,400 shares. Greene bought 2,400 shares of common through the Chemical Bank and Trust Co. for Dorothy Greene, increasing the total to 36,500 shares.

Elmer C. Rhoden, a director of National Theatres and president of Fox Midwest, purchased 3,000 shares of common, increasing direct holdings to 8,900 shares. He also has indirect holdings of 2,025 shares.

Warner vice-president Albert Warner made gifts of 3,200 shares of common, decreasing holdings to 329,350 shares. Warner also purchased 5,600 shares of common, representing additions to holdings in a trust in which Warner is a beneficiary of 26,000 shares.

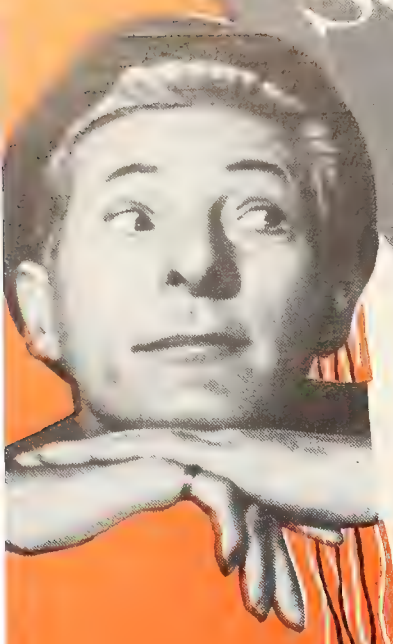
## Drive-in Convention

(*Continued from page* 1)

national drive-in chairman; Oliver Trampe, Cudahy Theatres, treasurer of Wisconsin Allied, acting as state chairman; Robert C. Peck, Keno and Westgate Drive-in theatres, Kenosha and Racine, publicity chairman; Edward E. Johnson, Roosevelt Theatre, Milwaukee, advertising chairman.

Peck states that the convention is strictly for drive-in theatre owners and that the invitation is extended whether an exhibitor is affiliated or not with Allied.





# Something Wonderful Happened to — Bob Considine...

## On The Line

By BOB CONSIDINE

NEW YORK, NOV. 27—(INS)—I saw a moving picture the other night which my great grandchildren should enjoy in the 21st century—just as my grandfather would have enjoyed it if it had appeared in the 19th century.

It is Samuel Goldwyn's new one, "Hans Christian Andersen," starring Danny Kaye, with Farley Granger and a stunning ballerina named Jeanmaire. Moss Hart magically built a durable and touching story out of sheer gossamer; Frank Loesser wrote a barrel of sprightly and moving music; Charles Vidor directed this demi-factual fable with the surest of hands, and Roland Petit's choreography was so impressive we looked up the meaning of the word.

To begin with, it is not an easy task to make a moving picture as lush as this one is. Nobody in Hollywood is more aware of television and other causes of a falling off of movie attendances. But Goldwyn put more than $3,000,000 into this story of the whimsical, semi-tragic, wonderful cobbler who almost made good in the big city of Copenhagen. His confidence should be rewarded for years to come, for this is an effort that can be brought back whenever man's hearts need lightening.

### Kaye's Best

It must have been a tough one to write too. But Hart has put together a story which, while not a biography of Andersen in the strict sense, leaves the viewer with an unusually well-defined memory of an eccentric Dane whose wan, sad, happy, explosive fairy stories have won the rapt attention of children throughout the world for more than a hundred years.

This is the best thing Kaye has ever done. He is as nimble and believable as Andersen's stories are to children. His handling of the film's swarm of Technicolored children, his miming with 14-year-old Joey Walsh (a fine young actor from the East Side of New York who is making his debut in films), and his forlorn love for the happily married ballet dancer show us a Kaye infinitely better than ever before.

Unfeeling slob that I am, I've always felt that with the possible exception of opera the most inept way to tell a story is by ballet. The sight of a girl dancing on her toes, no matter how delicately, has always made me wince like a quince. I keep thinking the off-stage castanets are toes snapping like popcorn. I have an occasional nightmare of being forced at gunpoint to do one of these excruciating pirouettes, at a certain point of which I break both ankles and babble the H-Bomb plans to the mad man.

### Artful Blend

Getting back to the ballet, however, the flouncing in "Hans Christian Andersen" is blended into the story as artfully as Kaye's song cues. This Jeanmaire is something to see. She would have set grandpaw's mustache a'twitter, just as I predict she'll cause the jet-propelled rotors on my great-grandchildren's beanies to whir happily in 2052 A.D.

If you're still with me, you may ask, "Won't her clothes look as out of place in the 21st century as Lillian Russell's now do?" Nope. Jeanmaire's costumes in "Hans," or lack of same, have no more chance of going out of style than Eve's.

I wanted to say something nice about Frank Loesser's words and music. But the man who sat next to me said it better by his applause at the end of almost every Loesser number. The man who sat next to me was a fair hand at that profession himself. Fellow named Richard Rodgers.



# Hans Christian Andersen

Color by TECHNICOLOR

A Merry, Merry Christmas To All

FIRST IN FILM NEWS

# MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 121 NEW YORK, U.S.A., WEDNESDAY, DECEMBER 24, 1952 TEN CENTS

## Bankers Trust Sets New Film Loan Policy

### *Calls for A $500,000 Maximum, 50% of Cost*

By AL STEEN

Bankers Trust Co. of New York has evolved a three-cornered policy in making production loans to film producers, a policy which is said by the bank to be "about as foolproof as you can get in a business that's definitely not foolproof."

**The policy in brief is (1) no loan of more than 50 per cent of production cost will be made, (2) no loan beyond $500,000 will be granted on a film and (3) no single-picture loans will be made. This means that a producer must come in with a program of at least two and preferably three pictures.**

The loans are cross-collaterized so that in the event one film proves to be unprofitable, there is some assurance of success for the producer via profits on the others. It is explained

(*Continued on page 5*)

## Say Dietrich Balks Over Status in RKO

HOLLYWOOD, Dec. 23.—Failure of the RKO Pictures board of directors to elect Noah Dietrich, former board chairman, to the company presidency earlier this week, as had been expected, is attributed by observers here to a situation similar to that which impelled Ned E. Depinet, former company president, to decline the post two weeks ago, that is, unwillingness of the Howard Hughes' controlled board to delegate complete autonomy to the chief executive of the company.

Dietrich, it is believed, has balked at taking the post without assurances

(*Continued on page 5*)

## *Skouras Is Due Back In New York Today*

Spyros P. Skouras, president of 20th Century-Fox, is scheduled to arrive here from Paris today by plane, concluding a three-month, round-the-world survey of company and film industry conditions. His

(*Continued on page 5*)

## *16 from MGM In 4 Months*

M-G-M will release 16 pictures during the four months starting Jan. 1 instead of 12 as previously announced, it was disclosed here yesterday by Charles M. Reagan, general sales manager.

Under the tentative schedule announced several weeks ago, M-G-M had three pictures a month listed for the same period. The new program of releases will make available five pictures in January, four in February, of which two are in color by Technicolor; three in March, one in Technicolor, and four in April, one in Technicolor.

"Lili" and "The Story of Three Loves," both in Technicolor, will be

(*Continued on page 5*)

## Mixed Reaction to Tri-Opticon System

CHICAGO, Dec. 23.—Mixed reaction came at the unveiling of the Tri-Opticon third dimensional system in the Telenews Theatre here before an invited audience of the press and others.

The program consisted of several short subjects, including a ballet, a visit to a zoo and aquarium, a British travelogue and cartoons. Some viewers though the pictures caused severe eye-strain, particularly in the

(*Continued on page 5*)

# MPA IN NEW MOVE ON CENSORSHIP

### *Estimate $15,000 For Roxy Opener*

**The best non-holiday business since Aug., 1951, was being chalked up by 20th Century-Fox's "Stars and Stripes Forever," with "Ice Colorama" on the Roxy Theatre stage yesterday, its opening day, it was announced by David Katz, managing director. At 3:00 P.M. the box-office recorded $3,097 and Katz estimated that $15,000 would be in the till before the theatre closed last night.**

### *Hopes for Repeal Bills In Hopper in 5 States*

By J. A. OTTEN

WASHINGTON, Dec. 23.—The Motion Picture Association of America will swing into action for legislation repealing existing film censorship laws in five states when their legislatures meet next year. An MPAA spokesman said here yesterday that the association hoped repeal bills would be introduced in New York, Pennsylvania, Maryland, Kansas and Ohio. A sixth state, Virginia, has set no 1953 sessions.

**The MPAA's projected move for censorship repeal is regarded here as the next step in the association's continuing drive against state censorship. The manner in which action will be taken has not been defined, but it is presumed that it will be done through contacts with legislators. The association, itself, could not introduce the repeal bills.**

It is expected that attention also

(*Continued on page 5*)

## Sees Majors Making 12-15 in NV in '53

HOLLYWOOD, Dec. 23.—Estimating that 12 to 15 features will be produced by the majors in Natural Vision three-dimension during the next 12 months, NV president Milton L. Gunzburg has allocated $40,000 for the expansion of his plant and an experimental laboratory to keep pace with developments.

With orders already placed with

(*Continued on page 5*)

## *"Moulin Rouge"*

[*Romulus-United Artists*]

ALL OF THE COLOR, excitement and energy of a rich segment of life has been captured in this portrayal of Henri de Toulouse-Lautrec, the famed French artist of the Paris streets. His personality as depicted by Jose Ferrer under the imaginative direction of John Huston electrifies the screen. This is a picture which is among the best of the year and some of those participating in its production should be candidates for Academy Awards.

Paris of the 1880's, or more exactly, the Paris familiar to Toulouse-Lautrec, comes alive in this Romulus production, illuminating a tragic life against the gay, savage, emotional background of Paris nightlife. There are many entertainment values in this picture and they should pay off at the box-office.

The Can-Can girls, the night-life scenes, the prints of horse races and circuses, all of the familiar artistry of Toulouse-Lautrec, are interwoven in the story, and the color by Technicolor enhances their reproduction. There is sweep and depth in this picture which, in its 123 mintes, ranges through the life of a talented, sensitive individual who was swept by the currents of his period.

The tragedy of Toulouse-Lautrec was that he was dwarfed by a childhood

(*Continued on page 5*)

## ACLU Suit Would End Chi. Censors

CHICAGO, Dec. 23.—Abolition of the Chicago censor board is sought in an action for declaratory judgment filed in Circuit Court here today by the Chicago branch of the American Civil Liberties Union and Charles Liebman, who holds local rights to "The Miracle."

The action follows unsuccessful efforts over a period of months to obtain a reversal of the local censor board's ban on "The Miracle."

## *Projectionists Put Off Theatre TV Bid*

The IATSE projectionists' union will withhold special wage demands for theatre telecasts until the medium proves itself successful, a spokesman for Local No. 306 said here yesterday.

He explained that the union has alerted exhibitors owning theatre TV equipment that it would enter negotiations on wage demands at some later date.

# Personal Mention

ARNOLD M. PICKER, United Artists vice-president in charge of foreign distribution, arrived in New York by plane yesterday from the Far East.

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HARRY LAMONT, head of Lamont Theatres, and MRS. LAMONT will leave Albany Monday for a month's vacation in Key West, Fla. ROBERT W. CASE, manager of Lamont's Sunset Drive-in, Kingston, and MRS. CASE will accompany them.

•

ROBERT W. COYNE, COMPO executive director, and CHARLES E. MCCARTHY, information director, were hosts to trade press representatives at an informal luncheon at the Astor Hotel here yesterday.

•

MORGAN HUDGINS of M-G-M's studio publicity staff is scheduled to arrive here from Nairobi, Africa, on Jan. 2 and will return to the Coast shortly thereafter.

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JEROME PICKMAN, Paramount vice-president in charge of advertising-publicity, will leave here today by plane for Hollywood.

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MILTON SPERLING, Warner Brothers producer, and HUGO FREGONESE, director, have returned to Hollywood from Mexico City.

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MARTIN FRIEDMAN, head of Paramount's playdate department, has returned to his desk here from a two-week vacation.

•

ARTHUR LUBIN, Warner Brothers director, has left Hollywood on location scouting down the coast of Southern California.

•

R. M. SAVINI, president of Astor Pictures Corp., will fly to Miami Beach from here today.

## Nat Cohen Here from London; to Coast Sun.

Nat Cohen, managing director of Anglo-Amalgamated Film Distributors, Ltd., has arrived here from London and will leave for Hollywood on Sunday to turn over to William Nassour a print of their joint production, "Street of Shadows," starring Cesar Romero. He will also discuss further joint Anglo-American production there.

Cohen will also discuss American distribution here for "Ghost Ship" and "Noose for a Lady," both recently completed in England.

## 'Daily' Not Published Tomorrow or Friday

***Motion Picture Daily*** **will not be published tomorrow, Christmas Day, a legal holiday, or on Friday because of the extended observance of the holiday.**

# 'Met' Poll Finds Public Favoring Theatre TV

An "overwhelmingly favorable response" by the public to theatre telecasts of operas was recorded in the poll taken by the Metropolitan Opera Company on the "Carmen" telecast, according to preliminary tabulation, it was learned here from a Theatre Network Television spokesman.

Thousands of persons who saw the Dec. 11 event—the first theatre TV entertainment program offered to the public—said they would like to see more of such telecasts, it was stated. In addition to the favorable responses recorded on a questionnaire distributed to the audiences of 30 theatres from Coast-to-Coast, there was some adverse comment too. It was explained that some individuals expressed criticism of the picture telecast.

A complete tabulation of the results of the survey is expected shortly. The spokesman for TNT, which acted as the production-distribution organization for the telecast, said the results were very encouraging. He declined to state whether TNT would offer additional operas this season.

## AMPA Party Draws Packed House Here

Frivolity and good fellowship reigned at the Piccadilly Hotel here yesterday when the Associated Motion Picture Advertisers held its annual Christmas party for members and guests. The party played to a packed house in the Georgian Room of the hotel where everybody received a door prize which ranged from liquor to bars of soap to gloves and back to liquor again.

Chairman was Chester Friedman. The guests were entertained by such personalities as Benny Fields, Boris Karloff and Joe E. Brown. Numbers for the prizes were drawn by Brown and Fields, the latter tying in the drawings with amusing episodes experienced in the filming of Paramount's "Somebody Loves Me," which depicted the lives of Fields and his wife, Blossom Seeley. Karloff thanked AMPA for what it had done for him publicity-wise.

The grand prizes were restricted to AMPA members only, the prizes consisting of vacations in Miami, Daytona Beach, Atlantic City and at Grossinger's.

## Herring to Roses In RKO Press Play

The opening of "No Time for Flowers" at the Normandie Theatre here tomorrow has been preceded by a courtship of newsmen by RKO Radio publicists. One day they came bearing knockwurst, another day, herring; another, preserves. Yesterday they came with flowers.

The explanation: background of the picture is Behind the Iron Curtain. There, swains woo not with flowers but with food, rarer and more highly prized. The switch to flowers yesterday, the publicists explained, is to impress in the American manner.

## Improved Tri-Color Video Tube Shown

An improved model of the Lawrence tri-color tube, now called the Chromatron Tube, was demonstrated here yesterday by Chromatic Laboratories, Inc., in which Paramount Pictures owns a 50 per cent interest.

The tube, currently designed for home television sets, gave an excellent performance within the limitations of the demonstration. The color definition and the color depth were excellent. Specially-made Kodochrome slides, used by the television industry for testing purposes, were utilized. The transmission was from a neighboring room.

Dick Hodgson, Chromatic president, said the purpose of the demonstration was to awaken interest in color TV and to show the television industry the type of tube available for mass production. The industry currently is under government controls rigidly confining the use of color television.

Hodgson said the tube, now made to operate in harmony with the Columbia Broadcasting color system, would be compatible with any color system adopted by the TV system. He estimated that the additional price to the consumer for a Chromatron tube set would be $50 over current TV set prices under a mass-production set-up and using the CBS color system. He said such a set would offer color and black-and-white reception. M. H.

## U-I TV Subsidiary Cuts Production

HOLLYWOOD, Dec. 23. — United World Films, a TV production company owned by Universal-International, has decided to cut-back on production plans due to what was described as the financial uncertainty of the television market.

U-I executives were said to have found production costs substantial in comparison to the earning potential of TV films. Members of the production staff are being laid off or assigned to other work.

## Doubles Guarantee For 'Moulin Rouge'

New York's Capitol Theatre, outbidding all competitors for "Moulin Rouge," doubled its "African Queen" guarantee for the latest John Huston production, a spokesman for United Artists, the distributor of the picture, disclosed here yesterday.

"Moulin Rouge" will bave its New York premiere at the Capitol following the engagement of "Androcles and the Lion."

## Approve TV Stations For Idaho, Nevada

**Washington, Dec. 23.—The Federal Communications Commission today authorized the first television stations in Idaho and Nevada, approving applications for stations in Boise and Reno. They were among 12 approved today, bringing to 169 the number approved since the freeze was lifted early this year.**

**Two of today's grants were for new Pittsburgh stations. Others were for Bakersfield, Calif., Neenah, Wis.; Lafayette, Ind., Muskegon, Mich., Buffalo, N. Y., Watertown, N. Y.; Lawton, Okla.; and Meridian, Miss.**

## Set Spots for Three 20th-Fox TV Series

Sales in key markets of three 20th Century-Fox video series, "Three Guesses," "Crusade in Europe," and "News Adventures for Young America," were announced here by Phil Williams, national sales executive for 20th Century-Fox Television Productions.

Stations contracting for "Three Guesses" are WSM-TV, Nashville and WTVR, Richmond. "Crusade in Europe" will be seen first-run on KROD-TV, El Paso; KGNC-TV, Amarillo, and Beaumont, Texas; with third-run showings set on KPRC-TV, Houston; WFIL-TV, Philadelphia, and WEWS-TV, Cleveland. "News Adventures for Young America" has been set for showings in Beaumont, Texas.

## 20th to Hold Party

The 20th Century-Fox Family Club will hold its annual Christmas party today at the City Center Casino, here, with all home office employes, members of the New York exchange and Movietone News personnel invited. Ted Shaw, president of the club, will greet the guests. Harry Reinhardt is chairman of the arrangements committee.


# NEW YORK THEATRES

**RADIO CITY MUSIC HALL**

Rockefeller Center

**"MILLION DOLLAR MERMAID"**

**Esther WILLIAMS • Victor MATURE**

**Walter PIDGEON • David BRIAN**

Color by TECHNICOLOR • An M-G-M Picture

& The Music Hall's Great Christmas Stage Show

DORIS DAY RAY BOLGER

April in Paris

Color by TECHNICOLOR

CLAUDE DAUPHIN

in person SARAH VAUGHAN STUMP & STUMPY THE FOUR TUNES • TEDDY HALE Extra Added Attraction ILLINOIS JACQUET And His ORCHESTRA

PARAMOUNT TIMES SQUARE Midnight Feature


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# WHEN IT'S JANUARY 1ST IN THE U.S.A....IT'S APRIL IN PARIS!

From
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**RAY BOLGER**

# April in Paris

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AND EVE MILLER · GEORGE GIVOT · PAUL HARVEY
WRITTEN BY JACK ROSE AND MELVILLE SHAVELSON
Musical Numbers Staged and Directed by LeRoy Prinz
Song "April in Paris", Lyrics by E. Y. Harburg, Music by Vernon Duke
Original Songs, Lyrics by Sammy Cahn, Music by Vernon Duke
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# Motion Picture Daily Feature Reviews

## "The Clown"

*(Metro-Goldwyn-Mayer)* *Hollywood, Dec. 23*

"THE CLOWN" of 1952 is "The Champ" of 1931 with Red Skelton and Tim Considine batting for the late Wallace Beery and the grown-up Jackie Cooper, and with the star playing an alcoholic comedian instead of an alcoholic boxer. Although the science of film production has progressed during the 21-year interval, and although there are differences in emphasis and incident, it is still in essence the Frances Marion story, adapted this time by Leonard Praskins (who wrote the dialogue for the 1931 picture), and scripted by Martin Rackin. There is, therefore, no good reason for doubting that the new picture will exert the same prosperous tear-jerking influence the old one did. The Hollywood preview experience argues that it will. The film was previewed blind at the Village Theatre in Westwood, a college community, and the flashing of the title and credits on the screen didn't get a ripple, but the tragic finish collected fervent applause. It would seem to follow that persons attracted by a Skelton billing would eat it up.

When the story opens, Skelton, a once-famous comedian, has drunk himself out of job after job but still is the idol of his son, played with simple directness by young Considine. Fired from an amusement park, Skelton is offered a minor booking but shows up drunk at the audition and loses out. The boy appeals to his former agent, whom Skelton has avoided since a break of his own making, and gets the comedian another booking which winds up disappointingly. On this occasion the boy's mother, divorced from Skelton some years and now remarried and well off, shows up and tells the boy her identity. Skelton is at first resentful but accepts money from her new husband for letting the boy see her, and then loses the money in a crap game. After being arrested for participation in a stag performance, Skelton forces his son to go to his mother, but the boy refuses to stay away, and is happy again as he helps Skelton prepare for a television program which is to open up for him a new career in show business. It does so (the program being, of course, identical with the real Skelton TV show), but the strain proves too much and the comedian dies following his successfull TV premiere.

The boy's mother is played by Jane Greer, the agent by Lorin Smith, and the cast also includes Philip Ober, Lou Lubin, Fay Roope, Walter Reed, Edward Marr, Jonathan Cott and Don Beddoe.

Although Skelton has two or three occasions in the course of the story to go into his typical comedy routines, these sequences are secondary to the straight-line story of comedian and son. William H. Wright produced, and Robert Z. Leonard directed.

Running time, 89 minutes. General audience classification. Release date, Jan. 16.

WILLIAM R. WEAVER

## "The I Don't Care Girl"

*(20th Century-Fox)* *Hollywood, Dec. 23*

MITZI GAYNOR herein gives a dazzling portrayal of the scintillating Eva Tanguay whose meteoric manner and footlighted showmanship brightened the Broadway and the hinterland of these United States in the infancy of the present century. Due to the march of science and invention, Miss Gaynor's music numbers are colorful and resplendent far beyond Miss Tanguay's originals, and ditto her costumes, etc., but this is all on the plus side of the balance sheet. The production is strictly in the tradition of the 20th Century-Fox musicals with color in Technicolor—light, glib, swift, tuneful, frankly fabricated as to story and neatly in the groove as to score—and figures to give traditional satisfaction. Besides Miss Gaynor and David Wayne, both of whom earned "Top Ten" ranking in Quigley Publications' "Stars-of-Tomorrow" poll of exhibitors for 1952, the cast supplies the name and talent of Oscar Levant for a showman to exploit. Likewise George Jessel, who is down as producer of the picture and plays himself in it (as producer of the picture), as well as sharing some of the song credits.

The prime strength of the production is in the musical numbers, which cover a wide range as to kind and presentation. First on the screen (before the title, even) is a chorus handling of the all-but-forgotten "Miss You." Later on "Beale Street Blues" is utilized in one of the hottest production numbers yet seen on the screen. At a couple of midpoints the pace is slowed down for the camera to closeup the keyboard while Levant performs classical solo numbers in his best concert manner. Anybody who doesn't like music in large and assorted doses has no business attending this picture.

Walter Bullock is credited with writing the script, which is a loose outlining of the era of show business in which Miss Tanguay was a reigning luminary, and it serves the purpose without getting overly earnest at any point. The cast, in addition to those named above, includes Bob Graham, Craigh Hill, Warren Stevens, Hazel Brooks, Marietta Canty, Sam Hearn, Wilton Graff, Dwayne Ratliff, Bill Foster and Gwyneth Verdon. Seymour Felix staged three of the production numbers on a scale and in a fashion he'll be hard pressed to top until and unless they start making musicals in Natural Color three-dimension.

Running time, 81 minutes. General audience classification. For January release.

W. R. W.

## New Coast Transmitter

HOLLYWOOD, Dec. 23.—Construction has begun at Santa Barbara on TV station KEYT's 4,100-foot mountain peak transmitter. The station is due on the air in May. Ronald Colman is one of the station's owners.

## WB's Utica Dark Again

ALBANY, N. Y., Dec. 23.—Warner's Utica, Utica, which reopened in October after a summer shutdown, has discontinued the exhibition of motion pictures but will continue boxing and wrestling matches.

## "Ruby Gentry"

*(Bernhard-Vidor—20th Century-Fox)*

JENNIFER JONES plays her role as Ruby Gentry, the compulsive, savage young lady of the swamplands, to the hilt, rendering a striking, though stylized characterization which should win this film a receptive audience. The accent of the story is on love, passion and violence. Although there is much unexplained in the delineation of the characters, there is sufficient action and violence on the screen to capture the interest of most audiences. With proper promotion, especially aimed at women, this film should do good business.

Impetuous Jennifer Jones is deeply enchanted with Charlton Heston, who plays the role of a young North Carolina gentleman whose family background blocks him from returning Ruby Gentry's love. Despite the clandestine affair between the two, Heston marries a young lady of social standing. In her loneliness and grief, Jennifer turns to an old friend and benefactor, Karl Malden, and marries him. Malden, almost twice the age of his wife, attempts to gain social acceptance of Ruby Gentry through the utilization of his wealth. This fails and the failure is doubly compounded by Malden's accidental death while boating with his wife. In revenge on the town that turned against her, Jennifer uses her deceased husband's wealth to wreck the leaders of the community, among them her ex-lover, Heston. The closing tempestuous scenes find Heston almost killing her in his wrath. However, it is he who is shot by Ruby Gentry's fanatical brother.

Others in the cast include Tom Tully, Bernard Phillips, James Anderson, Josephine Hutchinson and Phyllis Avery. Joseph Bernhard and King Vidor produced, while Vidor directed from a screenplay by Silvia Richards based on a story by Arthur Fitz-Richards.

Running time, 82 minutes. Adult audience classification. Release date, Dec. 23.

M. H.

## "My Cousin Rachel"

*(20th Century-Fox)* *Hollywood, Dec. 23*

THE readers of best-selling books, among which this novel by Daphne du Maurier recently was a distinguished leader, and the fans of Olivia de Havilland, a numerous and constant contingent, are the target groups likeliest to respond with enthusiasm to this fastidiously produced story about some landed gentry in England about 1840. For these, and for whatever other especially conditioned groups there may be within box-office range, this doubtless is an eminently satisfying motion picture. But for plain admission-buying Americans (Britishers may be different) the attraction stacks up as an extremely well made picture of little or no moment, a pleasant thing to look at but only in the mildest sense a dramatic experience. Its prospects for financial success on this side of the Atlantic, save in the class situations, are far less brilliant than the workmanship lavished upon it by the studio.

The production is beneficiary of the skilled hand of Nunnally Johnson, both as producer and as writer of the screenplay, and of the masterly direction of Henry Koster. The numerous and costly sets are of top calibre, and the photography by Joseph La Shelle makes the most of them. Miss de Havilland's performance is fine, as usual, although she is called upon for nothing that could be called a challenge to her art, and the many others in the large cast, none of whose names have marquee value of consequence, do well enough with the singularly colorless portrayals assigned them.

The production's damaging weakness is, oddly enough, the du Maurier story itself, which seems to have been one of those not infrequent instances of good reading which does not translate into good viewing. It concerns primarily a young Englishman whose cousin and guardian has died abroad after marrying a remote family relative and after writing a couple of letters during his last illness which arouse a suspicion that his wife may have done him in. Later on, the widow (Miss de Havilland) comes to England and the young man (Richard Burton) invites her to the family estate, despite his suspicions, and proceeds to fall in love with her. From this point on the tale piles up hints that (1) she is a murderess and (2) she is not a murderess, which is where matters stand when she falls to her death through a bridge on the property. The inconclusive ending is said to have been a characteristic of the novel, although handled a little differently, and it therefore has at least the virtue of fidelity to source. It is not, however, what may be termed "good movie," in this reviewer's opinion.

Running time 98 minutes. General audience classification. For January release.

W. R. W.

## 'Jazz Singer' Fla. Premiere on Jan. 1

Warner Brothers' "The Jazz Singer," starring Danny Thomas and Peggy Lee, has been set for a special engagement day-and-date at the Paramount Theatre, Miami, and the Beach Theatre, Miami Beach, over New Year's. The picture will begin this special engagement immediately following the Dec. 30 world premiere at the Fox Beverly in Beverly Hills, Cal., with a midnight show on Dec. 31 and the regular engagement starting Jan. 1 for an indefinite run at both houses.

New York's WJZ-TV is broadcasting 12 daily spot announcements on the local benefit premiere of "The Jazz Singer," which will have its New York debut on behalf of the National Foundation for Infantile Paralysis at the New York Paramount Theatre on Tuesday evening, Jan. 13. The announcements, which are being telecast for four weeks in advance of the premiere, are also being broadcast over the station's six daily audience participation TV shows.

# National Pre-Selling

THE January issue of *Seventeen* is written and illustrated entirely by young people. Patricia Perrin, 17 years old, who attends high school in Warwick, Va., conducted the "At the Movies" department. Contrary to popular belief, Patricia says "teenagers are capable of intelligent criticism of a movie even when Tony Curtis is in it." A full-color page ad on "Hans Christian Andersen" also appears in this issue.

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**A Gilbert and Sullivan film biography recently completed received a five-page story including full-color pictures in the Dec. 22 issue of *Life*. Also in this issue is a four-color ad on "Hans Christian Andersen" and a one-half page ad on "Come Back, Little Sheba."**

•

*Two of Hollywood's best-known stars are living refutations of the fable that there's no room in one home for two careers, writes Ruth Harberth in the January issue of* Good Housekeeping. *June Allyson and Dick Powell, each in the top echelon of motion pictures, have no conflict over their careers. Their home life with four-year-old Pamela and not-quite-two Richard is warm and delightful. June Allyson's latest picture is M-G-M's "Battle Circus" and Dick Powell is directing "Split Second" for RKO Radio.*

•

Loretta Young, star of Universal-International's "Because of You," tells a very enlightening story about St. Anne's Maternity Hospital for Unmarried Mothers, in the Jan. 4 issue of *American Weekly*. Loretta is president of St. Anne's. The same issue of the magazine carries a one-half page full-color ad on "The Mississippi Gambler," starring Tyrone Power.

•

**Hal Wallis' "Come Back, Little Sheba" has been greeted by fan magazines with sweeping praise, including predictions that the film will figure prominently in the Academy Awards running. In the January issues of *Photoplay, Modern Screen, Motion Picture Magazine, Screenland* and *Movieland* the reviewers for these publications tap Wallis on the shoulder when presenting their accolade for "Little Sheba."**

•

*Walt Disney's "Peter Pan" will be the first motion picture distributed by a major studio to be represented on "Omnibus," CBS Television's Coast-to-Coast program on Sunday. Full and one-half page color ads will appear in* Look, Life, Saturday Evening Post, Woman's Home Companion, Good Housekeeping, McCall's, Cosmopolitan, Redbook, American Magazine *and* American Weekly.

•

Chosen as "very fine films" by the movie department of *Redbook* in its January issue are "Million Dollar Mermaid," M-G-M; "Breaking the Sound Barrier," United Artists; "Stars and Stripes Forever," 20th Century-Fox, and "The Last of the Comanches," Columbia. However, the picture winning top honors in the issue is Paramount's "Come Back, Little Sheba."

WALTER HAAS

# "Moulin Rouge"

(*Continued from page* 1)

accident which stunted the growth of his legs. The accident turned him away from his aristocratic heritage, sending him into the streets of Paris where he sought refuge and a milieu in which his artistic talents could flower. Constantly thwarted in love because of his deformity, he takes up with a trollop, superbly played by Colette Marchand.

Toulouse-Lautrec, the midget who was a giant of a man, finally does find a woman who accepts him completely, but by this time he is so steeped in bitterness that he realizes it is too late. The woman who plays that role is Suzanne Flon, a model who takes to Toulouse-Lautrec out of loneliness and respect for his genius.

The impact of the final love tragedy proves too much for Toulouse-Lautrec, who destroys himself by intensifying his drinking. His death comes at a moment when the greatest recognition of his talents is given him in France.

Lightening the dark overtones, weaving in and out of the story, are the delightful dancers and singers of the "Moulin Rouge," the cafe made famous by Toulouse-Lautrec in his posters. Among them are Zsa Zsa Gabor, Katherine Kath, Rubert John, Muriel Smith and Walter Crisham. Jose Ferrer, in addition to playing the dwarfed artist, portrays the father of Toulouse-Lautrec, while his mother is portrayed by Claude Nollier. Others in the cast include Georges Lannes, Mary Clare, Harold Gasket, Lee Montague, Jill Bennet, Maureen Swanson and Jim Gerald. The screen play was by Anthony Veiller and John Huston, while the associate producer was Jack Clayton.

Running time, 123 minutes. Adult audience classification. For March release.

MURRAY HOROWITZ

## 16 from M-G-M

(*Continued from page* 1)

given special handling, although not listed on the regular release schedule.

For January, there will be "Above and Beyond," starring Robert Taylor and Eleanor Parker; "The Clown," starring Red Skelton; "The Bad and the Beautiful," slated to be the next attraction at Radio City Music Hall, with Lana Turner, Kirk Douglas, Walter Pidgeon and Dick Powell; "The Hoaxters," with narration by Dore Schary, Robert Taylor, Howard Keel, George Murphy, and others. This is a 36-minute subject.

For February the following will be released: "The Naked Spur," Technicolor, starring James Stewart, Janet Leigh; "Rogue's March," starring Peter Lawford; "Ivanhoe," Technicolor, starring Robert Taylor, Elizabeth Taylor, Joan Fontaine and George Sanders; "Jeopardy," starring Barbara Stanwyck.

The following are down for March: "Dream Wife," starring Cary Grant, Deborah Kerr and Walter Pidgeon; "Confidentially Connie," starring Van Johnson, Janet Leigh and Louis Calhern; "I Love Melvin," a musical in Technicolor, starring Donald O'Connor, Debbie Reynolds and a group of guest stars including Robert Taylor, Howard Keel and Vera-Ellen.

For April the following are scheduled: "Battle Circus," starring Humphrey Bogart, June Allyson and Keenan Wynn; "Small Town Girl," a musical in Technicolor, starring Jane Powell, Farley Granger, Ann Miller and Nat King Cole; "See How They Run," starring Dorothy Dandridge and Robert Horton, and "Never Let Me Go," starring Clark Gable, Gene Tierney and Richard Hadyn.

"Above and Beyond" is slated to open at the Capitol here about the middle of February.

## 12-15 in NV in '53

(*Continued from page* 1)

Polaroid Corp. for 7,000,000 NV spectacles, which he figures will take "Bwana Devil" through January and February and also provide enough for Sol Lesser's Tri-Opticon run in Chicago, Gunzburg expects requirements will exceed 50,000,000 within the year. "Bwana Devil," in its fourth week here, still is the biggest draw in town.

## Censorship Move

(*Continued from page* 1)

will be given to the situation in Massachusetts where a Sunday censorship law exists. While the law there technically applies only to Sunday deletions, it has become a seven-day law in practice, inasmuch as a scene ordered deleted for Sunday showings usually becomes a permanent cut.

In Ohio, where newsreel censorship repeal is in effect only in Toledo, efforts are expected to be continued to make the reels exempt from censorship state-wide. The newsreels are paying the censorship levy under protest.

An attempt will be made to have the Virginia censorship law repealed when its legislature convenes in 1954.

## Dietrich-RKO

(*Continued from page* 1)

that it carries with it authority matching its responsibilities, including authority over production or the designation of a production head. Hughes retained the latter authority in his earlier regime in control of RKO.

The presidency is the only company post still vacant. Hughes has been elected chairman of the board; J. Miller Walker, vice-president, general counsel and secretary; William Clark is treasurer and Garrett Van Wagner, comptroller. Should Dietrich formally decline the post, as Depinet did, Hughes has given no indication what his next step would be.

## Skouras Is Due

(*Continued from page* 1)

trip included a visit to the Korean fighting front, accompanied by General Van Fleet.

LONDON, Dec. 23.—Questioned on prospects for introduction of the Eidophor large screen television in which his company is interested, Spyros Skouras while here said the system has a long way to go before it can be commercially applied on any wide scale. He predicted that large screen TV will serve one day in a manner which, if properly used, will treble previous theatre profits.

# Loan Policy

(*Continued from page* 1)

that while interest rates to major companies are generally at or near the prime three per cent, independent producers pay six per cent or close to it. It is pointed out that despite "headache powders that are standard equipment" for the bank's Amusement Industries Division executives, losses over the years have not been out of proportion to the apparently high interest rates charged, so that the business has been satisfyingly profitable.

It is disclosed that Bankers Trust has loaned approximately $120,000,000 to the film business over the years. And now, with television making rapid strides, the company has moved to maintain its position as a leading show business bank. The Amusement Industries Division also has been delving into the financing of new TV stations. Permits for around 1,500 additional transmitting outlets eventually will be issued by the Federal Communications Commission. It is estimated that the cost of setting each one in business will average more than $500,000 and Bankers Trust plans to get them started.

The bank admits that all banks on both coasts dealing with independent production were "clipped" in the 1947-48 era and that Bankers Trust was among them. However, it is pointed out that because of a conservative loan policy, "it was hurt less than most of the others and wasn't, like some of its colleagues, scared right out of show business. It merely trimmed its sails to meet Hollywood's new economic weather conditions and went right on."

In 1947 and the following year, the picture industry suffered an unlooked-for slump and Bankers Trust claims that part of it was due to TV and part of it wasn't.

"In any event," the bank asserts, "loans that had to be paid in the future were being based on the experience of the past, and it just did not work out for some of the banks involved."

For that reason, the new policy was instituted, it is disclosed in an article prepared for the bank's house publication, *The Pyramid*, by Herb Golden of the bank's Amusement Industries Division.

## Tri-Opticon System

(*Continued from page* 1)

transitions from one scene to another. Others thought that the program was too "arty," without enough sensational demonstrations of the third-dimensional illusion to give it mass appeal. However, the various subjects were well-produced and there was a definite feeling of depth throughout.

The Tri-Opticon program, which requires special glasses, will open at the Telenews on Christmas Day for an indefinite run. The theatre will charge 98 cents during mornings, $1.25 after 1:00 P.M. and 50 cents at all times for children.



## *Danny Thomas, Ike in March of Dimes Film*

**Danny Thomas will be the first film actor to appear on the screen with President-elect Dwight D. Eisenhower, according to Warner Brothers.**

**Thomas will go to Washington shortly after Jan. 1 to make a March of Dimes newsreel with Eisenhower. The reel will not be released until after the Presidential inauguration.**

# Gala Premiere for Para's 'Little Sheba'

More than 600 celebrities of Hollywood and Broadway, social and civic leaders, and others attended the Victoria Theatre here last night for the world premiere of Hal Wallis' "Come Back, Little Sheba," starring Shirley Booth and Burt Lancaster.

As crowds pressed against police guard rails to glimpse arriving headliners, newsreel and press cameras recorded the event.

Theatrical celebrities and newspaper by-liners and publishers were guests of Paramount president Barney Balaban at a later party at Sardi's honoring Miss Booth on the occasion of her motion picture debut in "Little Sheba." The 150 guests had earlier attended the premiere.

## *Defer Decision on Denver TV Channel*

WASHINGTON, Dec. 23. — Federal Communications Commission examiner James Cunningham said he would probably rule early in January on two competing applications for a Denver television channel. One of the applicants is Aladdin Radio and Television Co., in which Frank Ricketson, Jr., and Harry Huffman of Fox Intermountain Theatres, and Ted Gamble are the main stockholders. The other company seeking the station is Denver Television Co., in which Denver exhibitor John Wolfberg is the main stockholder. Extensive hearings on the competing applications have been concluded and Cunningham has the case under advisement. His decision will have to be confirmed by the Commission itself.

Hearings on competing applications for another Denver channel have been recessed until Jan. 13. One of the firms seeking this channel is KMYR Broadcasting Co., whose principal stockholder is Bob Hope.

## *Set Palace Openings*

By opening its weekly eight-act vaudeville show on Thursday beginning this week, the RKO Palace will offer new programs Christmas Day, New Year's Day and on Jan. 8. The latter will be the last of the combination vaudeville-first-run film policy at the Palace for this season; Danny Kay and his "All-Star International Variety Show" takes over at the theatre starting Jan. 18.

## *NTFC Luncheon Dec. 30*

The National Television Film Council will hold a luncheon-meeting Tuesday at the Warwick Hotel here. It was previously stated that the meeting would be held on Friday.

# Asides & Interludes

By JAMES CUNNINGHAM

SIG COHEN, our Boston Brisbane, nominates Abraham Spitz of Providence, Rhode Island, as the nation's oldest living motion picture theatre owner. "Abe" is observing his 100th birthday. Hearty Congratulations. . . . Young Frank Freeman, a pretty responsible person in Hollywood, speaking as board chairman of the Association of Motion Picture Producers, denounced, the other day, "irresponsible personal publicity agents" for "descending to the lowest level and bad taste" in causing publication of "salacious" photographic material in "some trade papers and some fan magazines." Mr. Freeman, name 'em!!!!!

***Memo to Management:*** **In Puerto Rico, employes have been given a six-day New Year's holiday. New Year's Day is a natch; Luis Munoz Marin will be installed as Governor on Jan. 2, another natch; Jan. 6 is a national holiday, natch; Jan. 3 and 4 fall on Saturday and Sunday.**

*To Kay Norton, vivacious publicity manager of RKO Radio Pictures' home office, we are indebted for the information that researchers working on the company's "Blackbeard the Pirate" (opening on Christmas Day at New York's Loew's State—free ad)—found that pirates were not battered and bewhiskered wrecks they are usually depicted as being. They didn't live that long; their average age was* 19. . . . *The bookkeepers at 20th Century-Fox were so close to hitting a mammoth mathematical coincidence: The corporation's gross income for the* 39 *weeks ended on Sept. 27,* 1952, *was* $119,120,-437. *The gross income for the same period in* 1951 *was* $119,120,446.

We are making progress in this great motion picture industry. Universal, the other day, announced it will produce 36 pictures during 1952-53, and, we quote, "with entertainment values." . . . At RKO Radio Pictures' home office, the choir which has been practicing, "He's Back in the Saddle, Again," has worn out, oh, so many saddles. . . . The National Board of Review of Motion Pictures made these observations in reviewing Sam Goldwyn's splendiferous "Hans Christian Andersen": "Audiences will find this film too full of schmaltz . . . it includes some mildly pleasing songs and some well-photographed ballet (with a tough baby from France called Jeanmaire)."

**The Schines of Gloversville, New York, are installing RCA-Victor TV sets in each room of their hotels, the Roney Plaza and Gulfstream in Miami Beach and the McAllister in downtown Miami. Meanwhile, the popcorn will continue to pop at the Schines' Upstate New York theatres. Which reminds us of California Rotus Harvey's observation: "The best way to jingle coins in your pocket is to shake a leg."**

*A word of encouragement to all you industry stalwarts who have been fighting so strenuously to have controls completely lifted from the blanket covering new theatre construction: The Government has lifted price controls from juke-boxes, pinball games and "strength-testing" machines. . . . Henderson Richey's definition of mixed emotions: Witnessing one's mother-in-law going over a steep cliff in your brand-new, white-walled, super-duper Cadillac.*

TO YOU, Mr. Robert J. O'Donnell, may we nominate three co-chairmen to serve with you on your committee dedicated to make memorably happy the Golden Jubilee tribute to that Grand Old Man, Adolph Zukor:

MARY PICKFORD, who, after many bit parts in and around her native Toronto, under her family name of Glady's Mary Smith, and after more important parts in Belasco productions and some screen work for David Wark Griffith, in New York, became Mr. Zukor's first great star;

CECIL BLOUNT DEMILLE, Mr. Zukor's first great producer, who went from "The Squaw Man" in 1912 to "The Greatest Show on Earth"; and,

JESSE L. LASKY, who became one of Mr. Zukor's first business associates after he combed out from his then very full hirsute adornment the gold-dust from the gold-rush to Alaska in the early 1900's, and after he put down the horn that he tooted with a Honolulu band.

***Greetings to ALL:*** **To those persons who have done so much for this industry; and greetings, too, to those who have not. Could be that, in the New Year, someone, somehow, in some place will discover a deep-down hatchet-burying hole, on top of which might rise some seeds of, let's say, olive trees. With the kind of branches that are spread around. Spread among exhibitors, and among distributors, and just spread all over the place. Could be.**

# *C. Skouras Sees New Developments Boosting Business*

HOLLYWOOD, Dec. 23.—National Theatres president Charles P. Skouras today told 234 Fox West Coast Theatres executives, department heads, managers, bookers and buyers, "We are entering a new era in the motion picture theatre industry. It is one filled with optimism and one that will certainly bring people back to the movie going habit." Pointing out the potentialities in Cinerama, Ediphor, three-dimension and large screen theatre TV, Skouras said "We can look forward with confidence to better business in line with all these new developments."

FWC general manager George Bowser distributed checks representing bonuses, awards and insurance dividends to various members attending the annual Christmas meeting at the Ambassador Hotel here, and presented the Charles P. Skouras National Showman's plaque, together with a check for $250, to Robert Apple, manager of the Crest Theatre, Reno, Nevada.

Prior to the meeting FWC personnel received spiritual blessing at Saint Sophia's Orthodox Cathedral, built largely under Skouras' leadership, and witnessed a 90-minute pontifical liturgy service.

## *Drive-in Insurance Rates Increased*

ALBANY, N. Y., Dec. 23.—Drive-in owners have been advised that casualty insurance rate increases, effective now, include a minimum hike of $5 on property damage ($1,000 dollar policy) and a minimum jump of $25 on liability ($5,000-$10,000), for mechanically operated amusement devices and pony rides, whether conducted by the owner or a concessionaire.

It is presumed that the number of damage claims made and paid on such devices and rides led the board of underwriters to ask for the increases. New York is not the only state affected, according to information here.

## *40 'Invasion' Dates Set Before Jan. 1*

"Invasion U.S.A.," Columbia exploitation film dealing with an A-bomb attack on the United States, has been set in more than 40 situations between now and Jan. 1, with virtually all of them scheduled to receive full-scale exploitation treatment.

## *Telenews at Inauguration*

Plans for Telenews' TV news coverage of the Jan. 20 inauguration ceremonies of Dwight D. Eisenhower have virtually been completed, it was announced by Telenews editor-in-chief Edward P. Genock. He disclosed that the Washington bureau staff will be supplemented by several full camera-sound crews.

## *Levy, Allegret in Mexico*

Raoul Levy and Yves Allegret, French producer and director, respectively, are in Mexico from New York, to produce a French film to star Michele Morgan, Gerard Phillippe and Mexican actor Pedro Armendariz. It will be co-produced with Salvador Elizondo, head of Reforma Films.

A Merry, Merry Christmas To All

NEWS WHILE IT IS NEWS

# MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 72. NO. 121 NEW YORK, U.S.A., WEDNESDAY, DECEMBER 24, 1952 TEN CENTS

## Bankers Trust Sets New Film Loan Policy

### *Calls for A $500,000 Maximum, 50% of Cost*

By AL STEEN

Bankers Trust Co. of New York has evolved a three-cornered policy in making production loans to film producers, a policy which is said by the bank to be "about as foolproof as you can get in a business that's definitely not foolproof."

**The policy in brief is (1) no loan of more than 50 per cent of production cost will be made, (2) no loan beyond $500,000 will be granted on a film and (3) no single-picture loans will be made. This means that a producer must come in with a program of at least two and preferably three pictures.**

The loans are cross-collaterized so that in the event one film proves to be unprofitable, there is some assurance of success for the producer via profits on the others. It is explained

(*Continued on page 5*)

## Say Dietrich Balks Over Status in RKO

HOLLYWOOD, Dec. 23.—Failure of the RKO Pictures board of directors to elect Noah Dietrich, former board chairman, to the company presidency earlier this week, as had been expected, is attributed by observers here to a situation similar to that which impelled Ned E. Depinet, former company president, to decline the post two weeks ago, that is, unwillingness of the Howard Hughes' controlled board to delegate complete autonomy to the chief executive of the company.

Dietrich, it is believed, has balked at taking the post without assurances

(*Continued on page 5*)

## *Skouras Is Due Back In New York Today*

Spyros P. Skouras, president of 20th Century-Fox, is scheduled to arrive here from Paris today by plane, concluding a three-month, round-the-world survey of company and film industry conditions. His

(*Continued on page 5*)

## *16 from MGM In 4 Months*

M-G-M will release 16 pictures during the four months starting Jan. 1 instead of 12 as previously announced, it was disclosed here yesterday by Charles M. Reagan, general sales manager.

Under the tentative schedule announced several weeks ago, M-G-M had three pictures a month listed for the same period. The new program of releases will make available five pictures in January, four in February, of which two are in color by Technicolor; three in March, one in Technicolor, and four in April, one in Technicolor.

"Lili" and "The Story of Three Loves," both in Technicolor, will be

(*Continued on page 5*)

## Mixed Reaction to Tri-Opticon System

CHICAGO, Dec. 23.—Mixed reaction came at the unveiling of the Tri-Opticon third dimensional system in the Telenews Theatre here before an invited audience of the press and others.

The program consisted of several short subjects, including a ballet, a visit to a zoo and aquarium, a British travelogue and cartoons. Some viewers though the pictures caused severe eye-strain, particularly in the

(*Continued on page 5*)

# MPA IN NEW MOVE ON CENSORSHIP

### *Estimate $15,000 For Roxy Opener*

**The best non-holiday business since Aug., 1951, was being chalked up by 20th Century-Fox's "Stars and Stripes Forever," with "Ice Colorama" on the Roxy Theatre stage yesterday, its opening day, it was announced by David Katz, managing director. At 3:00 P.M. the box-office recorded $3,097 and Katz estimated that $15,000 would be in the till before the theatre closed last night.**

### *Hopes for Repeal Bills In Hopper in 5 States*

By J. A. OTTEN

WASHINGTON, Dec. 23.—The Motion Picture Association of America will swing into action for legislation repealing existing film censorship laws in five states when their legislatures meet next year. An MPAA spokesman said here yesterday that the association hoped repeal bills would be introduced in New York, Pennsylvania, Maryland, Kansas and Ohio. A sixth state, Virginia, has set no 1953 sessions.

**The MPAA's projected move for censorship repeal is regarded here as the next step in the association's continuing drive against state censorship. The manner in which action will be taken has not been defined, but it is presumed that it will be done through contacts with legislators. The association, itself, could not introduce the repeal bills.**

It is expected that attention also

(*Continued on page 5*)

## Sees Majors Making 12-15 in NV in '53

HOLLYWOOD, Dec. 23.—Estimating that 12 to 15 features will be produced by the majors in Natural Vision three-dimension during the next 12 months, NV president Milton L. Gunzburg has allocated $40,000 for the expansion of his plant and an experimental laboratory to keep pace with developments.

With orders already placed with

(*Continued on page 5*)

## *"Moulin Rouge"*

[*Romulus-United Artists*]

ALL OF THE COLOR, excitement and energy of a rich segment of life has been captured in this portrayal of Henri de Toulouse-Lautrec, the famed French artist of the Paris streets. His personality as depicted by Jose Ferrer under the imaginative direction of John Huston electrifies the screen. This is a picture which is among the best of the year and some of those participating in its production should be candidates for Academy Awards.

Paris of the 1880's, or more exactly, the Paris familiar to Toulouse-Lautrec, comes alive in this Romulus production, illuminating a tragic life against the gay, savage, emotional background of Paris nightlife. There are many entertainment values in this picture and they should pay off at the box-office.

The Can-Can girls, the night-life scenes, the prints of horse races and circuses, all of the familiar artistry of Toulouse-Lautrec, are interwoven in the story, and the color by Technicolor enhances their reproduction. There is sweep and depth in this picture which, in its 123 mintes, ranges through the life of a talented, sensitive individual who was swept by the currents of his period.

The tragedy of Toulouse-Lautrec was that he was dwarfed by a childhood

(*Continued on page 5*)

## NEWS FLASHES

Chicago, Dec. 23. -- Abolition of the Chicago censor board is sought in an action for declaratory judgment filed in Circuit Court here today by the Chicago branch of the American Civil Liberties Union and Charles Liebman, who holds local rights to "The Miracle."

•

A spokesman for the Motion Picture Machine Operators Union, Local 306, IATSE, said here yesterday that the projectionist's union will withhold special wage demands for theatre telecasts until the medium proves itself successful enough financially.

# Personal Mention

ARNOLD M. PICKER, United Artists vice-president in charge of foreign distribution, arrived in New York by plane yesterday from the Far East.

•

HARRY LAMONT, head of Lamont Theatres, and MRS. LAMONT will leave Albany Monday for a month's vacation in Key West, Fla. ROBERT W. CASE, manager of Lamont's Sunset Drive-in, Kingston, and MRS. CASE will accompany them.

•

ROBERT W. COYNE, COMPO executive director, and CHARLES E. McCARTHY, information director, were hosts to trade press representatives at an informal luncheon at the Astor Hotel here yesterday.

•

MORGAN HUDGINS of M-G-M's studio publicity staff is scheduled to arrive here from Nairobi, Africa, on Jan. 2 and will return to the Coast shortly thereafter.

•

JEROME PICKMAN, Paramount vice-president in charge of advertising-publicity, will leave here today by plane for Hollywood.

•

MILTON SPERLING, Warner Brothers producer, and HUGO FREGONESE, director, have returned to Hollywood from Mexico City.

•

MARTIN FRIEDMAN, head of Paramount's playdate department, has returned to his desk here from a two-week vacation.

•

ARTHUR LUBIN, Warner Brothers director, has left Hollywood on location scouting down the coast of Southern California.

•

R. M. SAVINI, president of Astor Pictures Corp., will fly to Miami Beach from here today.

## *Nat Cohen Here from London; to Coast Sun.*

Nat Cohen, managing director of Anglo-Amalgamated Film Distributors, Ltd., has arrived here from London and will leave for Hollywood on Sunday to turn over to William Nassour a print of their joint production, "Street of Shadows," starring Cesar Romero. He will also discuss further joint Anglo-American production there.

Cohen will also discuss American distribution here for "Ghost Ship" and "Noose for a Lady," both recently completed in England.

## *'Daily' Not Published Tomorrow or Friday*

***Motion Picture Daily*** **will not be published tomorrow, Christmas Day, a legal holiday, or on Friday because of the extended observance of the holiday.**

# *'Met' Poll Finds Public Favoring Theatre TV*

An "overwhelmingly favorable response" by the public to theatre telecasts of operas was recorded in the poll taken by the Metropolitan Opera Company on the "Carmen" telecast, according to preliminary tabulation, it was learned here from a Theatre Network Television spokesman.

Thousands of persons who saw the Dec. 11 event—the first theatre TV entertainment program offered to the public—said they would like to see more of such telecasts, it was stated. In addition to the favorable responses recorded on a questionnaire distributed to the audiences of 30 theatres from Coast-to-Coast, there was some adverse comment too. It was explained that some individuals expressed criticism of the picture telecast.

A complete tabulation of the results of the survey is expected shortly. The spokesman for TNT, which acted as the production-distribution organization for the telecast, said the results were very encouraging. He declined to state whether TNT would offer additional operas this season.

## AMPA Party Draws Packed House Here

Frivolity and good fellowship reigned at the Piccadilly Hotel here yesterday when the Associated Motion Picture Advertisers held its annual Christmas party for members and guests. The party played to a packed house in the Georgian Room of the hotel where everybody received a door prize which ranged from liquor to bars of soap to gloves and back to liquor again.

Chairman was Chester Friedman. The guests were entertained by such personalities as Benny Fields, Boris Karloff and Joe E. Brown. Numbers for the prizes were drawn by Brown and Fields, the latter tying in the drawings with amusing episodes experienced in the filming of Paramount's "Somebody Loves Me," which depicted the lives of Fields and his wife, Blossom Seeley. Karloff thanked AMPA for what it had done for him publicity-wise.

The grand prizes were restricted to AMPA members only, the prizes consisting of vacations in Miami, Daytona Beach, Atlantic City and at Grossinger's.

## *Herring to Roses In RKO Press Play*

The opening of "No Time for Flowers" at the Normandie Theatre here tomorrow has been preceded by a courtship of newsmen by RKO Radio publicists. One day they came bearing knockwurst, another day, herring; another, preserves. Yesterday they came with flowers.

The explanation: background of the picture is Behind the Iron Curtain. There, swains woo not with flowers but with food, rarer and more highly prized. The switch to flowers yesterday, the publicists explained, is to impress in the American manner.

## Improved Tri-Color Video Tube Shown

An improved model of the Lawrence tri-color tube, now called the Chromatron Tube, was demonstrated here yesterday by Chromatic Laboratories, Inc., in which Paramount Pictures owns a 50 per cent interest.

The tube, currently designed for home television sets, gave an excellent performance within the limitations of the demonstration. The color definition and the color depth were excellent. Specially-made Kodochrome slides, used by the television industry for testing purposes, were utilized. The transmission was from a neighboring room.

Dick Hodgson, Chromatic president, said the purpose of the demonstration was to awaken interest in color TV and to show the television industry the type of tube available for mass production. The industry currently is under government controls rigidly confining the use of color television.

Hodgson said the tube, now made to operate in harmony with the Columbia Broadcasting color system, would be compatible with any color system adopted by the TV system. He estimated that the additional price to the consumer for a Chromatron tube set would be $50 over current TV set prices under a mass-production set-up and using the CBS color system. He said such a set would offer color and black-and-white reception. M. H.

## *U-I TV Subsidiary Cuts Production*

HOLLYWOOD, Dec. 23. — United World Films, a TV production company owned by Universal-International, has decided to cut-back on production plans due to what was described as the financial uncertainty of the television market.

U-I executives were said to have found production costs substantial in comparison to the earning potential of TV films. Members of the production staff are being laid off or assigned to other work.

## *Doubles Guarantee For 'Moulin Rouge'*

New York's Capitol Theatre, outbidding all competitors for "Moulin Rouge," doubled its "African Queen" guarantee for the latest John Huston production, a spokesman for United Artists, the distributor of the picture, disclosed here yesterday.

"Moulin Rouge" will bave its New York premiere at the Capitol following the engagement of "Androcles and the Lion."

## *Approve TV Stations For Idaho, Nevada*

**Washington, Dec. 23. — The Federal Communications Commission today authorized the first television stations in Idaho and Nevada, approving applications for stations in Boise and Reno. They were among 12 approved today, bringing to 169 the number approved since the freeze was lifted early this year.**

**Two of today's grants were for new Pittsburgh stations. Others were for Bakersfield, Calif., Neenah, Wis.; Lafayette, Ind., Muskegon, Mich., Buffalo, N. Y., Watertown, N. Y.; Lawton, Okla.; and Meridian, Miss.**

## *Set Spots for Three 20th-Fox TV Series*

Sales in key markets of three 20th Century-Fox video series, "Three Guesses," "Crusade in Europe," and "News Adventures for Young America," were announced here by Phil Williams, national sales executive for 20th Century-Fox Television Productions.

Stations contracting for "Three Guesses" are WSM-TV, Nashville and WTVR, Richmond. "Crusade in Europe" will be seen first-run on KROD-TV, El Paso; KGNC-TV, Amarillo, and Beaumont, Texas; with third-run showings set on KPRC-TV, Houston; WFIL-TV, Philadelphia, and WEWS-TV, Cleveland. "News Adventures for Young America" has been set for showings in Beaumont, Texas.

## *20th to Hold Party*

The 20th Century-Fox Family Club will hold its annual Christmas party today at the City Center Casino, here, with all home office employes, members of the New York exchange and Movietone News personnel invited. Ted Shaw, president of the club, will greet the guests. Harry Reinhardt is chairman of the arrangements committee.


# NEW YORK THEATRES

**RADIO CITY MUSIC HALL**

Rockefeller Center

**"MILLION DOLLAR MERMAID"**

**Esther WILLIAMS • Victor MATURE**
**Walter PIDGEON • David BRIAN**

**Color by TECHNICOLOR • An M-G-M Picture**
**& The Music Hall's Great Christmas Stage Show**

DORIS DAY RAY BOLGER
April in Paris
with CLAUDE DAUPHIN
Color by TECHNICOLOR
PARAMOUNT
in person SARAH VAUGHAN
STUMP & STUMPY
THE FOUR TUNES • TEDDY HALE
Extra Added Attraction
ILLINOIS JACQUET
And His ORCHESTRA
Midnight Feature


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# WHEN IT'S JANUARY 1ST IN THE U.S.A....IT'S APRIL IN PARIS!

From
**WARNER BROS.**
for New Years
that oo-la-lovely
musical spree
in Paree!

**DORIS DAY**

**RAY BOLGER**



# April in Paris

COLOR BY TECHNICOLOR

WITH
**CLAUDE DAUPHIN**
AND EVE MILLER · GEORGE GIVOT · PAUL HARVEY
WRITTEN BY JACK ROSE AND MELVILLE SHAVELSON
Musical Numbers Staged and Directed by LeRoy Prinz
Song "April in Paris", Lyrics by E. Y. Harburg, Music by Vernon Duke
Original Songs, Lyrics by Sammy Cahn, Music by Vernon Duke
Musical Direction by Ray Heindorf
PRODUCED BY WILLIAM JACOBS
DIRECTED BY DAVID BUTLER



**Big-spac advertising in Collier's (plus cover and 3-page color feature) also Cosmopolitan and 11 fan magazines!**

# Motion Picture Daily Feature Reviews

## "The Clown"

*(Metro-Goldwyn-Mayer)* *Hollywood, Dec. 23*

"THE CLOWN" of 1952 is "The Champ" of 1931 with Red Skelton and Tim Considine batting for the late Wallace Beery and the grown-up Jackie Cooper, and with the star playing an alcoholic comedian instead of an alcoholic boxer. Although the science of film production has progressed during the 21-year interval, and although there are differences in emphasis and incident, it is still in essence the Frances Marion story, adapted this time by Leonard Praskins (who wrote the dialogue for the 1931 picture), and scripted by Martin Rackin. There is, therefore, no good reason for doubting that the new picture will exert the same prosperous tear-jerking influence the old one did. The Hollywood preview experience argues that it will. The film was previewed blind at the Village Theatre in Westwood, a college community, and the flashing of the title and credits on the screen didn't get a ripple, but the tragic finish collected fervent applause. It would seem to follow that persons attracted by a Skelton billing would eat it up.

When the story opens, Skelton, a once-famous comedian, has drunk himself out of job after job but still is the idol of his son, played with simple directness by young Considine. Fired from an amusement park, Skelton is offered a minor booking but shows up drunk at the audition and loses out. The boy appeals to his former agent, whom Skelton has avoided since a break of his own making, and gets the comedian another booking which winds up disappointingly. On this occasion the boy's mother, divorced from Skelton some years and now remarried and well off, shows up and tells the boy her identity. Skelton is at first resentful but accepts money from her new husband for letting the boy see her, and then loses the money in a crap game. After being arrested for participation in a stag performance, Skelton forces his son to go to his mother, but the boy refuses to stay away, and is happy again as he helps Skelton prepare for a television program which is to open up for him a new career in show business. It does so (the program being, of course, identical with the real Skelton TV show), but the strain proves too much and the comedian dies following his successfull TV premiere.

The boy's mother is played by Jane Greer, the agent by Lorin Smith, and the cast also includes Philip Ober, Lou Lubin, Fay Roope, Walter Reed, Edward Marr, Jonathan Cott and Don Beddoe.

Although Skelton has two or three occasions in the course of the story to go into his typical comedy routines, these sequences are secondary to the straight-line story of comedian and son. William H. Wright produced, and Robert Z. Leonard directed.

Running time, 89 minutes. General audience classification. Release date, Jan. 16.

WILLIAM R. WEAVER

## "The I Don't Care Girl"

*(20th Century-Fox)* *Hollywood, Dec. 23*

MITZI GAYNOR herein gives a dazzling portrayal of the scintillating Eva Tanguay whose meteoric manner and footlighted showmanship brightened the Broadway and the hinterland of these United States in the infancy of the present century. Due to the march of science and invention, Miss Gaynor's music numbers are colorful and resplendent far beyond Miss Tanguay's originals, and ditto her costumes, etc., but this is all on the plus side of the balance sheet. The production is strictly in the tradition of the 20th Century-Fox musicals with color in Technicolor—light, glib, swift, tuneful, frankly fabricated as to story and neatly in the groove as to score—and figures to give traditional satisfaction. Besides Miss Gaynor and David Wayne, both of whom earned "Top Ten" ranking in Quigley Publications' "Stars-of-Tomorrow" poll of exhibitors for 1952, the cast supplies the name and talent of Oscar Levant for a showman to exploit. Likewise George Jessel, who is down as producer of the picture and plays himself in it (as producer of the picture), as well as sharing some of the song credits.

The prime strength of the production is in the musical numbers, which cover a wide range as to kind and presentation. First on the screen (before the title, even) is a chorus handling of the all-but-forgotten "Miss You." Later on "Beale Street Blues" is utilized in one of the hottest production numbers yet seen on the screen. At a couple of midpoints the pace is slowed down for the camera to closeup the keyboard while Levant performs classical solo numbers in his best concert manner. Anybody who doesn't like music in large and assorted doses has no business attending this picture.

Walter Bullock is credited with writing the script, which is a loose outlining of the era of show business in which Miss Tanguay was a reigning luminary, and it serves the purpose without getting overly earnest at any point. The cast, in addition to those named above, includes Bob Graham, Craigh Hill, Warren Stevens, Hazel Brooks, Marietta Canty, Sam Hearn, Wilton Graff, Dwayne Ratliff, Bill Foster and Gwyneth Verdon. Seymour Felix staged three of the production numbers on a scale and in a fashion he'll be hard pressed to top until and unless they start making musicals in Natural Color three-dimension.

Running time, 81 minutes. General audience classification. For January release.

W. R. W.

## New Coast Transmitter

HOLLYWOOD, Dec. 23.—Construction has begun at Santa Barbara on TV station KEYT's 4,100-foot mountain peak transmitter. The station is due on the air in May. Ronald Colman is one of the station's owners.

## WB's Utica Dark Again

ALBANY, N. Y., Dec. 23.—Warner's Utica, Utica, which reopened in October after a summer shutdown, has discontinued the exhibition of motion pictures but will continue boxing and wrestling matches.

## "Ruby Gentry"

*(Bernhard-Vidor—20th Century-Fox)*

JENNIFER JONES plays her role as Ruby Gentry, the compulsive, savage young lady of the swamplands, to the hilt, rendering a striking, though stylized characterization which should win this film a receptive audience. The accent of the story is on love, passion and violence. Although there is much unexplained in the delineation of the characters, there is sufficient action and violence on the screen to capture the interest of most audiences. With proper promotion, especially aimed at women, this film should do good business.

Impetuous Jennifer Jones is deeply enchanted with Charlton Heston, who plays the role of a young North Carolina gentleman whose family background blocks him from returning Ruby Gentry's love. Despite the clandestine affair between the two, Heston marries a young lady of social standing. In her loneliness and grief, Jennifer turns to an old friend and benefactor, Karl Malden, and marries him. Malden, almost twice the age of his wife, attempts to gain social acceptance of Ruby Gentry through the utilization of his wealth. This fails and the failure is doubly compounded by Malden's accidental death while boating with his wife. In revenge on the town that turned against her, Jennifer uses her deceased husband's wealth to wreck the leaders of the community, among them her ex-lover, Heston. The closing tempestuous scenes find Heston almost killing her in his wrath. However, it is he who is shot by Ruby Gentry's fanatical brother.

Others in the cast include Tom Tully, Bernard Phillips, James Anderson, Josephine Hutchinson and Phyllis Avery. Joseph Bernhard and King Vidor produced, while Vidor directed from a screenplay by Silvia Richards based on a story by Arthur Fitz-Richards.

Running time, 82 minutes. Adult audience classification. Release date, Dec. 23.

M. H.

## "My Cousin Rachel"

*(20th Century-Fox)* *Hollywood, Dec. 23*

THE readers of best-selling books, among which this novel by Daphne du Maurier recently was a distinguished leader, and the fans of Olivia de Havilland, a numerous and constant contingent, are the target groups likeliest to respond with enthusiasm to this fastidiously produced story about some landed gentry in England about 1840. For these, and for whatever other especially conditioned groups there may be within box-office range, this doubtless is an eminently satisfying motion picture. But for plain admission-buying Americans (Britishers may be different) the attraction stacks up as an extremely well made picture of little or no moment, a pleasant thing to look at but only in the mildest sense a dramatic experience. Its prospects for financial success on this side of the Atlantic, save in the class situations, are far less brilliant than the workmanship lavished upon it by the studio.

The production is beneficiary of the skilled hand of Nunnally Johnson, both as producer and as writer of the screenplay, and of the masterly direction of Henry Koster. The numerous and costly sets are of top calibre, and the photography by Joseph La Shelle makes the most of them. Miss de Havilland's performance is fine, as usual, although she is called upon for nothing that could be called a challenge to her art, and the many others in the large cast, none of whose names have marquee value of consequence, do well enough with the singularly colorless portrayals assigned them.

The production's damaging weakness is, oddly enough, the du Maurier story itself, which seems to have been one of those not infrequent instances of good reading which does not translate into good viewing. It concerns primarily a young Englishman whose cousin and guardian has died abroad after marrying a remote family relative and after writing a couple of letters during his last illness which arouse a suspicion that his wife may have done him in. Later on, the widow (Miss de Havilland) comes to England and the young man (Richard Burton) invites her to the family estate, despite his suspicions, and proceeds to fall in love with her. From this point on the tale piles up hints that (1) she is a murderess and (2) she is not a murderess, which is where matters stand when she falls to her death through a bridge on the property. The inconclusive ending is said to have been a characteristic of the novel, although handled a little differently, and it therefore has at least the virtue of fidelity to source. It is not, however, what may be termed "good movie," in this reviewer's opinion.

Running time 98 minutes. General audience classification. For January release.

W. R. W.

## 'Jazz Singer' Fla. Premiere on Jan. 1

Warner Brothers' "The Jazz Singer," starring Danny Thomas and Peggy Lee, has been set for a special engagement day-and-date at the Paramount Theatre, Miami, and the Beach Theatre, Miami Beach, over New Year's. The picture will begin this special engagement immediately following the Dec. 30 world premiere at the Fox Beverly in Beverly Hills, Cal., with a midnight show on Dec. 31 and the regular engagement starting Jan. 1 for an indefinite run at both houses.

New York's WJZ-TV is broadcasting 12 daily spot announcements on the local benefit premiere of "The Jazz Singer," which will have its New York debut on behalf of the National Foundation for Infantile Paralysis at the New York Paramount Theatre on Tuesday evening, Jan. 13. The announcements, which are being telecast for four weeks in advance of the premiere, are also being broadcast over the station's six daily audience participation TV shows.

# National Pre-Selling

THE January issue of *Seventeen* is written and illustrated entirely by young people. Patricia Perrin, 17 years old, who attends high school in Warwick, Va., conducted the "At the Movies" department. Contrary to popular belief, Patricia says "teenagers are capable of intelligent criticism of a movie even when Tony Curtis is in it." A full-color page ad on "Hans Christian Andersen" also appears in this issue.

•

**A Gilbert and Sullivan film biography recently completed received a five-page story including full-color pictures in the Dec. 22 issue of *Life*. Also in this issue is a four-color ad on "Hans Christian Andersen" and a one-half page ad on "Come Back, Little Sheba."**

•

*Two of Hollywood's best-known stars are living refutations of the fable that there's no room in one home for two careers, writes Ruth Harberth in the January issue of* Good Housekeeping. *June Allyson and Dick Powell, each in the top echelon of motion pictures, have no conflict over their careers. Their home life with four-year-old Pamela and not-quite-two Richard is warm and delightful. June Allyson's latest picture is M-G-M's "Battle Circus" and Dick Powell is directing "Split Second" for RKO Radio.*

•

Loretta Young, star of Universal-International's "Because of You," tells a very enlightening story about St. Anne's Maternity Hospital for Unmarried Mothers, in the Jan. 4 issue of *American Weekly*. Loretta is president of St. Anne's. The same issue of the magazine carries a one-half page full-color ad on "The Mississippi Gambler," starring Tyrone Power.

•

**Hal Wallis' "Come Back, Little Sheba" has been greeted by fan magazines with sweeping praise, including predictions that the film will figure prominently in the Academy Awards running. In the January issues of *Photoplay, Modern Screen, Motion Picture Magazine, Screenland* and *Movieland* the reviewers for these publications tap Wallis on the shoulder when presenting their accolade for "Little Sheba."**

•

*Walt Disney's "Peter Pan" will be the first motion picture distributed by a major studio to be represented on "Omnibus," CBS Television's Coast-to-Coast program on Sunday. Full and one-half page color ads will appear in* Look, Life, Saturday Evening Post, Woman's Home Companion, Good Housekeeping, McCall's, Cosmopolitan, Redbook, American Magazine *and* American Weekly.

•

Chosen as "very fine films" by the movie department of *Redbook* in its January issue are "Million Dollar Mermaid," M-G-M; "Breaking the Sound Barrier," United Artists; "Stars and Stripes Forever," 20th Century-Fox, and "The Last of the Comanches," Columbia. However, the picture winning top honors in the issue is Paramount's "Come Back, Little Sheba."

WALTER HAAS

# "Moulin Rouge"

(*Continued from page* 1)

accident which stunted the growth of his legs. The accident turned him away from his aristocratic heritage, sending him into the streets of Paris where he sought refuge and a milieu in which his artistic talents could flower. Constantly thwarted in love because of his deformity, he takes up with a trollop, superbly played by Colette Marchand.

Toulouse-Lautrec, the midget who was a giant of a man, finally does find a woman who accepts him completely, but by this time he is so steeped in bitterness that he realizes it is too late. The woman who plays that role is Suzanne Flon, a model who takes to Toulouse-Lautrec out of loneliness and respect for his genius.

The impact of the final love tragedy proves too much for Toulouse-Lautrec, who destroys himself by intensifying his drinking. His death comes at a moment when the greatest recognition of his talents is given him in France.

Lightening the dark overtones, weaving in and out of the story, are the delightful dancers and singers of the "Moulin Rouge," the cafe made famous by Toulouse-Lautrec in his posters. Among them are Zsa Zsa Gabor, Katherine Kath, Rubert John, Muriel Smith and Walter Crisham. Jose Ferrer, in addition to playing the dwarfed artist, portrays the father of Toulouse-Lautrec, while his mother is portrayed by Claude Nollier. Others in the cast include Georges Lannes, Mary Clare, Harold Gasket, Lee Montague, Jill Bennet, Maureen Swanson and Jim Gerald. The screen play was by Anthony Veiller and John Huston, while the associate producer was Jack Clayton.

Running time, 123 minutes. Adult audience classification. For March release.

MURRAY HOROWITZ

## 16 from M-G-M

(*Continued from page* 1)

given special handling, although not listed on the regular release schedule.

For January, there will be "Above and Beyond," starring Robert Taylor and Eleanor Parker; "The Clown," starring Red Skelton; "The Bad and the Beautiful," slated to be the next attraction at Radio City Music Hall, with Lana Turner, Kirk Douglas, Walter Pidgeon and Dick Powell; "The Hoaxters," with narration by Dore Schary, Robert Taylor, Howard Keel, George Murphy, and others. This is a 36-minute subject.

For February the following will be released: "The Naked Spur," Technicolor, starring James Stewart, Janet Leigh; "Rogue's March," starring Peter Lawford; "Ivanhoe," Technicolor, starring Robert Taylor, Elizabeth Taylor, Joan Fontaine and George Sanders; "Jeopardy," starring Barbara Stanwyck.

The following are down for March: "Dream Wife," starring Cary Grant, Deborah Kerr and Walter Pidgeon; "Confidentially Connie," starring Van Johnson, Janet Leigh and Louis Calhern; "I Love Melvin," a musical in Technicolor, starring Donald O'Connor, Debbie Reynolds and a group of guest stars including Robert Taylor, Howard Keel and Vera-Ellen.

For April the following are scheduled: "Battle Circus," starring Humphrey Bogart, June Allyson and Keenan Wynn; "Small Town Girl," a musical in Technicolor, starring Jane Powell, Farley Granger, Ann Miller and Nat King Cole; "See How They Run," starring Dorothy Dandridge and Robert Horton, and "Never Let Me Go," starring Clark Gable, Gene Tierney and Richard Hadyn.

"Above and Beyond" is slated to open at the Capitol here about the middle of February.

## 12-15 in NV in '53

(*Continued from page* 1)

Polaroid Corp. for 7,000,000 NV spectacles, which he figures will take "Bwana Devil" through January and February and also provide enough for Sol Lesser's Tri-Opticon run in Chicago, Gunzburg expects requirements will exceed 50,000,000 within the year. "Bwana Devil," in its fourth week here, still is the biggest draw in town.

## Censorship Move

(*Continued from page* 1)

will be given to the situation in Massachusetts where a Sunday censorship law exists. While the law there technically applies only to Sunday deletions, it has become a seven-day law in practice, inasmuch as a scene ordered deleted for Sunday showings usually becomes a permanent cut.

In Ohio, where newsreel censorship repeal is in effect only in Toledo, efforts are expected to be continued to make the reels exempt from censorship state-wide. The newsreels are paying the censorship levy under protest.

An attempt will be made to have the Virginia censorship law repealed when its legislature convenes in 1954.

## Dietrich-RKO

(*Continued from page* 1)

that it carries with it authority matching its responsibilities, including authority over production or the designation of a production head. Hughes retained the latter authority in his earlier regime in control of RKO.

The presidency is the only company post still vacant. Hughes has been elected chairman of the board; J. Miller Walker, vice-president, general counsel and secretary; William Clark is treasurer and Garrett Van Wagner, comptroller. Should Dietrich formally decline the post, as Depinet did, Hughes has given no indication what his next step would be.

## Skouras Is Due

(*Continued from page* 1)

trip included a visit to the Korean fighting front, accompanied by General Van Fleet.

LONDON, Dec. 23.—Questioned on prospects for introduction of the Eidophor large screen television in which his company is interested, Spyros Skouras while here said the system has a long way to go before it can be commercially applied on any wide scale. He predicted that large screen TV will serve one day in a manner which, if properly used, will treble previous theatre profits.

# Loan Policy

(*Continued from page* 1)

that while interest rates to major companies are generally at or near the prime three per cent, independent producers pay six per cent or close to it. It is pointed out that despite "headache powders that are standard equipment" for the bank's Amusement Industries Division executives, losses over the years have not been out of proportion to the apparently high interest rates charged, so that the business has been satisfyingly profitable.

It is disclosed that Bankers Trust has loaned approximately $120,000,000 to the film business over the years. And now, with television making rapid strides, the company has moved to maintain its position as a leading show business bank. The Amusement Industries Division also has been delving into the financing of new TV stations. Permits for around 1,500 additional transmitting outlets eventually will be issued by the Federal Communications Commission. It is estimated that the cost of setting each one in business will average more than $500,000 and Bankers Trust plans to get them started.

The bank admits that all banks on both coasts dealing with independent production were "clipped" in the 1947-48 era and that Bankers Trust was among them. However, it is pointed out that because of a conservative loan policy, "it was hurt less than most of the others and wasn't, like some of its colleagues, scared right out of show business. It merely trimmed its sails to meet Hollywood's new economic weather conditions and went right on."

In 1947 and the following year, the picture industry suffered an unlooked-for slump and Bankers Trust claims that part of it was due to TV and part of it wasn't.

"In any event," the bank asserts, "loans that had to be paid in the future were being based on the experience of the past, and it just did not work out for some of the banks involved."

For that reason, the new policy was instituted, it is disclosed in an article prepared for the bank's house publication, *The Pyramid,* by Herb Golden of the bank's Amusement Industries Division.

## Tri-Opticon System

(*Continued from page* 1)

transitions from one scene to another. Others thought that the program was too "arty," without enough sensational demonstrations of the third-dimensional illusion to give it mass appeal. However, the various subjects were well-produced and there was a definite feeling of depth throughout.

The Tri-Opticon program, which requires special glasses, will open at the Telenews on Christmas Day for an indefinite run. The theatre will charge 98 cents during mornings, $1.25 after 1:00 P.M. and 50 cents at all times for children.



## *Danny Thomas, Ike in March of Dimes Film*

**Danny Thomas will be the first film actor to appear on the screen with President-elect Dwight D. Eisenhower, according to Warner Brothers.**

**Thomas will go to Washington shortly after Jan. 1 to make a March of Dimes newsreel with Eisenhower. The reel will not be released until after the Presidential inauguration.**

# Gala Premiere for Para's 'Little Sheba'

More than 600 celebrities of Hollywood and Broadway, social and civic leaders, and others attended the Victoria Theatre here last night for the world premiere of Hal Wallis' "Come Back, Little Sheba," starring Shirley Booth and Burt Lancaster.

As crowds pressed against police guard rails to glimpse arriving headliners, newsreel and press cameras recorded the event.

Theatrical celebrities and newspaper by-liners and publishers were guests of Paramount president Barney Balaban at a later party at Sardi's honoring Miss Booth on the occasion of her motion picture debut in "Little Sheba." The 150 guests had earlier attended the premiere.

## *Defer Decision on Denver TV Channel*

WASHINGTON, Dec. 23. — Federal Communications Commission examiner James Cunningham said he would probably rule early in January on two competing applications for a Denver television channel. One of the applicants is Aladdin Radio and Television Co., in which Frank Ricketson, Jr., and Harry Huffman of Fox Intermountain Theatres, and Ted Gamble are the main stockholders. The other company seeking the station is Denver Television Co., in which Denver exhibitor John Wolfberg is the main stockholder. Extensive hearings on the competing applications have been concluded and Cunningham has the case under advisement. His decision will have to be confirmed by the Commission itself.

Hearings on competing applications for another Denver channel have been recessed until Jan. 13. One of the firms seeking this channel is KMYR Broadcasting Co., whose principal stockholder is Bob Hope.

## *Set Palace Openings*

By opening its weekly eight-act vaudeville show on Thursday beginning this week, the RKO Palace will offer new programs Christmas Day, New Year's Day and on Jan. 8. The latter will be the last of the combination vaudeville-first-run film policy at the Palace for this season; Danny Kay and his "All-Star International Variety Show" takes over at the theatre starting Jan. 18.

## *NTFC Luncheon Dec. 30*

The National Television Film Council will hold a luncheon-meeting Tuesday at the Warwick Hotel here. It was previously stated that the meeting would be held on Friday.

# Asides & Interludes

By JAMES CUNNINGHAM

SIG COHEN, our Boston Brisbane, nominates Abraham Spitz of Providence, Rhode Island, as the nation's oldest living motion picture theatre owner. "Abe" is observing his 100th birthday. Hearty Congratulations. . . . Young Frank Freeman, a pretty responsible person in Hollywood, speaking as board chairman of the Association of Motion Picture Producers, denounced, the other day, "irresponsible personal publicity agents" for "descending to the lowest level and bad taste" in causing publication of "salacious" photographic material in "some trade papers and some fan magazines." Mr. Freeman, name 'em!!!!!

***Memo to Management:*** **In Puerto Rico, employes have been given a six-day New Year's holiday. New Year's Day is a natch; Luis Munoz Marin will be installed as Governor on Jan. 2, another natch; Jan. 6 is a national holiday, natch; Jan. 3 and 4 fall on Saturday and Sunday.**

*To Kay Norton, vivacious publicity manager of RKO Radio Pictures' home office, we are indebted for the information that researchers working on the company's "Blackbeard the Pirate" (opening on Christmas Day at New York's Loew's State—free ad)—found that pirates were not battered and bewhiskered wrecks they are usually depicted as being. They didn't live that long; their average age was* 19. . . . *The bookkeepers at 20th Century-Fox were so close to hitting a mammoth mathematical coincidence: The corporation's gross income for the* 39 *weeks ended on Sept.* 27, 1952, *was* $119,120,-437. *The gross income for the same period in* 1951 *was* $119,120,446.

We are making progress in this great motion picture industry. Universal, the other day, announced it will produce 36 pictures during 1952-53, and, we quote, "with entertainment values." . . . At RKO Radio Pictures' home office, the choir which has been practicing, "He's Back in the Saddle, Again," has worn out, oh, so many saddles. . . . The National Board of Review of Motion Pictures made these observations in reviewing Sam Goldwyn's splendiferous "Hans Christian Andersen": "Audiences will find this film too full of schmaltz . . . it includes some mildly pleasing songs and some well-photographed ballet (with a tough baby from France called Jeanmaire)."

**The Schines of Gloversville, New York, are installing RCA-Victor TV sets in each room of their hotels, the Roney Plaza and Gulfstream in Miami Beach and the McAllister in downtown Miami. Meanwhile, the popcorn will continue to pop at the Schines' Upstate New York theatres. Which reminds us of California Rotus Harvey's observation: "The best way to jingle coins in your pocket is to shake a leg."**

*A word of encouragement to all you industry stalwarts who have been fighting so strenuously to have controls completely lifted from the blanket covering new theatre construction: The Government has lifted price controls from juke-boxes, pinball games and "strength-testing" machines. . . . Henderson Richey's definition of mixed emotions: Witnessing one's mother-in-law going over a steep cliff in your brand-new, white-walled, super-duper Cadillac.*

TO YOU, Mr. Robert J. O'Donnell, may we nominate three co-chairmen to serve with you on your committee dedicated to make memorably happy the Golden Jubilee tribute to that Grand Old Man, Adolph Zukor:

MARY PICKFORD, who, after many bit parts in and around her native Toronto, under her family name of Glady's Mary Smith, and after more important parts in Belasco productions and some screen work for David Wark Griffith, in New York, became Mr. Zukor's first great star;

CECIL BLOUNT DEMILLE, Mr. Zukor's first great producer, who went from "The Squaw Man" in 1912 to "The Greatest Show on Earth"; and,

JESSE L. LASKY, who became one of Mr. Zukor's first business associates after he combed out from his then very full hirsute adornment the gold-dust from the gold-rush to Alaska in the early 1900's, and after he put down the horn that he tooted with a Honolulu band.

***Greetings to ALL:*** **To those persons who have done so much for this industry; and greetings, too, to those who have not. Could be that, in the New Year, someone, somehow, in some place will discover a deep-down hatchet-burying hole, on top of which might rise some seeds of, let's say, olive trees. With the kind of branches that are spread around. Spread among exhibitors, and among distributors, and just spread all over the place. Could be.**

# *C. Skouras Sees New Developments Boosting Business*

HOLLYWOOD, Dec. 23. — National Theatres president Charles P. Skouras today told 234 Fox West Coast Theatres executives, department heads, managers, bookers and buyers, "We are entering a new era in the motion picture theatre industry. It is one filled with optimism and one that will certainly bring people back to the movie going habit." Pointing out the potentialities in Cinerama, Ediphor, three-dimension and large screen theatre TV, Skouras said "We can look forward with confidence to better business in line with all these new developments."

FWC general manager George Bowser distributed checks representing bonuses, awards and insurance dividends to various members attending the annual Christmas meeting at the Ambassador Hotel here, and presented the Charles P. Skouras National Showman's plaque, together with a check for $250, to Robert Apple, manager of the Crest Theatre, Reno, Nevada.

Prior to the meeting FWC personnel received spiritual blessing at Saint Sophia's Orthodox Cathedral, built largely under Skouras' leadership, and witnessed a 90-minute pontifical liturgy service.

## *Drive-in Insurance Rates Increased*

ALBANY, N. Y., Dec. 23.—Drive-in owners have been advised that casualty insurance rate increases, effective now, include a minimum hike of $5 on property damage ($1,000 dollar policy) and a minimum jump of $25 on liability ($5,000-$10,000), for mechanically operated amusement devices and pony rides, whether conducted by the owner or a concessionaire.

It is presumed that the number of damage claims made and paid on such devices and rides led the board of underwriters to ask for the increases. New York is not the only state affected, according to information here.

## *40 'Invasion' Dates Set Before Jan. 1*

"Invasion U.S.A.," Columbia exploitation film dealing with an A-bomb attack on the United States, has been set in more than 40 situations between now and Jan. 1, with virtually all of them scheduled to receive full-scale exploitation treatment.

## *Telenews at Inauguration*

Plans for Telenews' TV news coverage of the Jan. 20 inauguration ceremonies of Dwight D. Eisenhower have virtually been completed, it was announced by Telenews editor-in-chief Edward P. Genock. He disclosed that the Washington bureau staff will be supplemented by several full camera-sound crews.

## *Levy, Allegret in Mexico*

Raoul Levy and Yves Allegret, French producer and director, respectively, are in Mexico from New York, to produce a French film to star Michele Morgan, Gerard Phillippe and Mexican actor Pedro Armendariz. It will be co-produced with Salvador Elizondo, head of Reforma Films.

FIRST IN FILM NEWS

# MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 122 NEW YORK, U. S. A., MONDAY, DECEMBER 29, 1952 TEN CENTS

## *Tradewise . . .*

By SHERWIN KANE

AS Radio City Music Hall comes to its 20th anniversary, marked in this issue of MOTION PICTURE DAILY as has been its earlier anniversaries at each five-year milestone in the theatre's history, the Music Hall's claim to the title "Showplace of the Nation" is more secure than ever before.

In many ways the Music Hall is unique. A glance at some of the facts culled from its records shows why.

In 1951, a poor business year for most theatres, the Music Hall established a record gross of $6,811,769. On the basis of still incomplete figures, the gross for this year probably will set a new high for the theatre.

The average annual attendance is nearly 7,000,000 persons. The 20-year attendance at the Music Hall by the end of this year will be in the neighborhood of 123,000,000.

The 20-year gross for the theatre is estimated at $104,425,000.

One picture, "The Great Caruso," grossed $1,392,943 in 10 weeks at the Music Hall. Four others

(Continued on page 2)




## *Martin and Lewis Voted Top Money-Making Stars*

The team of Dean Martin and Jerry Lewis were the top "Money-Making Stars of 1952," having been voted into the No. 1 position by exhibitors in the *Motion Picture Herald-Fame's* 21st annual poll. Theatre operators—both circuit and independent—voting by confidential ballot strictly on box-office revenues had placed the duo in second place in the 1951 audit.

Martin and Lewis were followed by Gary Cooper, John Wayne, Bing Crosby, Bob Hope, James Stewart, Doris Day, Gregory Peck, Susan Hayward and Randolph Scott, in that order, on the list of Money-Making Stars. The single newcomer to the "Top Ten" is Susan Hayward, although some of the others are returnees. She rose from 19th place in the 1951 poll to ninth position in 1952.

Gary Cooper, runner-up, is on the list for the 13th time, a record tied only by Bing Crosby. John Wayne,

(Continued on page 11)

## House Group Cites Films' Red Probe Aid

### *Un-American Activities Committee Reviews Year*

By J. A. OTTEN

WASHINGTON, Dec. 28. — The House Un-American Activities Committee said today that if Communist efforts to infiltrate Hollywood had not been exposed, the screen would have become a medium for Communist propaganda.

**The statement was made in the Committee's year-end report to Congress, reviewing recent hearings and investigations. It noted that in its film hearings last year and this year, it had received much better cooperation from individuals in the industry than during the earlier 1947 hearings.**

The Committee report carefully avoided giving the industry too great a pat on the back, but at least it did not criticize the industry as did earlier reports.

In 1951, when hearings were re-

(Continued on page 2)

## NY 1st-run Grosses Climb for Holidays

The end of the pre-holiday box-office lull came with Christmas Day along Broadway heralding a week of robust business that will be climaxed by the New Year's weekend. The lively box-office performance in New York was also experienced by theatres in many other sections of the country.

At Radio City Music Hall, the fourth week of "Million Dollar Mer-

(Continued on page 2)

## U. S. Sees Theatre Building Prospects

WASHINGTON, Dec. 28.—A Commerce Department survey of the economic outlook declared that "the largest volume of unfilled requirements" in the private building field was for social and recreational facilities such as theatres, dance halls, broadcasting studios, community houses and other structures.

The need for recreational facilities is due largely to government building curbs, the survey stated. It estimated over $3,000,000,000 of deferred building in this field.

## *Lamont Sees Drive-In Boon Also from 3-D*

ALBANY, N. Y., Dec. 28.—Third-dimension projection will prove a box-office boon not only to indoor theatres but also to drive-ins during 1953, Harry Lamont, head of Lamont Theatres and president of the Albany TOA, believes.

Citing "the sensational business" being done by "Bwana Devil," Lamont said he expected it and two other third-dimensional films to be "available for drive-ins during the next year."

## O'Donnell Heralds 'Movietime' Train, Other Compo Aids

DALLAS, Dec. 28. — The 22-car streamliner "Movietime" train, which will tour the country in 1953, and other pre-selling projects of the Council of Motion Picture Organizations were heralded by R. J. O'Donnell, vice-president and general manager of Interstate Circuit and national director of "Movietime, U.S.A." as reflecting faith and confidence in the industry for the coming year.

Additional expressions of optimism

(Continued on page 11)

## *Report 20th's '52 Earnings Higher*

A forecast that 20th Century-Fox's net earnings for 1952, based on preliminary reports for the fourth quarter, would be in excess of those of last year was made here at the weekend by a 20th-Fox official.

A decrease in amortization would help take up the "slight decline" in

(Continued on page 2)

## Appoint Regional NCCJ Chairmen

Regional exhibitor chairmen for the amusement industry's participation in Brotherhood Week, Feb. 15-22, on behalf of the 25th anniversary of the National Conference of Christians and Jews were disclosed at the weekend by Sol A. Schwartz, national chairman.

Serving under Walter Reade, Jr., national exhibitor chairman, will be: Albany: Charles Smakwitz and Harry Lamont; Atlanta: Boyd Fry; Boston:

(Continued on page 2)

## *Sees Fewer Gov't Controls in '53*

**Dallas, Dec. 28.—Less governmental control as a result of the recent general elections was forecast by Karl Hoblitzelle, president of Interstate Circuit, at a meeting here of the Texas Council of Motion Picture Organizations.**

**He said fewer controls "will mean the salvation of many types of business including our own."**

# Personal Mention

HERBERT J. YATES, Republic president, and Mrs. Yates are in New York from the Coast.

•

WALTER GOULD, executive vice-president of International-United Film Corp., left here for the Coast by plane at the weekend where he will remain until the middle of January.

•

ALLEN HODSHIRE goes to Washington on his first assignment for RKO Radio after joining the company's exploitation staff here today.

•

DAVID O. SELZNICK, president of the Selznick Releasing Organization, will leave here today for London by plane.

•

JACK L. WARNER is in New York from the Coast.

•

MAJOR ALBERT WARNER is in Florida on vacation.

## Red Probe Aid

(*Continued from page* 1)

sumed, "the Committee experienced much fuller cooperation and assistance from individuals in and associated with the motion picture industry," the report declared. "As a result, the Committee ascertained that the Communist efforts to infiltrate this industry had been a full-scale and carefully planned operation and that the Communist Party had been successful in recruiting individuals in important and strategic positions in almost all phases of motion picture production. Had these Communist efforts gone unexposed, it is almost inevitable that the content of motion pictures would have been influenced and slanted and become a medium for Communist propaganda."

**Financial Reservoir**

The Committee said it also felt that as a result of its hearings, the extensive financial reservoir which had existed in Hollywood for Communist purposes has been greatly diminished.

The report urged "all fields of entertainment and culture to maintain a steadfast vigilance in order to avoid the possibility of further Communist infiltration into them." It announced that it still has a "number of witnesses" to be called in connection with the Hollywood investigation.

The Committee listed the names of 30 persons who had been one-time members of the Party and who, in testimony before the Committee, "have been of invaluable assistance to the Committee and the American people in supplying facts relating to Communist efforts and success in infiltrating the motion picture industry."

The list included Elia Kazan, Edward Dmytryk, Sterling Hayden, Larry Parks, Budd Schulberg, Frank Tuttle and Clifford Odets.

Others on the list were George Bassman, George Beck, Martin Berkeley, Lloyd Bridges, Richard Collins, Eve Ettinger, Bernyce Fleury, Eugene Fleury, Anne Ray Frank, Roy Huggins, Leon Janney, Fred Keating, Marc Lawrence, Isobel Lennart, Melvin Levy, Paul Marion, David Raksin, Stanley Roberts, Meta Reis Rosenberg, Bernard C. Schoenfeld, Leo Townsend, Owen Vinson and Elizabeth Wilson.

The report noted that Bridges, Janney and Keating had all admitted former Party membership in executive session statements, and that their testimony had not yet been made public.

# Tradewise . . .

(*Continued from page* 1)

grossed more than $1,150,000 in runs of eight to 11 weeks.

During the last Christmas-New Year's holiday week, "I'll See You in My Dreams" grossed a record $180,068 in seven days. "Ivanhoe," in one non-holiday week, grossed $175,958.

The Music Hall has played 425 feature pictures since its opening 20 years ago. Of these, 317 were played during the first 10 years and 108 during the second 10 years.

In 1946, the Music Hall used only eight feature films; in 1945, nine; in 1944 and this year, 10; in 1943, 1947 and 1951, it used 11.

In its early years, before its present policy had been established, the Music Hall used almost four times as many films as in recent years. In 1933, it used an all-time high of 46; in 1934, it used 43, and in 1935, 40. From 1936 on, the drop in feature film consumption was sharp and continuous.

Numerically, RKO Radio provided the Music Hall with the most films over the 20-year period; a total of 115 features which consumed 221 weeks and five days of playing time. MGM has furnished 71 features which have used 319 weeks of playing time, including the run, to date, of the current "Million Dollar Mermaid."

Other product suppliers and their playing time include: Columbia, 63 pictures; 131 weeks running time; 20th Century-Fox, 62 features, for 104 weeks and four days; United Artists, 48 features, for 94 weeks; Warner Brothers, 28 features, for 67 weeks; Universal, 20 features, for 36 weeks and three days; Paramount, 14 features, for 55 weeks.

Pandro Berman is the leading producer of pictures booked by the Music Hall, with 28. David Selznick has 11; Arthur Freed 10. John Cromwell, with 17 pictures, is the leading director on the Hall's books. Alexander Hall has 11, and John Ford, 10.

Katharine Hepburn and Ginger Rogers are tied for first as the female stars of the greatest number of pictures to play the Hall—22 each. However, Greer Garson's 11 starring vehicles at the Hall had the longest playing time for any female star, 65 weeks.

Cary Grant ranks as the male star who has appeared in the most Music Hall pictures, and for the most playing time—21 pictures which ran 68 weeks. Walter Pidgeon was in eight which ran 45 weeks and Spencer Tracy in 12 which ran 41 weeks.

These wholly statistical facts are but one phase of the story that proves the Radio City Music Hall unique. The other is the great organization, directed by Russell V. Downing, which meticulously maintains the high standards of entertainment and service in the Music Hall's distinguished setting. That story is told elsewhere in this issue.

## 20th's Earnings

(*Continued from page* 1)

worldwide 1952 revenues from film rentals, it was said. Foreign film rentals for the calendar year are running about eight per cent higher than last year, also absorbing some decline in 1952 domestic film rentals.

Last year, the income from film rentals was $92,489,357, both domestic and foreign. Theatre receipts for 1951 were $58,169,152. Net profit was $4,308,431.

With the company splitup as of last Sept. 27 into separate production-distribution and exhibition firms according to the terms of the consent decree, there are no comparable figures for net earnings this year. In its last report for the 39 weeks ended Sept. 27, which covered operations before the split-up, the company disclosed consolidated net earnings of $2,768,191 and a special credit of $1,077,755. This compared with net earnings of $2,147,628 for the 39-week period ended Sept. 29, 1951.

## NCCJ Chairmen

(*Continued from page* 1)

Ben Domingo; Buffalo: Arthur Krolick; Charlotte: H. D. Hearn; Chicago: John Balaban; Cincinnati: Rube Shor and Jerome Shinbach; Cleveland: Frank Murphy and Max Mink; Dallas: Julius Gordon and James O. Cherry; Denver: Hall Baetz and William Hastings; Des Moines: Myron Blank; Detroit: Jack Sharkey; Indianapolis: Howard Rutherford; Jacksonville: Leon Netter; Kansas City: Howard Burkhardt and E. C. Rhoden; Los Angeles: W. O. Srere and H. A. Anderson; Memphis: Jack Katz.

Also: Milwaukee: Harold Fitzgerald and A. D. Kvool; Minneapolis: Harold Fields, Ed Rubin and Harry Weiss; New Haven: Harry Shaw and H. Feinstein; New Jersey: Frank Damis; New Orleans: Henry Plitt; New York City: Sam Rinzler, Spyros Skouras, Jr., and Michael Edelstein; Oklahoma City: Morris Lowenstein; Omaha: Robert Livingston and Larry Kaplane; Philadelphia: William Goldman; Pittsburgh: Bert Stearn and Moe Silver; Portland: Jack Matlack; St. Louis: Harry Arthur, Jr., and Russ Bovim; Salt Lake City: Ray Hendrey; San Francisco: Joseph Blumenfeld and Mark Alling; Seattle: Frank Newman; Tampa: Herman Silverman; Washington: A. Julian Brylawski and Orville Crouch.

The regional distributor and publicity chairmen will be announced shortly.

## *30 Cleve. Theatres In Pre-Xmas Closing*

**Cleveland, Dec. 28.—Thirty independently owned subsequent run houses, representing 50% of the theatres in this classification in Greater Cleveland, closed Monday through Wednesday before Christmas. This is the first time such a wide sweeping policy including the largest and newest theatres, has ever been adopted. In previous years many theatres closed Christmas Eve to give their employees one holiday night with their families.**

**The three-day closing was not a concerted action on the part of exhibitors but was instituted on the basis of individual theatre lack of attendance. All reopened Christmas Day with new programs.**

## Grosses Climb

(*Continued from page* 1)

maid" and the traditional Christmas stage show is expected to top $180,000, the sturdy figure realized last year during Christmas week. The estimate is based on pre-Christmas business at the Hall, which unlike most other theatres, picks up a few weeks before the holiday with the introduction of the Christmas show.

**At the Victoria, a tremendous $12,500 was chalked up for the first two days of "Come Back, Little Sheba," leading Paramount officials to predict that the first week of the film will break the house record of $57,000 set by "Joan of Arc."**

Other sturdy product, highlighted by "Ruby Gentry," at the Mayfair; "April in Paris," at the Paramount, and "Hiawatha," at the Bijou, was introduced along Broadway for the holidays with a commensurate boost in business. Other holiday fare which drew many customers was the in-person appearance of Johnnie Ray at the Capitol, coupled with "Against All Flags" as the screen attraction, and "My Cousin Rachel" at the Rivoli.

Thousands of couples, accompanied by their children, flocked to see "Hans Christian Andersen" at the Criterion and the off-Broadway Paris. Also doing brisk business was the newly-reopened Roxy, currently featuring "Stars and Stripes Forever," and "Icecolorama" on stage. "Limelight" at the Astor and at the two-a-day 60th Street Trans-Lux also did quite well.

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'nr

THE YEAR OF PARAMOUNT'S NEW CONCEPT...

# SUPER-HITS

TO RESTORE HIGHEST ATTENDANCE LEVELS

Examine Paramount's product for the next 6 months and its big ones to follow.

# A NEW CONCEPT OF *Production*

Every picture presented in '53 reflects Paramount's intention to make only top-quality attractions, the advantage of which is proved by Cecil B.

# ROAD TO BALI

Color by TECHNICOLOR

starring

BING CROSBY · BOB HOPE

DOROTHY LAMOUR

Produced by HARRY TUGEND · Directed by HAL WALKER
Screenplay by FRANK BUTLER, HAL KANTER and WILLIAM MORROW
New Songs – Lyrics by JOHNNY BURKE · Music by JAMES VAN HEUSEN





CECIL B. DEMILLE'S

# THE GREATEST SHOW ON EARTH

Color by TECHNICOLOR

starring

BETTY HUTTON · CORNEL WILDE · CHARLTON HESTON
DOROTHY LAMOUR · GLORIA GRAHAME

with

HENRY WILCOXON · LYLE BETTGER
LAWRENCE TIERNEY · EMMETT KELLY
CUCCIOLA · ANTOINETTE CONCELLO

and JAMES STEWART

Produced and Directed by CECIL B. DeMILLE • Produced with the cooperation of Ringling Bros. - Barnum & Bailey Circus • Screenplay by Fredric M. Frank, Barré Lyndon and Theodore St. John • Story by Fredric M. Frank, Theodore St. John and Frank Cavett

DeMille's "The Greatest Show On Earth," soon entering its second year of record business. In addition to extra story-and-star values, an all-time high percentage of these productions will be made in color by Technicolor. Paramount leads the industry in meeting the needs of present-day boxoffice demands.

BURT
LANCASTER
SHIRLEY
BOOTH
IN
Hal Wallis'
PRODUCTION

# Come Back, Little Sheba

Co-starring
TERRY MOORE • with RICHARD JAECKEL
Directed by DANIEL MANN • Screenplay by KETTI FRINGS
Based on the original play by William Inge
Produced on the stage by the Theatre Guild





DEAN JERRY
MARTIN AND LEWIS
in HAL WALLIS' Production

# THE STOOGE

with
EDDIE MAYEHOFF • MARION MARSHALL
POLLY BERGEN
Directed by NORMAN TAUROG • Screenplay by FRED F. FINKLEHOFFE and MARTIN RACKIN
Additional Dialogue by ELWOOD ULLMAN • From a story by
FRED F. FINKLEHOFFE and SID SILVERS



# A NEW CONCEPT OF *Star Building*

A fresh and sure-fire planned program adding new names to Paramount's long list of ticket-selling stars is now in operation for **'53**. Many of them



## The STARS are SINGING

Color by TECHNICOLOR

starring

ROSEMARY CLOONEY
ANNA MARIA ALBERGHETTI
LAURITZ MELCHIOR

with

BOB WILLIAMS · TOM MORTON · FRED CLARK
JOHN ARCHER and RED DUST

Produced by IRVING ASHER · Directed by NORMAN TAUROG
Screenplay by LIAM O'BRIEN
Based on a story by Paul Hervey Fox

## THUNDER IN THE EAST

starring

ALAN LADD · DEBORAH KERR
CHARLES BOYER · CORINNE CALVET

Produced by EVERETT RISKIN
Directed by CHARLES VIDOR · Screenplay by JO SWERLING
Adaptation by
GEORGE TABORI and FREDERICK HAZLITT BRENNAN
From the novel by Alan Moorehead



come to the screen widely publicised in other fields: Rosemary Clooney, Audrey Hepburn, Anna Maria Alberghetti, Yul Brynner. Thus they are immediate marquee assets, ready to assume the stature which Paramount has recently given personalities like Martin and Lewis, and Charlton Heston.



# TROPIC ZONE

COLOR BY
TECHNICOLOR
starring
RONALD REAGAN
RHONDA FLEMING
ESTELITA
with
NOAH BEERY · GRANT WITHERS
Written for the Screen and Directed by LEWIS R. FOSTER · Based on a novel by Tom Gill
Produced by William H. Pine and William C. Thomas

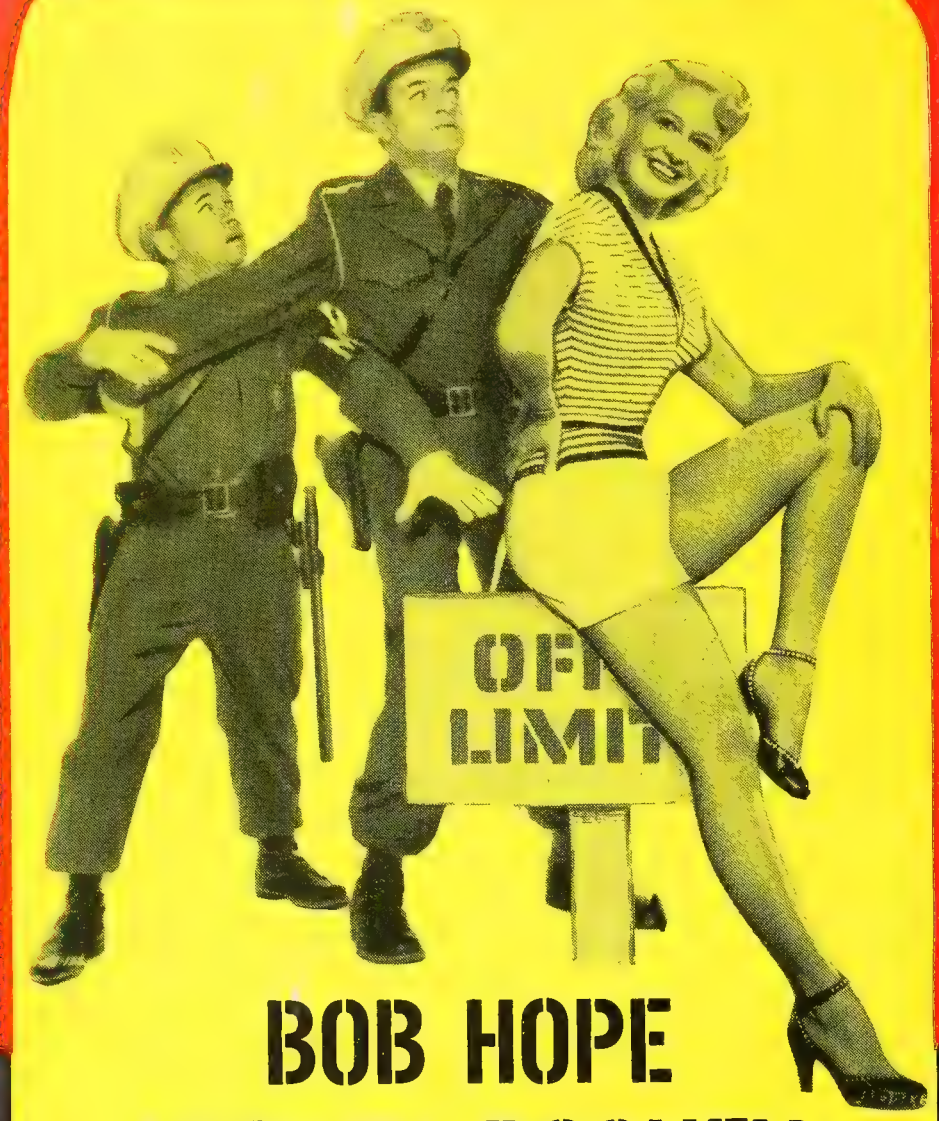
# JAMAICA RUN

Color by
TECHNICOLOR
starring
RAY MILLAND
ARLENE DAHL
WENDELL COREY
with
PATRIC KNOWLES · LAURA ELLIOT
Directed and Written for the Screen by
LEWIS R. FOSTER
From a novel by Max Murray
Produced by
WILLIAM H. PINE and WILLIAM C. THOMAS



# A NEW CONCEPT OF *Merchandising*

Paramount's forward drive to recapture maximum boxoffice attendance has rejected all old, tired pre-selling methods. New, aggressive ideas in




## BOB HOPE
## MICKEY ROONEY
## MARILYN MAXWELL in

# OFF LIMITS

co-starring

EDDIE MAYEHOFF

with STANLEY CLEMENTS
JACK DEMPSEY · MARVIN MILLER

Produced by HARRY TUGEND · Directed by GEORGE MARSHALL

Story and Screenplay by HAL KANTER and JACK SHER

## CHARLTON HESTON
## RHONDA FLEMING
## JAN STERLING
## FORREST TUCKER

in

# PONY EXPRESS

**Color by TECHNICOLOR**

Directed by JERRY HOPPER
Screenplay by CHARLES MARQUIS WARREN
Story by Frank Gruber
Produced by NAT HOLT



showmanship meet the challenge of each attraction. Amplifying the means of communication to the public has been successfully achieved by Paramount for '53-and this pioneering in new interest-compelling devices will continue as a primary means of extending the film audience.....



# THE WAR OF THE WORLDS

Color by
TECHNICOLOR

Produced by GEORGE PAL
Directed by BYRON HASKIN
Screenplay by BARRÉ LYNDON
Based on the novel by
H. G. WELLS

# PLEASURE ISLAND

Color by
TECHNICOLOR

starring
LEO GENN · DON TAYLOR
with GENE BARRY · ELSA LANCHESTER
and introducing
DOROTHY BROMILEY · AUDREY DALTON · JOAN ELAN

Produced by PAUL JONES
Directed by F. HUGH HERBERT and ALVIN GANZER
Screenplay by F. HUGH HERBERT
Based on the novel by William Maier



# '53

## IN ADDITION THESE SUPER-HITS ARE YOUR PARAMOUNT FUTURE FOR

**ROMAN HOLIDAY**
A William Wyler Production.
Gregory Peck, Audrey Hepburn,
Eddie Albert.

**SCARED STIFF**
A Hal Wallis Production.
Dean Martin and Jerry Lewis,
Lizabeth Scott, Carmen Miranda.

**ARROWHEAD**
Charlton Heston, Mary Sinclair,
Jack Palance, Michael Keith.
Produced by Nat Holt
Color by Technicolor.

**HOUDINI**
Tony Curtis, Janet Leigh
Produced by George Pal
Color by Technicolor

**SHANE**
A George Stevens Production.
Alan Ladd, Jean Arthur, Van Heflin,
Brandon de Wilde.
Color by Technicolor.

**FOREVER FEMALE**
Ginger Rogers, William Holden,
Paul Douglas, Pat Crowley.
Produced by Pat Duggan.

**STALAG 17**
Produced by Billy Wilder.
William Holden, Don Taylor, Otto Preminger.
From the Broadway stage success.

**HERE COME THE GIRLS**
Bob Hope, Arlene Dahl,
Rosemary Clooney, Tony Martin.
Produced by Paul Jones.
Color by Technicolor.

**LITTLE BOY LOST**
A Perlberg-Seaton Production
Bing Crosby, Claude Dauphin.

**THE CONQUERORS**
John Payne, Coleen Grey,
Jan Sterling, Lyle Bettger.
Produced by Pine and Thomas.
Color by Technicolor.

## AND LEADING SUPER-HITS TO COME

Irving Berlin's **WHITE CHRISTMAS**
**Bing Crosby—Fred Astaire—Rosemary Clooney**

## *'Look' Features 'Herald-Fame' Poll*

**The Jan. 13 issue of *Look Magazine,* which will be on the newsstands tomorrow, will carry a three-page pictorial layout on the *Motion Picture Herald-Fame* 21st annual exhibitor poll results of the top box-office stars of the year. Titled "America's Favorite Movie Stars," the three pages are devoted to photos of present and past winners, with their ranking positions in previous polls.**

## Martin and Lewis

(*Continued from page* 1)

after holding the No. 1 spot in the two previous years, was in third place, possibly due to the fact that he was seen less often during the year than was good for his poll standing. Bing Crosby climbed a notch from his 1951 position, taking fourth place, but he shares with nobody the record of five consecutive years in the No. 1 slot (1944-48 inclusive).

Hope jumped from sixth to fifth place and is on the "team" for the 12th time, taking first place in 1949. Stewart is in the Top Ten for the second time, finishing sixth, while Miss Day, in seventh place, is up two stations from last year's ninth, which was her initial appearance on the list. Peck, finishing eighth, duplicates his standing in the 1947 poll.

The *Herald* observes that the fluctuations of box-office fame are singularly slight from year to year. Bud Abbott and Lou Costello, 11th in the 1952 poll, although eighth in the independent exhibitors' column, have seven Top Ten placements, including a No. 1 in 1941. Esther Williams, 12th in the present listing, although 10th in the circuit theatres' column, was eighth in both the 1949 and 1950 polls. The most striking shift of poll positions is that of Betty Grable, who was third in 1951, and dropped to 20th this year. The repeated suspensions she drew from her studio are reported to have accounted for the dip.

**Winners in the Western film category are Roy Rogers, Gene Autry, Rex Allen, Bill Elliott, Tim Holt, Gabby Hayes, Smiley Burnette, Charles Starrett, Dale Evans and William Boyd. Fluctuations in this department are even slighter, with Rogers leading the parade for the 10th consecutive year.**

British exhibitors participated in the poll, casting votes in three groups; the top money-making British players, international players, and Western stars, respectively.

The British performers ranked in the following order: Ronald Shiner, Alastair Sim, Alec Guinness, Anthony Steel and Jack Hawkins (tied), Richard Todd, Nigel Patrick, Jack Warner, Anna Neagle, Trevor Howard and Glynis Johns.

In the international bracket, the winner was Bob Hope, followed by Gregory Peck, Betty Hutton, Martin and Lewis, John Wayne, Mario Lanza, James Mason, James Stewart, Doris Day and Humphrey Bogart.

The Westerns' leaders were Gary Cooper, Randolph Scott, James Stewart, Roy Rogers, John Wayne, Rod Cameron, Alan Ladd, Gene Autry, Jeff Chandler and Clark Gable.

# Television--Radio

## *with Pinky Herman*

WHAT will probably be the only Chinese Christmas Carols on TV, will be heard on "Letter to Lee Graham" ABCast 3:00 to 3:15 P.M. Christmas Day, when Father John Moore and ten children from the Kung Wah Cantonese settlement on Mott St. will guestrill. . . . For the first time in the 19-year history of the Sugar Bowl game, the contest on New Year's Day between Georgia Tech and U of Miss. will be telecast. Jim Britt's play by play will be heard and seen on the five owned and operated ABC-TV stations while Bob Finnegan will radiorate the classic for indie co-sponsors. . . . March of Time's interesting Film Series, sponsored by Miller Brewing Co. in about 60 key cities, moves from ABC to NBC, and will be telecast Weds., 7:15 to 7:30 P.M. There was quite a to-do last week when someone stated that "New York's Finest WEREN'T." That may or may not be so but local gendarmes have certainly proven themselves "the smartest." On Dec. 9, Patrolman Robert R. Maloney (paired with Joyce Robinson of Omaha, Neb.) split the record sum of $2,835.00 on NBC-TV's "Two For The Money," and on the same day Stanley Chapple, New York traffic cop, gave the right answers on "The Big Payoff" and copped a mink coat and a trip to Paris for himself and his wife.

☆ ☆ ☆

*Tom Slater, Ruthrauff & Ryan v.p., who was recently named director of that firm's radio and TV dep't., has enjoyed a wide and varied career. Upon graduation from College he served on the faculties of Northwestern U, Miami U. and Western College for Women at Oxford, O. From* 1934 *until he joined R & R in* 1946, *Slater was a writer-producer-performer and for several years headed special events and sports for MBS. His "Contacting the Moon By Radar," in* 1946 *won him the coveted National Headliners Award for "Radio's outstanding special events broadcast of the year." He is chairman of the TV committee for the broadcasting and film commission of the National Council of the Churches of Christ in America, and some few weeks ago succeeded his brother Bill as emcee and host of the "Luncheon at Sardi's," series via WOR. . . . After a recording-breaking p.a. tour of theatres in Montreal and Toronto, The Four Aces paused in New York for a guestint on Kate Smith's program, then left for another theatre date in Chicago. . . . Bob Monroe's "High Adventure" and "John Steele" MBShows resume next month. . . . The Wendell Coreys due back in town next month and are mulling an offer to do a "Mr. & Mrs." program on TV.*



**Tom Slater**

☆ ☆ ☆

**Jack Lescoulie who has been doing a CBSwell announcing job on the "Jackie Gleason Show" these past two months, added another chore to his busy schedule when he subs for Dave Garroway on "Today," the NBC-TV early bird series, from Dec. 25 through the 29th. . . . George F. Foley's adult science fiction TV series, "Tales of Tomorrow," ABCast for the past two years, will also become a radio series over the same network starting Thursday Jan. 1. Clark Andrews will direct the radio version. . . . "Wild Bill Hickok" has been MBSigned to continue on through 1953. . . . Deejays will latch onto Jerry Cooper's newest Anchor platter of two nostalgic ballads, "Have You Ever Been Lonely" and "I'm Sorry I Made You Cry." The former Monogram Pictures lark is headed for a comeback. . . . Maggi McNellis turned in one of the finest femceeing jobs we've ever seen last Tuesday nite via WJZ-TV for the special premiere of the 20th Century-Fox musical, "Stars and Stripes Forever," at the Roxy Theatre. In fact we'll coin a word and say her charm, wit and graciousness made this a Magginificent telecast. . . . Charles Sanford, musical director of "Your Show of Shows," has nixxed offers from two Broadway producers to NBContinue with Max Liebman, with whom he's been associated for a decade. . . . Telenews Exec Milton Weisman sails Jan. 7 for a six-month world tour to set up world news coverage facilities. . . . Abbie Greshler has started his own music publishing firm and will publish songs written and recorded by the new singing sensation, Jimmy Boyd, whose current platter of "I Saw Mommy Kissing Santa Claus" has already reached the three MILLION sales mark. . . . Sotto Voce to Alice Heinecke: Durn purtiest birthday card we ever received. Merci beaucoup. . . .**

## *Warner Theatres Set 3-D N. E. Premieres*

**Hartford, Dec. 28.—Warner Bros. Theatres have scheduled the first northern Connecticut booking of "Bwana Devil," three-dimensional film, for the Warner Strand, Hartford, in either late January or early February, according to Harry Feinstein, Warner circuit zone manager.**

**Similar bookings are being lined up for Warner houses throughout the territory.**

## O'Donnell Heralds

(*Continued from page* 1)

came from members of the executive board of Texas COMPO, who attended a special meeting here. Among them were Karl Hoblitzelle, founder and president of Interstate Circuit; Col. H. A. Cole, chairman of the board of Allied Theatre Owners of Texas and national chairman of the COMPO tax repeal campaign; Ed Rowley, president of Rowley United Theatres; H. J. Griffith, president of Theatre Enterprises, and Claude Ezell, president of Ezell and Associates.

**Cole stated, "We have every reason to believe that our efforts in the tax repeal campaign will bear fruitful returns to the industry during the coming year, but this will represent only a partial solution to our problems. The new year will see our thoughts directed toward establishing inter-industry harmony with the introduction of an incentive selling program which will benefit both exhibition and distribution. This will require a cooperative spirit and a period of experimentation to prove its value, and I feel that Texas will be the testing grounds for this important project."**

Rowley cited Cinerama as "a milestone in the progress" of the industry and envisioned the need for a transition in the industry to harness the new medium.

Griffith forecast that a successful outcome of the tax repeal campaign would mean the salvation for thousands of theatres and a more stabilized industry. Ezell predicted that drive-ins were headed for the most prosperous year in their history.

Phil Isley, president of Isley Theatres and president of Allied Theatre Owners of Texas, condemned the Department of Justice's 16mm. suit seeking the release of feature films to TV stations, among other things.

## *Mother of Bucky Harris*

Mrs. Lena Harris, mother of Maurice "Bucky" Harris, Universal Pictures exploiteer, died here Friday at the age of 93. Funeral services were held the following morning. Mrs. Harris is survived by two other sons and several grandchildren.

## *D. Kaye Advance Sale*

The Danny Kaye "in person" show which opens at the RKO Palace here Jan. 18 had racked up an advance sale of $201,322 at the end of last week. Seats are now being sold eight weeks in advance.



*Congratulations to*

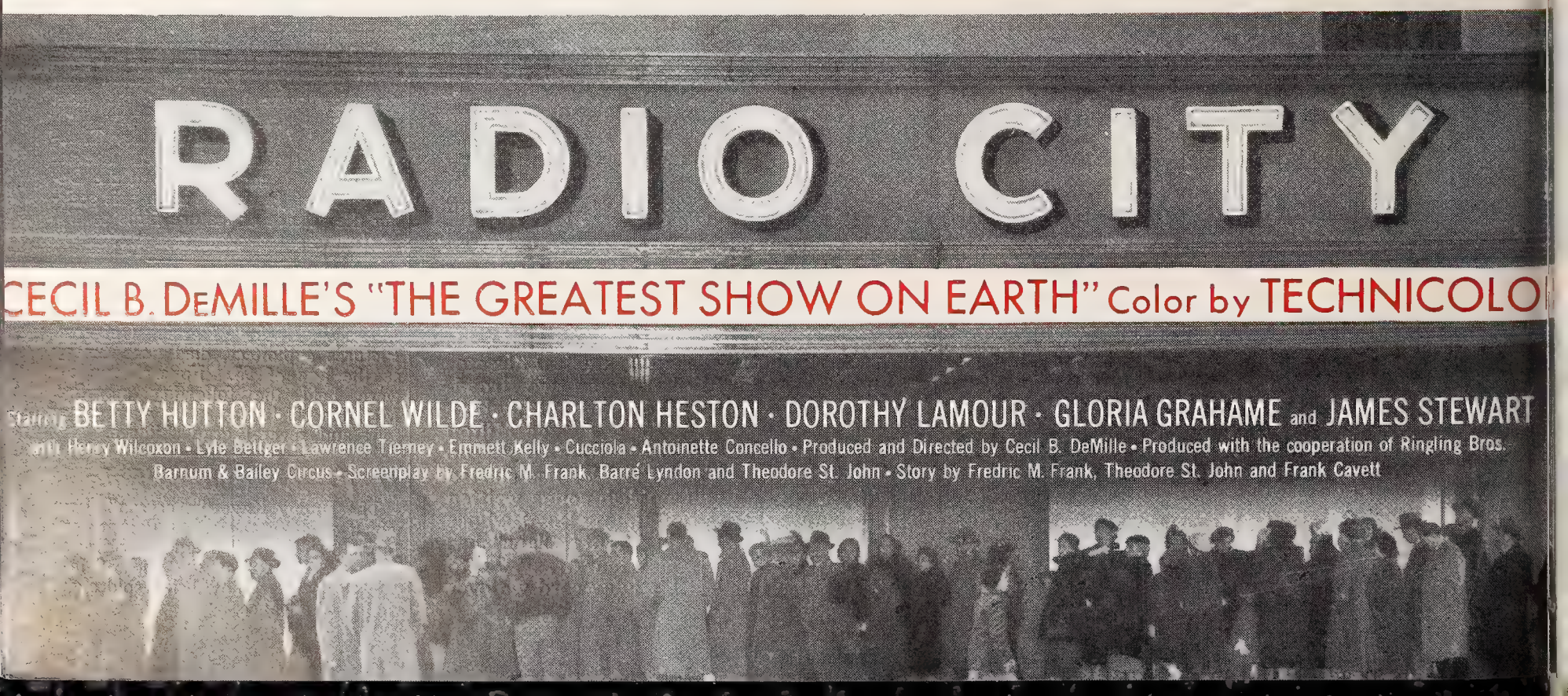
# The Greatest Showplace On Earth

*from*

# "The Greatest Show On Earth"

*on the happy occasion*
*of the 20th birthday of Radio City Music Hall*

Another happy anniversary coming up! Early this year—on January 10th, 1952—the World Premiere of Cecil B. DeMille's "The Greatest Show On Earth" took place at Radio City Music Hall, starting an endless line of ticket-buyers which has now extended to more than five thousand theatres and will go on and on thru 1953. Never has any motion picture hit grosses like it and never has any company been as proud as PARAMOUNT



*celebrating*

*the 20th Anniversary of*

# RADIO CITY MUSIC HALL



TWO decades ago comedians in a Broadway musical review were making merry over what they referred to as "Young John D's Folly." Their reference was to the institution created through the vision and enterprise of Mr. John D. Rockefeller, Jr., which has since become world-famous as the Radio City Music Hall.

The Music Hall was inaugurated in the midst of the Great Depression and the inaugural program, unhappily in tune with the spirit of the day, was not without various depressive aspects. But that was only the starting point. The best laugh—the last laugh—was yet to come.

In the succeeding years this institution, endowed with a physical plant and character never previously realized, and enjoying a sponsorship of vision, taste and initiative, has gone on to establish for itself a unique status in the amusement world. It is doubtlessly the most widely known theatre of the day. It numbers among its public an army of regular and devoted patrons residing in the New York area, and it is the top-of-the-list place to go for great numbers of visitors from points throughout this country and from overseas. It has solidly built a reputation of even greater value than the physical values of the enterprise.

¶ The rise of the Music Hall to its position of eminence was first under the guidance of the masterful hand of the late W. G. Van Schmus, and ably continued by his immediate successor, Mr. Gus S. Eyssell, who went on from the Music Hall post to his present position as president of Rockefeller Center, Inc. The successful tradition is now continuing under Mr. Russell V. Downing, president and managing director.

The Music Hall is an institution of the amusement industry which reflects substantial credit upon the industry at large. Its twentieth anniversary is an appropriate occasion for an acknowledgment of this obligation and for the offering of hearty congratulations to the management and to the numerous personnel which constitute the Music Hall family.

— MARTIN QUIGLEY



# GUS, RUSS AND LEO A VERY HAPPY TRIO!

Congratulations to Gus Eyssell, President of Rockefeller Center, to Russell Downing, Managing Director of Radio City Music Hall and their splendid associates on the Twentieth Anniversary of the World's Largest Theatre.

May you enjoy many more years of distinguished and successful showmanship.

*(continued)*

*(continued)*

It is a matter of extreme pride that you selected M-G-M's great Technicolor musical "MILLION DOLLAR MERMAID" for your Anniversary Picture. We are delighted that it is such a sensational attraction.

And starting the 21st year of your famed show shop, what an honor to present "THE BAD AND THE BEAUTIFUL." This powerful M-G-M drama is already talked about as a strong contender for the Academy Award and sure-fire for the Ten Best List of 1953.

We can assure you that there are many other M-G-M attractions of Music Hall quality coming in the months ahead.

We take pardonable pride in the part you have permitted us to play in the 20 years you are now celebrating. May we look back briefly over those years:

> M-G-M had 5 of the 10 top grossing pictures, more than any other company ("The Great Caruso," "Ivanhoe," "Show Boat," "Random Harvest," "Valley of Decision"). M-G-M had the top grosser of all time "The Great Caruso." M-G-M had the co-holder of the longest run record, 11 weeks for "Random Harvest." 71 M-G-M pictures played the Hall for the greatest number of weeks of any company. During the year 1952 now concluding, M-G-M had 62% of Music Hall playing time.

Happy Anniversary to the great institution of Radio City Music Hall which has brought honor and prestige to this industry and may it be the privilege of Leo the Lion to roar from its giant screen for years to come.

# from Biggest to Greatest...




## ...telling the story of Radio City Music Hall through two decades

By TERRY RAMSAYE

THE TWENTIETH anniversary of the Radio City Music Hall is a signal occasion for all the institution of the motion picture, art and industry. Standing there in New York's mid-town, its event of *Now*, taking provocation from the yesterdays, constructively pertains more importantly to encouragement for the tomorrows.

When the Music Hall was opened December 27, 1932, those two decades ago, with much pomp and ceremony, it was the world's *biggest* theatre. In the years since, it has come by ordeal and experience to be the world's *greatest* theatre.

Through steps of evolution and the adventures of the hectic career of the problem-beset motion picture, this theatre has become and is today a looming beacon on a headland, shining through the pessimism and questioning that float across an industry burdened with adjustment to the new order, and disorder, of the day.

There are facts.

The Music Hall's flowing successes, continuous across the television invasion, its accompanying fevers, and other rising competitions for the entertainment dollar, have set significant tide marks of motion picture box-office values in genuine ledger figures:

"*Sunset Boulevard*," 1950—7 weeks, $1,015,000 . . . "*Show Boat*," 1951—8 weeks, $1,160,000 . . . "*The Great Caruso*," 1951—10 weeks, $1,392,000 . . . "*The Greatest Show on Earth*," 1952—11 weeks, $1,335,000 . . . "*Ivanhoe*," 1952—8 weeks, $1,290,000.



J. D. Rockefeller, Jr.
Founder of
Rockefeller Center

It is to be noted that these pictures, along with the rest of the presentations of the Music Hall screen, were selected out of projection room judgments, inevitably in pursuit of a policy. It is a firm policy which pertains as much to maintaining an institution for its continuing career as to selling the seats for tonight's show.

Those high gross figures are impressive and important as denoting that flow of seven to eight millions of customers which come each year to fill those 6200 seats, often to the capacity of the house.

While we are among the statistics, it is appropriate to record again that the Music Hall has the biggest indoor screen, 70 by 40 feet, a throw from projection ports to screen of 190 feet, and a stage so long that it takes a row of 46 precision dancers, the Rockettes, to stretch across it. Also after twenty years of operation, it is the newest of theatres, with an interior of luxury and unostentatious elegance, with sheer size and scale the principal assertion of grandeur. If the gregarious impulse and the sense of audience participation are factors of a show, in the Music Hall they get it. It was built big, but it had to grow great.

This quality of newness is maintained by a continuous process of modernizations and refurbishments in detail. The patron gets nowhere a suggestion of obsolescence, no spots worn through, nothing obviously repaired. It maintains the perfections of an opening night, from the lush carpet trod by those millions of feet, to an overall spotlessness. Incidentally that carpet runs between the seats with its tactile impress of luxury—and probably subtle satisfaction to the foot-tired ladies who like to slip off their shoes and yield in relaxed comfort to the entertainment.

The operation and all its policies start with the customer, addressed at the big middle class of solvent Americans, observant of their tastes and public proprieties, when assembled under each other's eyes.

## Exploiting Distinction

The process of address to that Music Hall public became conspicuous to the observer in its avoidance of the promotional antics and publicity high pitches which so often and conspicuously affect the metropolitan scene and the frenetics of Broadway.

There are no parades with prancing drum majors, no balloons, no skywriters, no sniping, window cards and throwaways. The Music Hall's large staff of creative artists of note and fame do not have their names bestrewn across the gossip columns, nor are they photographed at the night clubs and hot spots.

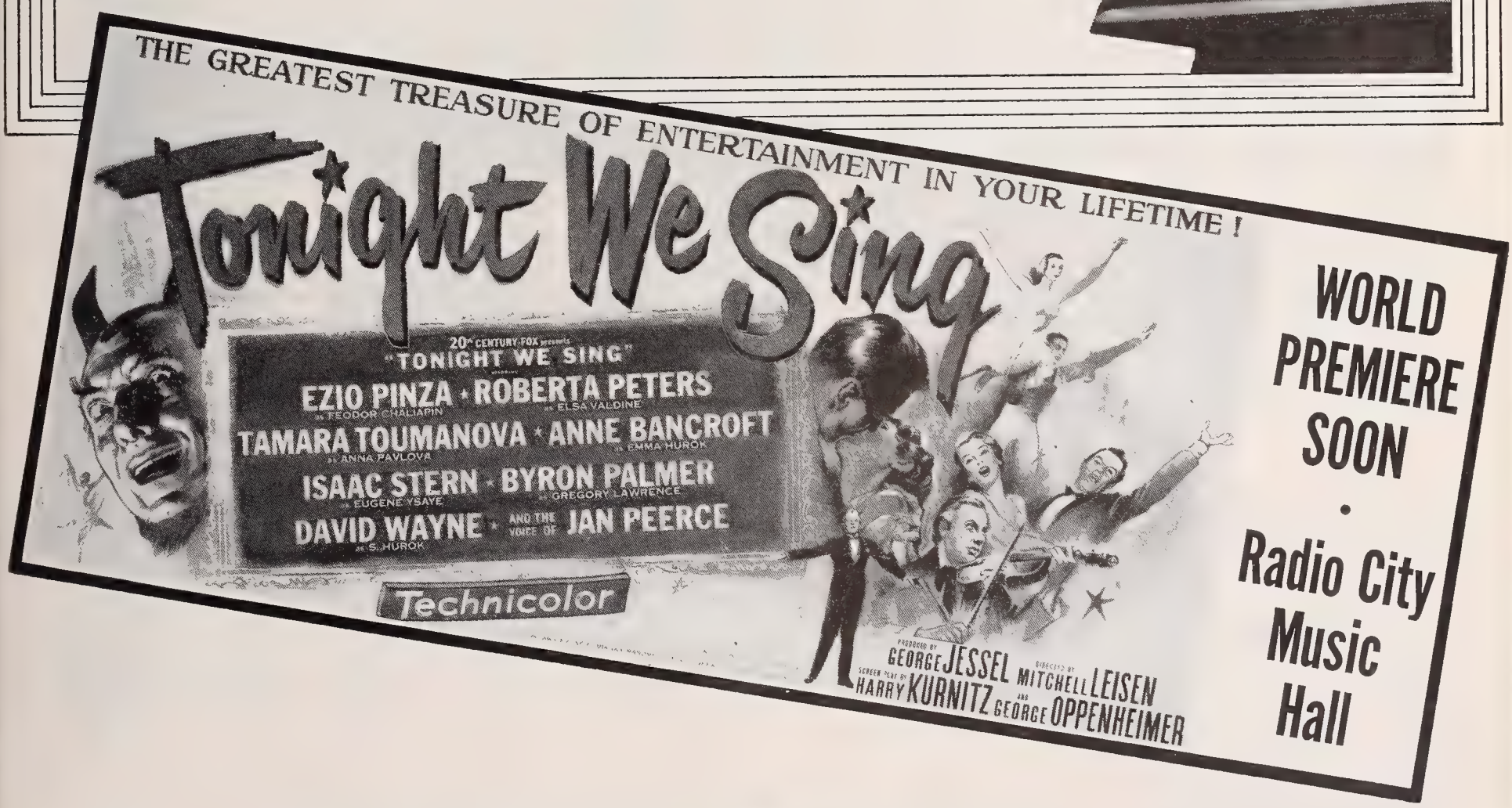
The basic audience is drawn from a fifty-mile circle around Rockefeller Center, and

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# CONGRATULATIONS ON YOUR 20 YEAR

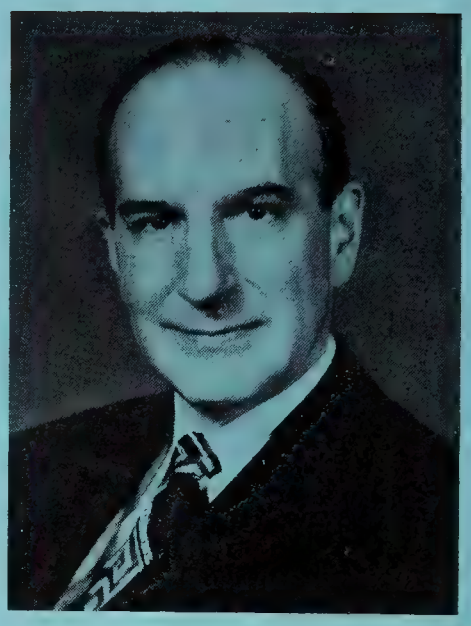
FROM 20 CENTURY-FOX






There's No Business Like 20 Century-Fox Business!

# "THE HALL'S" HEAD MAN



RUSSELL V. DOWNING, president and managing director of Radio City Music Hall, has spent his entire career in show business as an officer of the world's premiere theatre. As the Music Hall marks its 20th anniversary, Downing's personal 20th anniversary in show business and in the service of the theatre is not far distant.

Downing joined the Music Hall executive organization as treasurer in October, 1933. In 1942 he was elected vice-president and treasurer of Radio City Music Hall Corp. and Center Theatre Corp. He was named executive vice-president of both companies on June 1, 1948, and became president and managing director of the Music Hall last March. In November he was elected a member of the board of directors of Rockefeller Center, Inc., in addition to his other positions.

Apart from the brief, early period during which the operating policy of the Music Hall was in a state of flux, when S. L. (Roxy) Rothafel and Harold B. Franklin, successively, were in charge, the world's greatest showplace has had but three managing directors. Preceding Downing in that capacity were the late W. G. Van Schmus and Gus S. Eyssell. The latter is chairman of the board of the Music Hall Corporation now and also holds the post of president of Rockefeller Center, Inc.

Downing was born in Yonkers, N. Y., Aug. 11, 1900. He attended local public schools; then the Wharton School of Commerce of the University of Pennsylvania. He was in officers' training at Camp Zachary Taylor for a time during World War I and returned to schooling at Columbia University. His early business experience included the posts of treasurer of the Prudence Co., assistant treasurer of Holmes Products, assistant treasurer of Magazine Repeating Razor Co. and assistant to the president of Tidewater Oil Sales Corp.

As part of his administrative duties as head of the Music Hall, Downing makes frequent journeys to Hollywood for the purpose of previewing the best of the newly completed film product and also to view rushes of other productions which promise to meet the Music Hall's high standards for bookings. In both film and stage presentations the Music Hall's cardinal policy may be described as clean entertainment for the whole family. That, and an inflexible policy of good, honest service to the public have been the keys to the great theatre's 20 years of success.

In both his long service to the Music Hall and his still brief tenure as its chief executive officer, Downing has proved himself an able custodian of those policies and an administrator eminently capable of ensuring the further success of the Radio City Music Hall as the world's pre-eminent theatre.

[CONTINUED FROM PAGE 16]

a very considerable proportion comes from all that endless flow of some three or four hundred thousand visiting out-of-towners.

It is probably as much a Center influence as it was the late Fiorello La Guardia who sought to make Sixth Avenue the Avenue of the Americas. If that name is ever actually accepted by the public it may be credited to the Music Hall. It daily makes that Fiftieth street corner the center of an international concourse. They come from everywhere, with the Music Hall the best known theatre around the world.



G. S. Eyssell, president of Rockefeller Center, chairman of Music Hall

Back of the Music Hall is the somewhat more than atmospheric influence of the institutionality of the House of Rockefeller, so extensively integrated with far flung and extensive financial, industrial influences and participation in social causes all over the globe. The impress is upon it. Also it may be observed that the Music Hall constitutes the most vitally intimate, direct and daily contact of the Rockefeller institution with the public, the people in person. There is stature and responsibility not shared by any other theatre.

It is to be remembered that the great theatre now known as the Music Hall went into the Rockefeller Center-Radio City design originally to create a sort of splendid boutonniere for the big real estate project. It was, as many know, to have been a new home for the grandiose Metropolitan Opera. That went a-glimmering in social politics. Radio influences, with ill-fated design to become important in the motion picture through the much merged RKO—remember that "Titan" advertising campaign—found opportunity. It took over the theatre as it emerged from blue prints and therein installed the great Roxy. It was Roxy, grown too great for the screen who gave the house its initial vaudeville policy, when vaudeville was all but dead, for that debacle program of the opening all the night of the December 27, 1932. The bill, which included most everything from Ray Bolger to extracts from Carmen, complete with horses on stage, ran on till 3 o'clock in the morning of December 28th. At the final curtain there were as many on stage as there were in the audience.

## From Bust to Business

One of the amazements of the occasion was the fact that this vast, chaotic, costly opening program had never been put through a rehearsal!

It is to be recorded today that the management of the theatre as of then could not reach a bookkeeping accounting of that opening show. It was conceived in a chaos of dreams, and bought free-hand, without budget, without requisitions, authorizations, by telephone and across luncheon conversations, from here to the capitals of Europe.

Today the cost of that opening is un-

[CONTINUED ON PAGE 20]



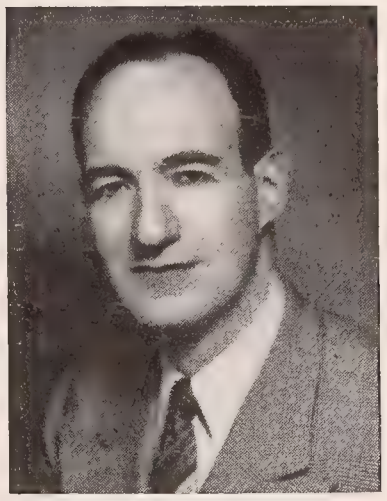
**LEON LEONIDOFF, Vice-Pres.**
***Senior Producer***



**RUSSELL MARKERT, Vice-Pres.**
***Producer & Rockettes Director***



**RAYMOND PAIGE**
***Director of Music***



**IRVING EVANS, Vice-Pres.**
***Asst. Managing Director***



**MARGARET SANDE**
***Ballet Director***

# *Executive Staff*

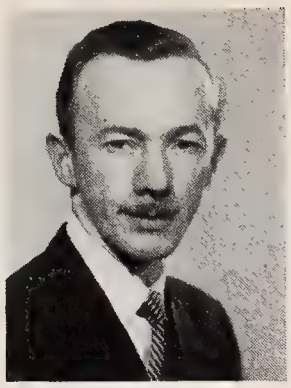
## OF THE MUSIC HALL



**JAMES GOULD**
***Treasurer***



HATTIE ROGGE
Costume Dept. Director



JOHN JACKSON
Stage Manager



EUGENE BRAUN
Stage Lighting Director



FRANK SPENCER
Costume Designer



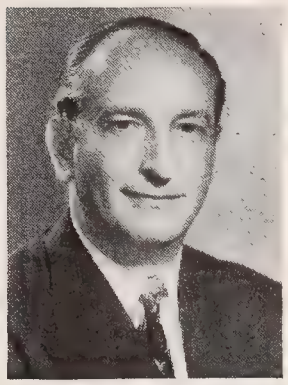
**FRED L. LYNCH**
***Adv. & Publicity Director***



EDWARD SERLIN
Press Representative



CHARLES HACKER
Manager of Operations



SYDNEY M. GOLDMAN
Theatre Manager



ARTHUR CLARY
Box-Office Treasurer



**JAMES STEWART MORCOM**
***Art Director***

## facts about the MUSIC HALL

•

*Seats 6,200 people.* Averages four complete shows, five feature film showings daily; increases on holidays to five complete shows, six and occasionally seven feature showings. Regular price scale, 90 cents to $1.50, tax included. Mezzanine has 950 reserved seats priced at $1.80 to $2.40, tax included.

•

*Operates from about 10 to 11:40 p.m. daily. Midnight show usually on Saturdays. Doors open as early as 7:30 a.m. on major holidays.*

•

*Total permanent staff 622 persons* (equivalent to one employe for every ten seats). It has a service staff of 141 persons — 39 maintenance workers, 53 stage department employes, production staff of 46, 21 box office employes, accounting department, 9; executive staff assistants, 8; advertising-publicity, 6; poster department, 2; organists, 3; projectionists, 14.

•

*The Rockettes comprise the second largest numerical group within the Music Hall stage organization. There are 36 Rockettes with a director, captain, assistant captain and [illegible]. The Corps de [illegible] is only slightly smaller, consisting of 32 girls, nine [illegible] a dresser, assistant director and [illegible].*

*There are 75 members of the Music Hall symphony orchestra, which is directed by Raymond Paige. Serving the orchestra are two [illegible] a manager, a [illegible], the theatre's [illegible] and [illegible].*

# From Biggest to Greatest

CONTINUED FROM PAGE 18

known and always will be. It has been deemed absurdly unimportant to analyze the details of what required a single entry—"A bust complete."

Several things happened in sequel. RKO was in other difficulties a-plenty, and an expedition the next morning, right after breakfast, raised half a million dollars assistance from a Rockefeller office, the sympathetic but perturbed landlord. Presently, while it was still a leasehold operation, a grey haired gentleman, W. G. Van Schmus, appeared about back stage and elsewhere silently observing. Word percolated in time that he was "a Rockefeller man." He was, in fact, an industrial and public relations expert of Chicago background, recommended into the picture by the late Ivy Lee, of public relations counsel and much fame thereby in the Rockefeller service.

That vast Rockefeller operation could not accept such a conspicuous debacle in the limelight of the Center's greatest challenge to public attention. With understandable reluctance Mr. Rockefeller was defensively brought into the show business. One may be assured that in so coming, he was not trying to get rich.

Metaphorically, the Music Hall was still tremendous, but like an iceberg—mostly under water.

It is necessary to have this recalled to give perspective to the status of the Hall at this anniversary of 1952. The way up started with many difficulties. The situation had been precipitated by undisciplined ardors of showmanship and the collaborations of men and forces with designs of personal glory and profit, with small measure of the larger scene.

Soon it was clear that only the motion picture was big enough both in physical dimension and supply to continuously serve that tremendous auditorium and its vast proscenium. Ranking pictures was a problem. The Music Hall and RKO shared the hostility of a film industry which looked askance at radio and its leadership bent on invasion. There was no sympathy.

The situation was to be met only by quiet strategy and the application of the patient genius of commonsense. With "The Bitter Tea of General Yen" the week of January 11, 1933, the Music Hall entered upon a motion picture policy, with more policy than pictures. Prestige and buying power were far in the distance.

March 13, Mr. Van Schmus took over. The Rockefeller interest had acquired its lease of the Music Hall by a quiet process tantamount to a foreclosure, and RKO was going through that benevolent order of receivership known as "77-B".

The problem in hand was the building of the creative departments relating to the stage numbers and all the complex of functions behind them, and the establishment of a supply of screen entertainment. The quest of films was a large problem for a theatre with no status. It was to take years for the Music Hall to establish, by performance, the standing which gave it call on top rank pictures from skeptical and jealous production-exhibition competitors. It was no royal road.

## Enter Two Young Men

Two young men in the reconstituted Music Hall organization in that difficult 1933 were to prove figures of destiny. The canny Van Schmus found his concept of policy ably aided by Gus S. Eyssell, who joined in January of 1933, bringing experience of exhibition on major assignments across the land from his native Kansas City to Los Angeles, to New York and way stations, under Paramount auspices. He knew a lot about who and what and why within the esoterics of movieland—if you know what I mean, and you do. He spoke softly and passed the ammunition.

Concurrently there appeared most unostentatiously what the industry would call "a figure man." This was, and surely is, Russell V. Downing, who came to what is a highly important desk in any Rockefeller organization, treasurer and comptroller, in 1933. To borrow a phrase from Ben Franklin, those Rockefellers are positively superstitious about figures. So is Mr. Downing, possibly more then than now, because there were so many ghosts among them way back then.

About Gus Eyssell you know, and how he came along to succeed the late Mr. Van Schmus to become president and managing director of the Music Hall and has since moved on to become president of Rockefeller Center, Inc., becoming the while chairman of the board of the Music Hall Corporation. That made him unique as a big business executive, alumnus of movieland. This recognition that capacity for the functions of weighty concerns of wide-based American enterprise can evolve in and be demonstrated against the complex and frenetic background of movies and entertainment was reiterated only the other day, November 7th, when Mr. Downing was

[CONTINUED ON PAGE 32]

To:

# Mr. Russell V. Downing
# and the industry at large

RKO RADIO

RKO RADIO

RKO RADIO

## Look to
## The *New* RKO Radio
## for more and more
## pictures of true
## RADIO CITY MUSIC
## HALL caliber

The New RKO RADIO PICTURES

Back **BROTHERHOOD WEEK, Feb. 15-22**

# motion pictures . . .



Scene from MGM's "The Great Caruso," which established, during a 10-week run, beginning May 10, 1951, the Music Hall's high gross for 20 years—$1,392,943. The run included a holiday.

## Showplace of the Nation

**Quality entertainment on screen and on stage, presented in an atmosphere of luxury, truly have earned Radio City Music Hall the right to call itself Showplace of the Nation. On this and following pages are scenes from some of the outstanding attractions of the Music Hall's 20-year career, and of the organization and functions of the theatre itself.**



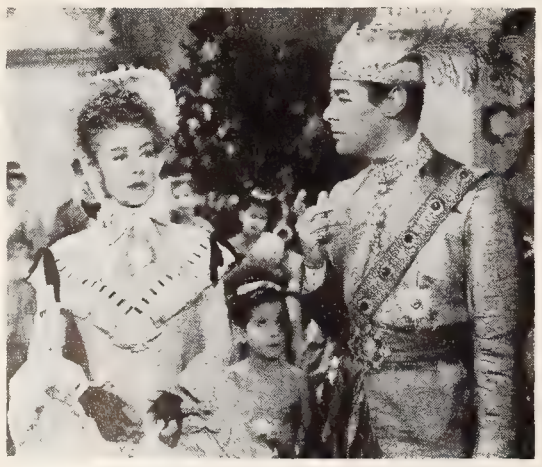
Scene (above) from Paramount's Cecil B. De Mille production, "The Greatest Show on Earth," runner-up for the 20-year gross record, with $1,335,835. It ran eleven weeks.

MGM's "Ivanhoe," (below) grossed $1,255,070 in an eight-week run, which gave it third place in the Music Hall's record holders.





MGM's "Show Boat," with a gross of $1,160,048 in an eight-week run, ranks fifth among the Music Hall's 20-year all-time record-holders.



The 20th Century-Fox production "Anna and the King of Siam" ran eight weeks and is among the top 10 grossers in the Music Hall's history.



The RKO Radio-Leo McCarey production, "The Bells of St. Mary's," ran nine weeks, grossed $1,195,147, standing fourth among the Music Hall's record holders.



© Walt Disney Productions

*Congratulations*

FROM

# WALT DISNEY

## Productions

TO

## RUSSELL V. DOWNING

AND

## RADIO CITY MUSIC HALL

ON THE

## 20th Anniversary

OF THE

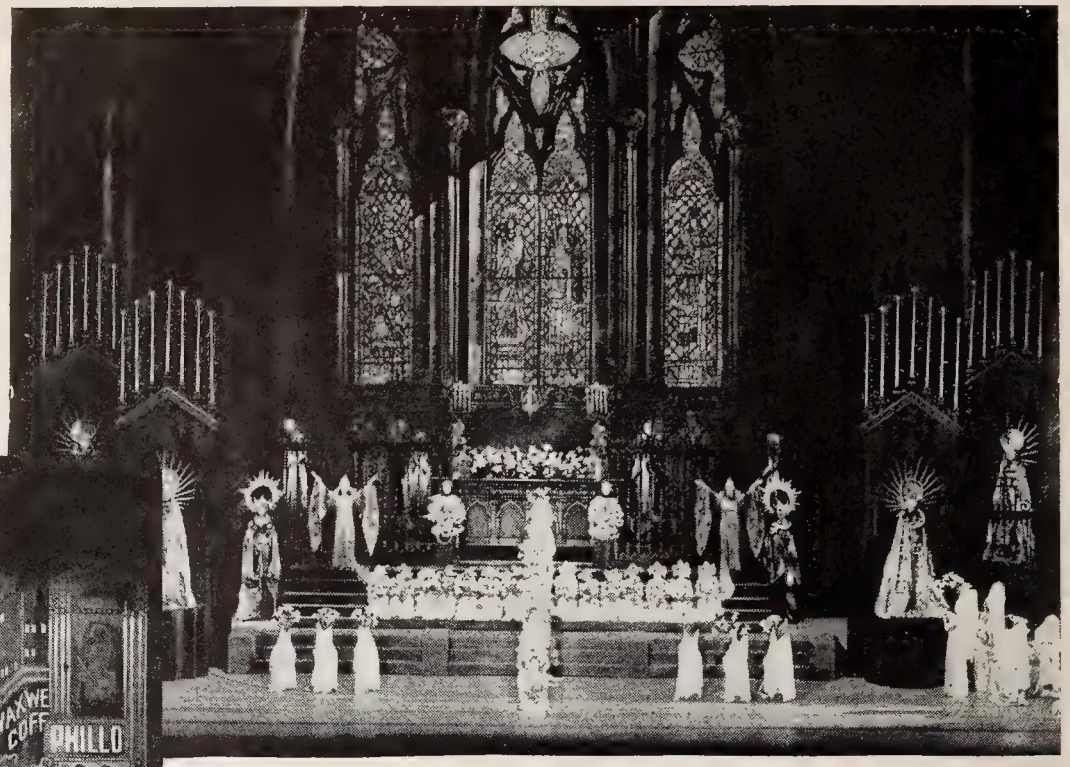
*Showplace of the Nation*



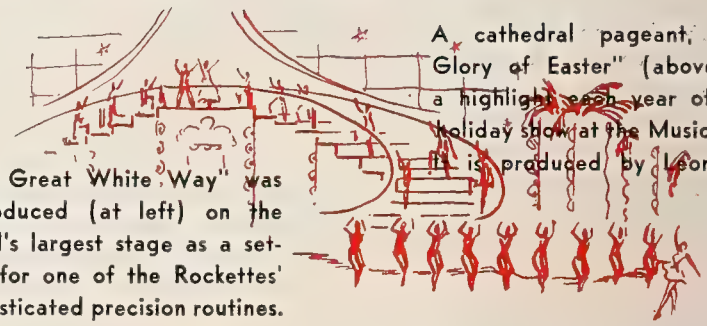
# Showplace of the Nation

continued

## stage production



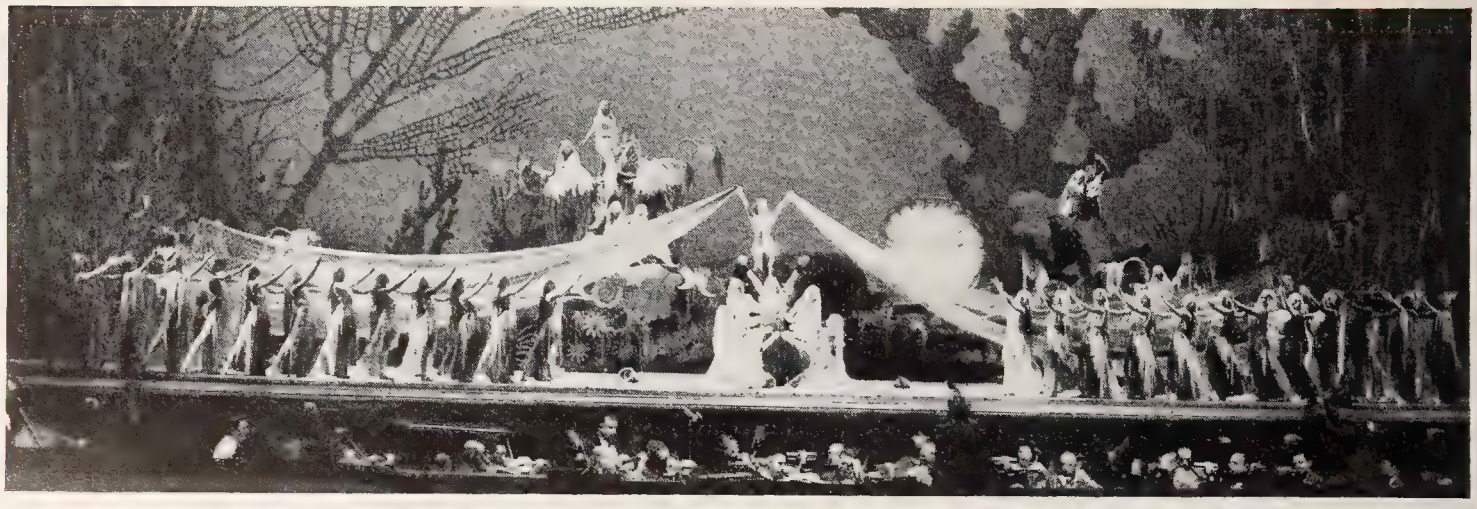


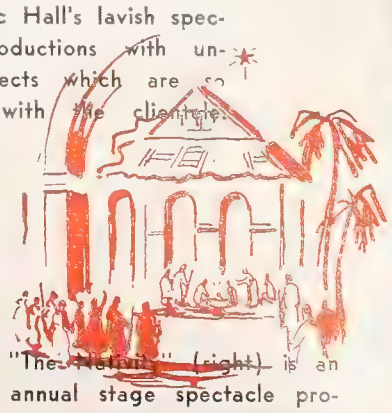



A cathedral pageant, "The Glory of Easter" (above), is a highlight each year of that holiday show at the Music Hall. It is produced by Leonidoff.

"The Great White Way" was reproduced (at left) on the world's largest stage as a setting for one of the Rockettes' sophisticated precision routines.







An underseas ballet (above) provides another example of the Music Hall's lavish spectacle productions with unusual effects which are so popular with the clientele.

"The Nativity" (right) is an annual stage spectacle produced with a huge cast at the Music Hall each year just before and during the Christmas-New Year season.





Music Hall production and staff photos by Cosmo-Sileo, N. Y.

1932 - 1952




HAPPY BIRTHDAY TO THE

NEW YORK LANDMARK

WE'RE ALL PROUD OF.

WARNER BROS.



*Showplace of the Nation*

continued



# the dance

The Music Hall's Rockettes (above) are renowned the world over for their precision dancing. There are 36 girls on stage at a time. Choreography is by Russell Markert, troupe originator and director.









The art of the ballet is brought to Music Hall audiences in all its phases—classic, modern and character—by the only resident ballet in the United States. It is under the direction of Margaret Sande. Forty ballerinas and outstanding dance soloists present such ballets as "The Romance of Giselle" and Ravel's "Al Valse" and "Bolero," to name a few.

20
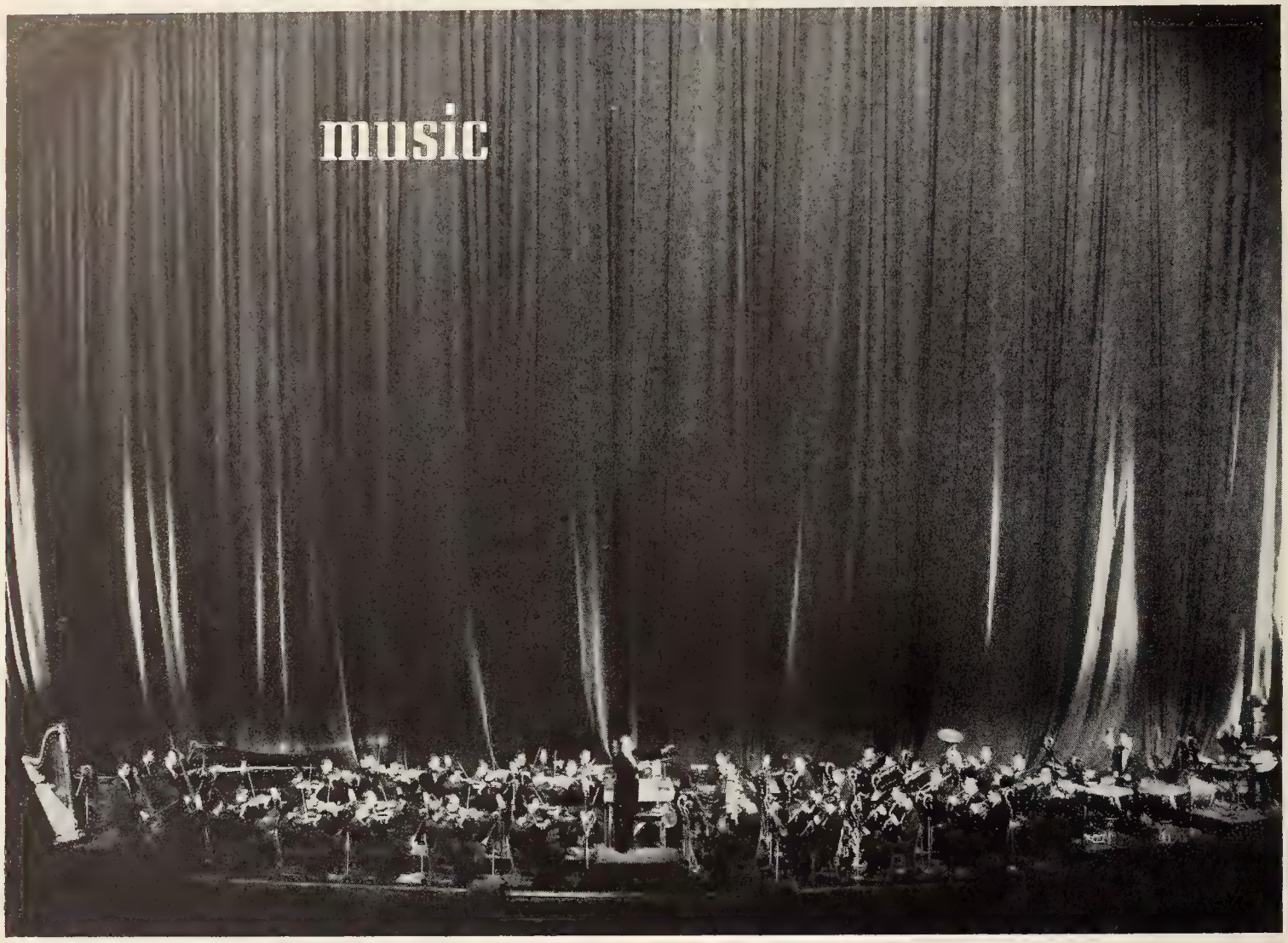
wonderful years - - -




- - - with Columbia!

# Showplace of the Nation

continued




Music is given a major part in all the Music Hall's programs through the large permanent orchestra (above) and the male Glee Club (right). Both groups are under the direction of Raymond Paige (shown on podium in picture above). The Glee Club is composed of 30 singers, who furnish a wide variety of vocal music from opera to swing. Associate Director Ralph Hunter is pictured at right conducting a rehearsal. Further regularly contributing to Music at the Music Hall is the pipe organ, at which Richard Leibert (below) is featured, with Ashley Miller and Raymond F. Bohr, Jr., as associate organists.





*Saluting The Music Hall's 20th Anniversary . . .*





The Music Hall's symphony orchestra of 75 members is shown above in rehearsal under the baton of Raymond Paige, the director of music.

While a Rockette awaits cue, John Jackson, stage manager, and assistant, stand ready at the complex stage lighting and rigging controls.



Leon Leonidoff, senior producer, confers on a production with James Stewart Morcom, art director, before a model of the Music Hall's huge stage used to create facsimile patterns of production set designs.

## *Showplace of the Nation*

**continued**

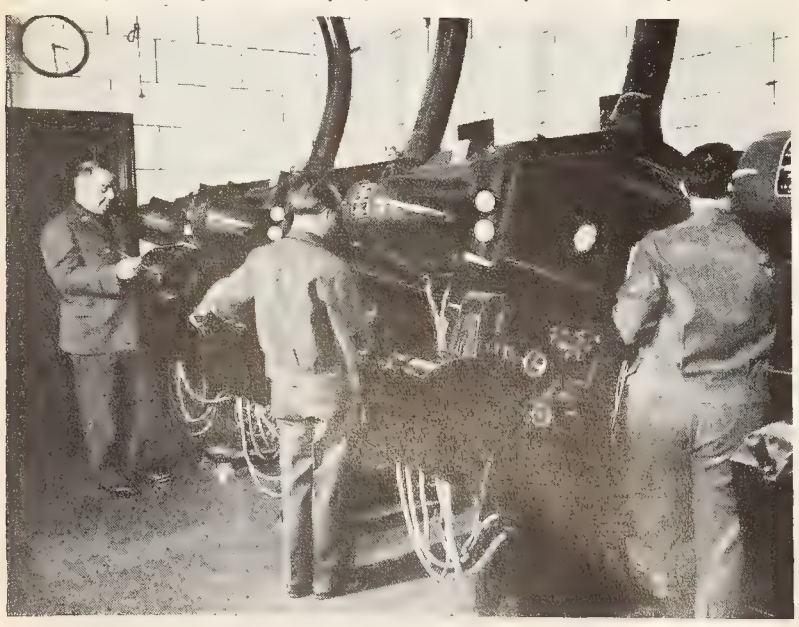
# behind the scenes



Motion pictures are projected by a battery of four Simplex X-L mechanisms with RCA sound reproducers, and condenser lamps operated at 175 amperes for 30-foot feature pictures. Projection is under the supervision of Charles Muller (in background of projection room photo below).

The Rockettes, celebrated precision dance ensemble, are shown below rehearsing a routine under the leadership of their world famous director, Russell Markert.







Costumes for Music Hall productions are made in the theatre's own costume department, which operates under the direction of Hattie Rogge.

*Congratulations*

*Radio City Music Hall*

*on your*

*20th Anniversary*

*Music Hall's all-time top pictures*

**all in Color by TECHNICOLOR**

"THE GREAT CARUSO". . . . . (M-G-M)

"THE GREATEST SHOW ON EARTH". . . (DeMILLE, PAR.)

"IVANHOE". . . . . (M-G-M)

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**TECHNICOLOR MOTION PICTURE CORPORATION**

**HERBERT T. KALMUS, PRESIDENT AND GENERAL MANAGER**

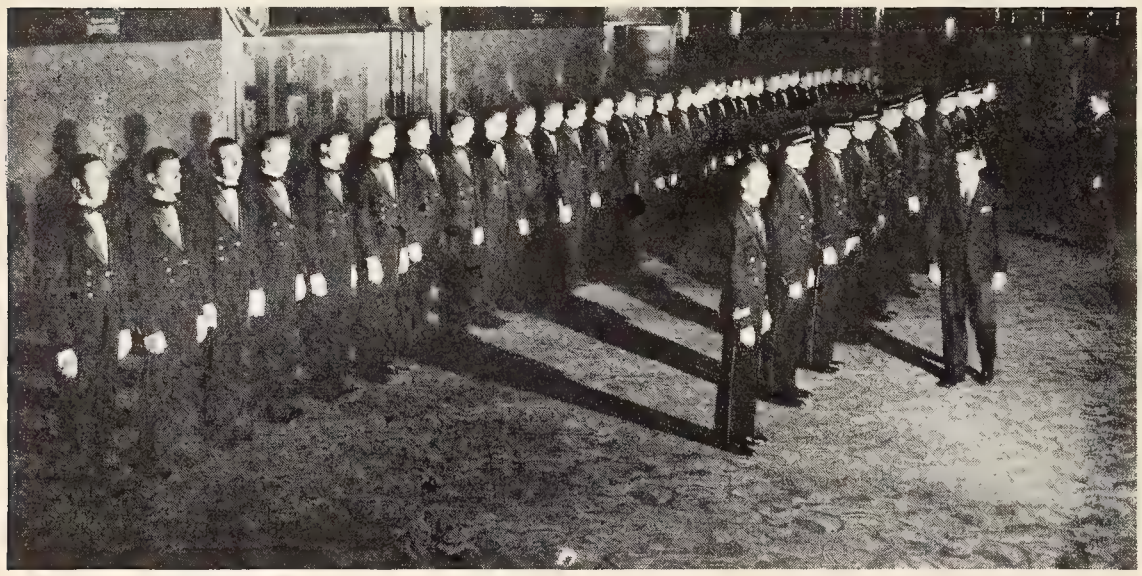
# More Views "Behind the Scenes" at the Music Hall



A between-shows snack is enjoyed in the Hall's cafeteria by members of the Rockettes, Corps de Ballet and Glee Club.



Girls of the dance troupes resting in dormitory between shows, rehearsals and costume fittings. The dormitory is supervised by a registered nurse on the Music Hall's staff.



Members of the service staff line up for inspection each day (left) before they begin their duties.



Free time between shows being spent by Rockettes in some sketching in recreation area on the roof.

## FROM BIGGEST TO GREATEST

CONTINUED FROM PAGE 20

elected a member of the board of Rockefeller Center, Inc.

This Downing, like the Van Schmus, came from the outer world of industry with an abundant background of varied industrial and financial experience in posts which denoted his capacity as a man of facts, deliberation and action. He was by temperament and position a specially well placed observer of what went on and why and who did it, with what consequences. He was on his way up—vice-president in 1941, executive vice-president in 1948. Then Gus Eyssell, brought to recognition for his participation in the rise of the Music Hall, was made the president of Rockefeller Center, Inc., and moved into the observant post of chairman of the Music Hall board.

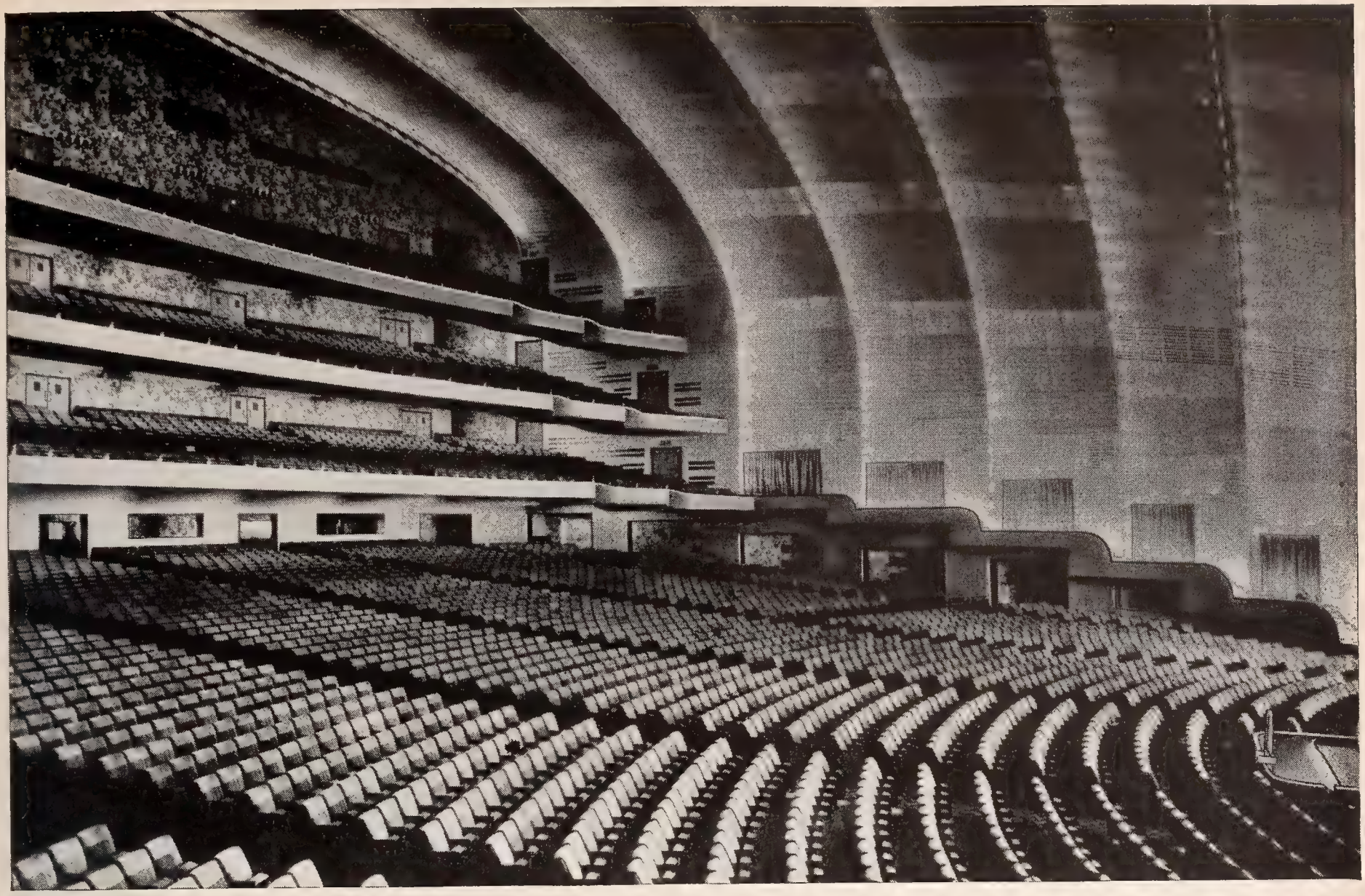
So it came that this man-with-the-facts, Russell Downing, moved into the presidency of the theatre corporation. This came about by a process as suave as an overlap dissolve in the films.

Those million dollar statistics of his incumbency, cited at our beginning, are attest to the most conspicuous aspect of the operation. They do not convey report directly, however, on the painstaking process of selection, those studies of production in process, inquiring excursions to Hollywood, endless screenings and evaluations, and the problems of availability-dates and timing which concern this tireless pursuit of facts, facts, facts. All this to be carried on, mind you, with executive attentions the while to the co-ordination of sensitive creative departments in such matters as stage craft, choreography, a great orchestra, and the very important and exactingly continuous functioning of theatrical housekeeping.

Mr. Downing, like many deliberative men, smokes a pipe, a slow burning briar, in interludes of long thoughts. He has more on his mind than on his desk. He has to take measure of several million minds—the customers, also a staff of 600, and I.B.M. has no machine for that, yet.

With the operation dependent on ten or eleven shows a year, the estimates have to be as sound as the judgments of fact can make them. That word fact seems always coming up.

And on this anniversary occasion it is appropriate, too, to make note that what comes out in type and printed word from the Music Hall, emanates from the advertising and publicity department presided over ever since when by a quietly blithe optimist, Fred Lynch, one time newspaper man. He has been there nearly since the beginning, getting the publicity and advertising put on paper, in the careful convincing manner and spirit of this all-American Music Hall.



# American Seating Company

## proudly shares in the 20th Anniversary of

# RADIO CITY MUSIC HALL

America's largest theatre is observing its Twentieth Anniversary. Since the opening of Radio City, millions have enjoyed the luxurious spring backs and seats of American Seating Company chairs while also enjoying the finest in entertainment.

We are proud of having designed, built, and installed the seating in this world-famous showplace. Only the superlative best has ever been considered good enough for Radio City Music Hall. To its continuing service we pledge the skills and the products resulting from more than 65 years of successful experience in theatre seating.

*American Seating Company*

WORLD'S LEADER IN PUBLIC SEATING • GRAND RAPIDS 2, MICHIGAN • BRANCH OFFICES AND DISTRIBUTORS IN PRINCIPAL CITIES

MANUFACTURERS OF THEATRE • SCHOOL • CHURCH • AUDITORIUM • TRANSPORTATION • STADIUM SEATING • AND FOLDING CHAIRS

*Birthday Greetings*

*to*

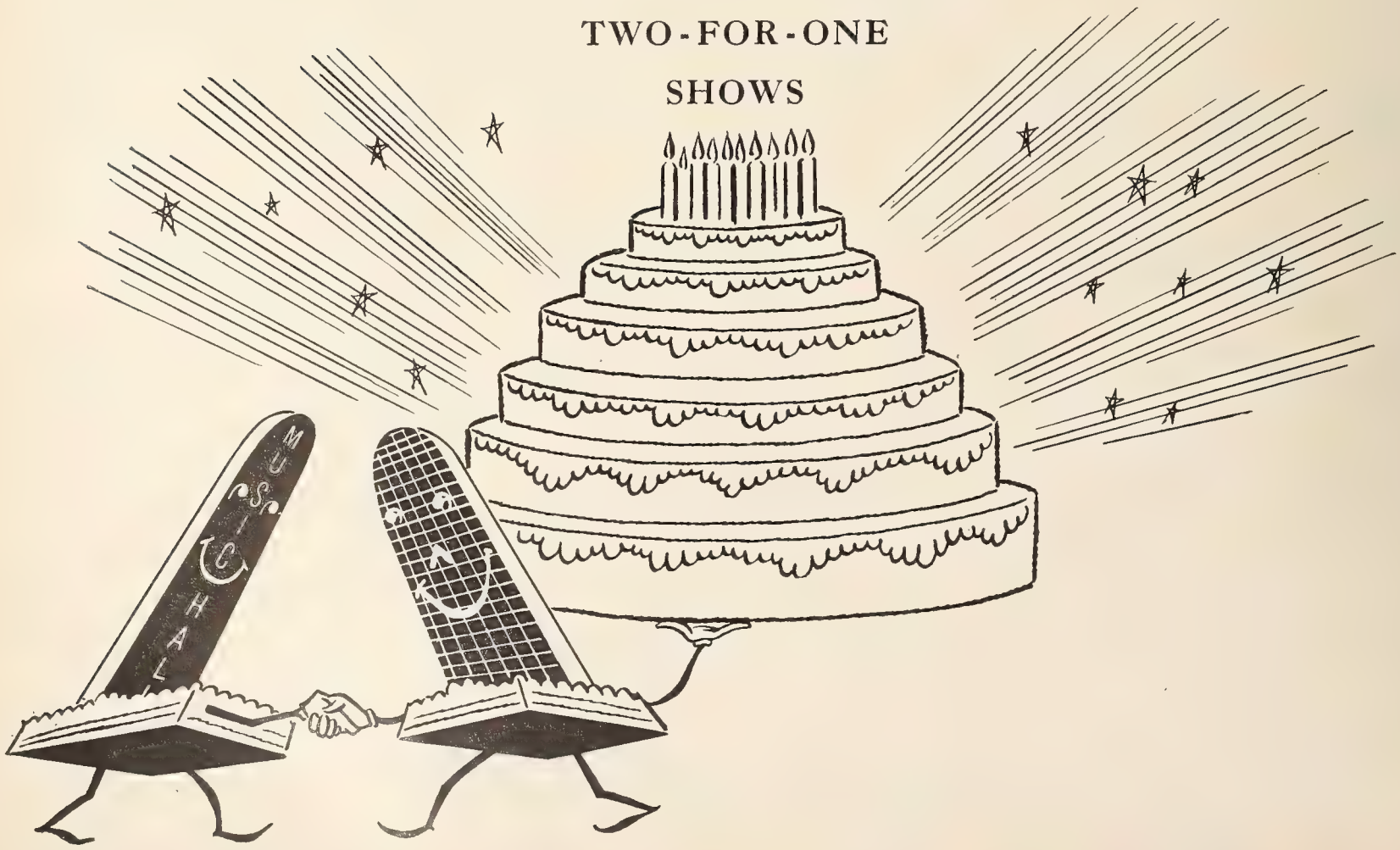
# RADIO CITY MUSIC HALL

THE
SHOW PLACE
OF
THE NATION

*from*

# THE PARAMOUNT THEATRE

HOME OF
BROADWAY'S ORIGINAL
TWO-FOR-ONE
SHOWS



RADIO CITY MUSIC HALL CORPORATION
ROCKEFELLER CENTER
NEW YORK 20, N. Y.

OFFICE OF THE
PRESIDENT

December 5, 1952

A. & M. Karagheusian, Inc.
295 Fifth Avenue
New York 16, N. Y.

Gentlemen:

We want to tell you how pleased we are with the Gulistan Carpets which are used at Radio City Music Hall.

The carpeting which we selected meets the severest traffic wear tests, for as you know, the Radio City Music Hall, with a seating capacity of 6,200 is the largest theater in the world.

Our exclusive pattern, of which we are very proud, has received countless compliments. Its beauty and design make it an outstanding feature pointed out by our guides to visitors.

Sincerely,

R. V. Downing
President



GULISTAN
REG. U. S. Pat. Off.
Carpets
the most beautiful fashions underfoot

WOVEN ON POWER LOOMS IN THE U. S. A. • BY A. & M KARAGHEUSIAN, INC • 295 FIFTH AVENUE, NEW YORK CITY

## 'Hall' Started New Theatre-chair Era

The opening of Radio City Music Hall started a new era in theatre-chair design and construction, according to Keith Dickinson, theatre product manager of American Seating.

"Our research and development on theatre seating gathered impetus as a result of the success of this show place," Dickinson said. "Until then, the emphasis was on the ornate, with restricted spacing and width of seat inflicting their measure of suffering on the patron. The more 'overstuffed' chairs per row, the better theatre owners liked them.

"Now, however, sleek, comfortable seating, with ample space to sit in, is consistently preferred by the theatre owner who understands his customers' needs.

**Modern Design**

"Luxurious chairs, featuring modern design and modern comfort have come into their own, just as modern architecture and construction have advanced over the last 20 years. Improvements in chair design have eliminated frivolous ornamentation. New ways of providing comfort without overstuffed bulk give greater space for relaxed sitting. Better upholstering methods and materials have vastly reduced costly reupholstering.

"Experimentation in design, backed by laboratory testing have proved conclusively that cast-iron aisle standards can be streamlined and still perform their functions without failure," declared Dickinson.

## To Seek Review of Jackson Pk. Ruling

CHICAGO, Dec. 28.—Commenting on a Federal Circuit court opinion leaving the door open for distributing companies to ask the Towne, Milwaukee, and Jackson Park Theatre, Chicago, to bid for pictures, attorney Thomas C. McConnell, representing the two theatres, said he intends to petition for *certiorari* in the U. S. Supreme Court.

McConnell interprets the Circuit court ruling not as making it mandatory for the two theatres to bid for pictures, but as permitting bidding or any other selling method which will fulfill the provisions of the Jackson Park and Towne decrees requiring distributors to offer pictures to the two theatres at "fair and reasonable rentals."

In other words, according to McConnell, the Circuit court overruled the District court's opinion that bidding is outlawed by the decrees, declaring that the end result, rather than the means of providing the two theatres with film at fair and reasonable prices, should determine whether the defendant distributors are meeting the requirements of the decree.

### *Ask Town to Repeal Tax*

COLUMBUS, O., Dec. 28.—Attorneys for Lancaster, O., theatres have asked the City Council to repeal the municipal three per cent admission tax because of "declining revenues." One local theatre has closed since the tax was levied four years ago. Two of the four remaining Lancaster houses "will barely break even" this year, the attorneys told the Council.

# *Reviews*

## *"The Redhead from Wyoming"*

(*Universal International*)

AN EPIC WINDUP battle scene is offered in Leonard Goldstein's production, lifting this Western somewhat above standard formula lines. The color by Technicolor aids, too, in the appreciation of the excitement furnished by the final lengthy battle scene. The acting is adequate, none of the characters developing, mainly because of the dialogue. Lee Sholem directed, from a screenplay by Polly James and Herb Meadow, working from a Polly James story.

The story has Maureen O'Hara, pretty and trusting yet shrewd girl set up in a Wyoming town as a gambling house proprietor and cattle buyer. The setting up is done by an old associate in such matters, William Bishop. He merely tells her he's ambitious to become governor. What he doesn't tell her is that he has gunmen in the hills rustling cattle from a nasty cattle baron to add to her herd; and that he hopes the baron will war on the townspeople, whom he ostensibly champions; and that his gunmen will step in at the end and take over.

He also frames her for both the rustling and a murder, still posing as her champion. This nefariousness goes awry because a lowly, ill-paid sheriff, Alex Nicol, becomes curious. He also falls in love with Miss O'Hara, and she unwillingly returns the feeling. The pair succeed in having the townspeople and the cattle baron unite to do battle with the gunmen.

Others in the cast include Alexander Scourby, Jeanne Cooper, Claudette Thornton, Palmer Lee and Jack Kelly.

Running time, 80 minutes. General audience classification. For January release.

## *"Target Hong Kong"*

(*Columbia*)

ALTHOUGH ROUTINE in theme, "Target Hong Kong" packs enough action to satisfy the adventure fans. A series of episodes leads up to a suspenseful climax in which a bomb, set afloat through Hong Kong's sewers, is located and disposed of in the nick of time.

Richard Denning and Nancy Gates share the starring roles in commendable fashion, while the supporting cast of sinister characters supply an atmosphere of intrigue which is the basis of the story. Denning portrays an American soldier of fortune in Hong Kong who finds himself involved in the fighting between the Nationalists and Communists. He lines up with the Nationalists, pitting himself against all sorts of Red villainy and intrigue. At a spy hangout in a gambling casino, Denning meets Nancy Gates and thus Herman Purdum's screenplay has its romantic angle. Wallace MacDonald produced and Fred F. Sears directed. Others in the cast are Richard Loo, Soo Yong, Ben Astar, Michael Pate, Philip Ahn, Henry Kulky, Victor Sen Yung, Weaver Levy, Kam Tong, Robert W. Lee.

Running time, 66 minutes. General audience classification. Release date not set.

## *London Variety Tent Raises $90,000 in '52*

LONDON, Dec. 28.—The London Variety Tent in 1952, the third year of its existence, raised for its charities £26,673 which, with the proceeds from a special show given just before last year's end, makes £29,086 available for distribution.

Principal beneficiaries are the National Playing Fields Association, of which the Duke of Edinburgh, an honorary Barker, is president, and the Central Council of Physical Recreation.

D. E. Griffiths, president of the Kinematograph Renters Society, has been chief barker for 1952. His successor will be appointed on New Year's Day.

### *To Raze 'Cincy's' Lyric*

CINCINNATI, Dec. 28.—The 1,400-seat RKO Lyric Theatre, located in a building containing stores and offices, has been closed. The building will be razed and the site used for a large parking lot. The house played legitimate attractions years ago prior to its acquisition by RKO.

### *Name Essanjay Manager*

CHICAGO, Dec. 28.—Essanjay Films of this city has appointed Jack H. Harris of Jack H. Harris Productions, Philadelphia zone manager, and Lewis Hanna of Hanna Theatre Service, Pittsburgh zone manager.

## *Toronto Joins Zukor Jubilee Celebration*

HOLLYWOOD, Dec. 28.—A dinner in honor of Adolph Zukor's 50th year in the industry and his 80th birthday will be held in Toronto on a date in March to be designated later, R. J. O'Donnell, national chairman of the Zukor golden jubilee celebration, announced here.

The Toronto dinner, like those scheduled earlier for Dallas, Feb. 6; New York, March 4, and Mexico City, March 21, will be under the sponsorship of Variety Clubs International. The lead-off banquet to Zukor will be held at the Palladium here on his 80th birthday, Jan. 7. Zukor will attend each of the events, following which he will make a tour of Europe.

O'Donnell is here completing plans for the celebration at meetings with Charles Skouras, Hollywood chairman.

### *114 Stations Are Now Telecasting*

A microwave installation making network television service available to York, Pa., has been placed in operation, the long lines department of the American Telephone and Telegraph Co. has announced.

With the addition of the new television station at York, network programs are now available to 114 television stations in 71 cities

## Says O. Carriers Will Discuss Rates

CLEVELAND, Dec. 28.—The Ohio Association of Film Haulers will be glad to meet with state exhibitor organization representatives or with individual exhibitors to discuss film hauling tariffs, L. C. Gross of this city, a member of the Film Haulers, states in commenting on a recent announcement by the ITO of Ohio that it is conducting a study of such tariffs. No request for a meeting has been received, he said.

Gross said exhibitor customers were notified in advance of the proposed changes in tariffs and that the rates are on file at carriers' offices, with the Public Utilities Commission of Ohio and with the Interstate Commerce Commission.

"The tariffs have been approved by both of those commissions," Gross said, adding that both are on the lookout for any significant discrepancies in the tariffs charged by haulers.

## Lawler Heads KMTA Public Relations

KANSAS CITY, Dec. 28.—Senn Lawler has been appointed chairman of the public relations committee of the Kansas-Missouri Theatres Association. Other committee members are George Baker, R. R. Biechele, Glen Hall, Joseph Redmond and Homer Strowig. Louis Higdon has been appointed chairman of the special events and promotion committee. The appointments were made by C. E. (Doc) Cook, president, in conjunction with the board of directors.

Other committee chairmen are: Membership: Kansas, Homer Strowig; Missouri, Leo Hayob; drive-in, Stanley Durwood, Earl Jameson, Jr.; exhibitor-distributor relations-arbitration-trade practices, J. A. Becker; Legislation, R. R. Biechele; theatre television, Dale Danielson; film salesmen's co-ordinating committee, Raymond McKittrick.

### *Name Harry Warner 'Man of the Year'*

HOLLYWOOD, Dec. 28.—Harry M. Warner, president of Warner Brothers Pictures, has been named "Man of the Year" by the Woodland Hills Men's Club.

The announcement was made by Harry Martin, president of the club, who presented Warner with a scroll. Major Raymond Harvey, Congressional Medal of Honor winner, gave the principal address. Comedian Dick Wesson was master of ceremonies. Warner, as a resident of the community of Woodland Hills, has been active in promoting and assisting in the development of civic projects, including the new American Legion town hall which serves as a meeting place for Woodland Hills groups.

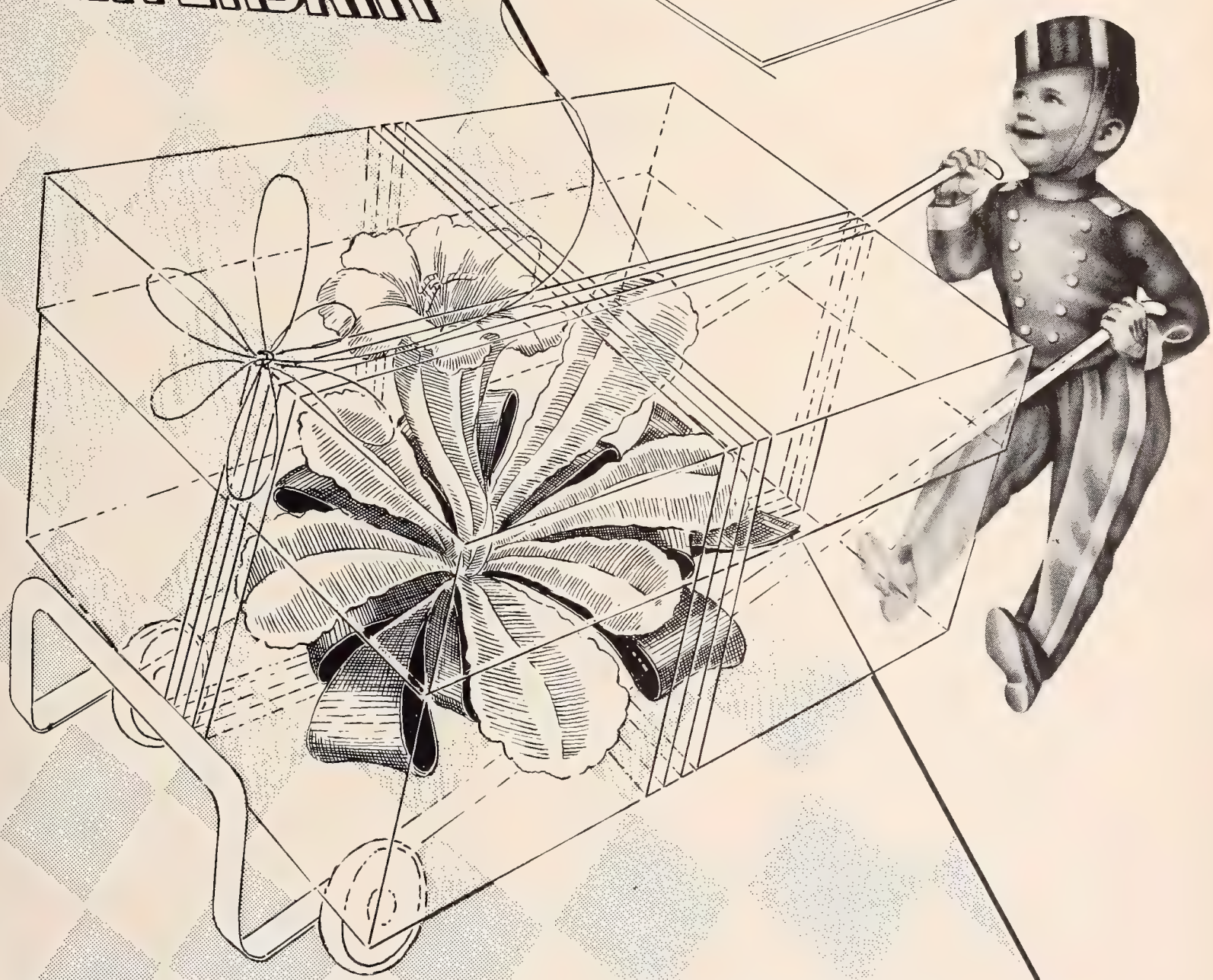
### *Texas Lauds Chill Wills*

DALLAS, Dec. 28.—A holiday message to Chill Wills from Texas COMPO expresses the organization's gratitude for his representation of the industry on many public occasions and his willing cooperation in local and national public relations activities.

HAPPY 20th ANNIVERSARY

To RUSSELL V. DOWNING

from *The Prize Baby*



# RADIO CITY MUSIC HALL

*Sincere Congratulations*

to

# RUSSELL V. DOWNING

and to the

ENTIRE STAFF

of the

# RADIO CITY MUSIC HALL

on its

20th ANNIVERSARY

of

*Distinctive Theatre Achievement*

LEW SARNOFF SAMUEL BERGER

# *Congratulations*

• Under your management, Mr. Russell V. Downing, The Radio City Music Hall, has demonstrated to the industry the pattern for consistent success . . . fine entertainment, unmatched showmanship, top-quality equipment, and the best in service.

RCA

RCA Theatre Equipment
Engineering Products Department
Radio Corporation of America
Camden, N. J.

RCA Service Company, Inc.
A Radio Corporation
of America Subsidiary
Camden, N. J.

*Our Sincere Congratulations*
TO
**Russell V. Downing**
AND HIS STAFF
ON THE
**20th ANNIVERSARY**
OF THE
**Radio City Music Hall**

•

**GLADSTONE FABRICS**
THEATRICAL — DISPLAY — NOVELTY FABRICS
117 West 47th Street, N. Y. 19, N. Y.



*Our hat's off*
*to the*
*Radio City Music Hall**
*on its 20th*
*Anniversary*

Capezio®
THE DANCER'S COBBLER SINCE 1887



*Congratulations to all our DANCING FEET

*Heartiest Congratulations*

TO

RUSSELL V. DOWNING

AND THE

RADIO CITY MUSIC HALL

CELEBRATING THEIR

**20th Anniversary**

Still the premier theatre of the world; far ahead in conception, construction, and instrumentations; leading all others in the magnificence of its presentations; Radio City Music Hall offers a standard in show business difficult to surpass.

Extensively provided with Kliegl stage and auditorium lighting—the original lighting equipment is still in use after twenty years of constant service, testifying to the advanced design, enduring qualities and satisfactory performance of Kliegl products.

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UNIVERSAL ELECTRIC STAGE LIGHTING CO., INC.

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THEATRICAL · DECORATIVE · SPECTACULAR

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*to*

Radio City Music Hall

*on its Twentieth Anniversary*

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**227 Avenue of the Americas, New York City**

*Our 43rd Year*

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DISTRIBUTORS OF

**DIXIE CUPS**

*Our Best Wishes to*

RADIO CITY MUSIC HALL

*on its*

*Twentieth Anniversary*

EFFICIENCY THROUGH CLEANLINESS

METROPOLITAN REFINING CO., INC.

**50-23 Twenty-Third Street**

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*Manufacturers of*

AIR CONDITIONING WATER TREATMENTS, BOILER TREATMENTS, SOOT REMOVERS, FUEL OIL ADDITIVES and other specialties.

***Representation in all principal cities***

*Congratulations to the* **MUSIC HALL**

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249 WEST 64th STREET

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*Makers of the Music Hall Contour Curtain and Stage Settings*

BROOKS UNIFORM CO.

LARGEST THEATRE UNIFORM MAKERS COAST TO COAST

*We appreciate the privilege of making Radio City Music Hall Service Staff Uniforms for the past 17 years.*

**75 WEST 45th STREET** **NEW YORK**

BUDD LYTTON JOE WEINBERG

# Congratulations to Radio City Music Hall


**A China Birthday!**

*Congratulations for having provided 7,305 days of continuous entertainment.*

*And thanks for permitting us to take care of your costume and uniform needs.*

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*Congratulations on your 20th Anniversary*

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PHILIP BOOS JOHN E. GUARINO

**The ALLIED STUDIOS, Inc.**
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***Builders of Scenery for***
**RADIO CITY MUSIC HALL**

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# Zukor Hails Color Tube

The newly developed Chromatic tri-color home television tube was underscored here by Adolph Zukor, board chairman of Paramount Pictures, as in keeping with Paramount's eye-on-the-future policy. Paramount owns a 50 per cent interest in Chromatic Laboratories Inc.

The occasion for Zukor's comments was the induction on Christmas Eve of 32 Paramount employes into the company's 25-Year-Club at the home office in the presence of Barney Balaban, president, and scores of other Paramount executives.

Following welcoming remarks by Balaban, in which he signaled 1953 as the most important year for the industry, Zukor presented to the 32 inductees gold watches to mark their entry into the club. In presenting Zukor to the inductees, Balaban pointed out that the occasion was doubly auspicious in that Zukor, in 1953, will mark the 50th anniversary of his association with Paramount, and its predecessors.

### New Members

Those admitted to the 25-Year-Club were: Louis Phillips, Robert Denton, A. J. Richard, Edgar H. Fay, Mary A. Turner, Jack Pearley, Henry DeSiena, Fred Pelbinger, John Oxton, James Pelkey, George Pavlonis, Urban Santone, John Ahern, Arthur Auspaker, Charles Bade, Charles O. Bonaria, Philip U. Bonaria, Oscar Geyer, Russell Higgins, Edward Moltje, James Kaudelky, William Kuntz, George Lewis, Michael Menditto, D. S. Mungillo, Fred Stederoth, Edmund Theise, Frederick Zech, Anna Schneider, Minnie Treisner, Robert Seaton and William Piper.

## Dana Presiding at 'U' Sales Meeting

P. T. Dana, Eastern sales manager of Universal Pictures, will hold a sales meeting in Pittsburgh today and tomorrow of the managers and salesmen of P. F. Rosian's district which includes the Pittsburgh, Washington, Cleveland and Detroit branches.

Next Monday and Tuesday he will hold a similar meeting in Boston of the managers and salesmen of John J. Scully's district which includes the Boston, Albany, Buffalo, Philadelphia and New Haven branches.

# Reviews

## "Last of the Commanches"

*(Columbia)*

ACTION AND SUSPENSE, combined with effective outdoor scenery and color by Technicolor, compose the necessary ingredients to satisfy the most demanding outdoor action fans. The story concerns the tragic adventures of a group of soldiers and Western travellers who are seeking to escape to a fort after having been beset by Indian attacks.

Six tattered U. S. Cavalry men, under Broderick Crawford, are the sole survivors of a renegade Commanche raid on a Western village. In their trek across the desert to reach the haven of a fort, they come upon a stage coach in which Barbara Hale is a passenger, thus offering the slight romantic angle. Two additional members of the caravan are picked up en route, Hugh Sanders and Johnny Stewart, the latter a young Indian. When the party takes refuge in an old Spanish mansion, the Indians start their rounds of attack and Crawford sends Stewart through the lines to get cavalry help. With the arrival of the horsemen, the party is saved—just as ammunition and water are about to run out.

Buddy Adler produced and Andre DeToth directed, from a screenplay by Kenneth Gamet.

Others in the cast are Lloyd Bridges, Mickey Shaughnessy, George Matthews, Ric Roman, Chubby Johnson, Martin Parsons, Jack Woody, John War Eagle, Carleton Young, William Andrews.

Running time, 85 minutes. General audience classification. For February release.

## "The Importance of Being Earnest"

*(J. Arthur Rank Organization-Universal)*

THIS FILM VERSION of Oscar Wilde's play is made-to-order for art theatres; its chances for commercial success in regular houses are somewhat remote. It is strictly adult fare, smartly directed and produced, capably acted and further enhanced by rich tones of color by Technicolor. The subtle lines of Wilde's original play have been augmented by equally fine dialogue, made to conform with film requirements. By American standards, the picture might be considered by some to be "too British," and yet it is the British touch that brings out the full appreciation of Wilde's comedy. At times the rapid, clipped English dialogue becomes difficult to follow, but such instances are in the minority. For those who like sophisticated comedy, "The Importance of Being Earnest" should have strong appeal.

The story concerns two eligible bachelors, Michael Redgrave and Michael Denison, the former in love with Denison's cousin, Joan Greenwood, and Denison with Dorothy Tutlin, Redgrave's ward. Anxious to keep his freedom as a playboy, Redgrave creates an imaginary brother, Earnest, and in that guise wins Joan's affections. Denison learns of Redgrave's deception and pretends to be Earnest in wooing Dorothy. Thus, each girl believes herself to be engaged to the non-existent Earnest. The resulting entanglements and the untangling of the situations form the basis for the improbable and yet highly amusing episodes.

The stars and supporting players turn in excellent performances under Anthony Asquith's direction and the production guidance of Teddy Baird. Others in the cast are Edith Evans, Margaret Rutherford, Richard Wattis, Miles Malleson, Walter Hudd and Aubrey Mather.

Running time, 95 minutes. Adult classification. December release.

AL STEEN

## *Inaugural Job to Maine*

The President's Inauguration Ball Committee of Washington has commissioned Bruno Maine to design and decorate the Armory in Washington for the inaugural of President-elect Eisenhower. Maine was formerly on the Radio City Music Hall staff for 18 years as designer, and created the Nativity and Easter stage settings which have been part of the Music Hall repertoire.

*Best of Wishes to*

RUSSELL V. DOWNING

*and*

MUSIC HALL STAFF

*from*

Ed W. Wassman

ACME HARDWARE & SUPPLY COMPANY

## TV, Radio Coverage Of 'Stooge' Preview

HOLLYWOOD, Dec. 28. — Coast-to-Coast radio and television coverage will spotlight the press preview today of Hal Wallis' new Dean Martin-Jerry Lewis comedy, "The Stooge," at Hollywood's Carthay Circle Theatre. National Broadcasting Co. will cover the event with a 25-minute radio show from 9:05 to 9:30 p.m., Pacific time, followed tomorrow by a Coast-to-Coast television presentation of the preview via NBC Newsreel.

## *New Type Screen for "Jazz" Premiere*

HOLLYWOOD, Dec. 28. — The new enlarged Walker high-intensity screen was installed at the Fox Beverly Theatre here over the weekend for the world premiere tomorrow night of Warner Brothers' "The Jazz Singer."

The premiere will be given worldwide radio coverage, with plans to beam the program to foreign countries in their own languages. Tape recordings later will be broadcast to countries behind the Iron Curtain.

# TOA to Study 3-Dimension

The executive committee and the board of directors of the Theatre Owners of America will devote an entire day to the study of three-dimensional films when the TOA leaders meet here next month. Future possibilities of tri-dimensional pictures at the box-office will be discussed thoroughly, according to Herman Levy, TOA general counsel.

Levy said that the TOA executives would view Cinerama at the Broadway Theatre on the night of Monday, Jan. 26 and efforts would be made to obtain a print of "Bwana Devil," the Natural Vision feature, so that they can witness a demonstration of that project on Monday afternoon.

TOA's position on the government's 16mm. anti-trust suit will be decided at the sessions, which will be held Jan. 25-27, Levy said. The organization will determine whether to try to intervene in the case, and, if that step is vetoed, what other action should be taken. Other subjects, such as arbitration and admission taxes, also are on the agenda.

Levy said that between 50 and 60 are expected to attend the meetings which will be held at the Pierre Hotel.

## U.K.FilmMen,B.B.C. To Air TV Ideas

LONDON, Dec. 28.—An exploratory meeting to discuss, among other things, British Broadcasting Company's need of films for television and what's to be done about it, has been scheduled by the British Film Producers Association for Jan. 1.

Invited to the meeting at BFPA headquarters, in addition to B.B.C.'s television service chief, George Barnes, are William Speakman, president of the Cinematograph Exhibitors Association; Edward Hinge, treasurer, and Walter Fuller, general secretary. They will be present as observers only.

### BFPA Policy

Sir Henry French of B.F.P.A. is understood to have prepared a document setting forth the conditions on which BFPA members would like to use large screen TV. British exhibitors remain opposed to cooperation with television but it appears that producers might be willing to discuss some method of making TV films for BBC in return for theatre TV privileges from the government video-radio monopoly.

Significantly, Norman Collins, former BBC television service head, who is now identified with High Definition Films and Associated Broadcasting Development Co., both of which are partly backed by J. Arthur Rank and Sir Alexander Korda, is discussing arrangements for making his film supply available to BBC. His British-made films already have been made available to American and Canadian TV services.

## *On A.B.-Pathe Board*

LONDON, Dec. 28.—W. A. Fielder, for many years general manager of Associated British-Pathe, has been elected a director of the company.

# MOTION PICTURE DAILY'S BOOKING CHART

| WEEK OF | ALLIED ARTISTS | COLUMBIA | LIPPERT | M-G-M | PARA. | REPUBLIC | RKO | 20TH-FOX | UNITED ARTISTS | UNIV.-INT'L. | WARNERS |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Nov. 16 | | (Nov. Releases)<br>HANGMAN'S KNOT<br>(Color)<br>Randolph Scott<br>Donna Reed<br>OD—84 min.<br>(Rev. 11/3/52)<br>VOODOO TIGER<br>Johnny Weismuller<br>D—67 min.<br>(Rev. 10/30/52)<br>BLUE CANADIAN ROCKIES<br>Gene Autry<br>O—58 min.<br>(Rev. 11/14/52) | | THE HOUR OF 13<br>Peter Lawford<br>D—80 min.<br>(Rev. 9/30/52) | (Nov. Releases)<br>THE TURNING POINT<br>William Holden<br>Alexis Smith<br>D—85 min. (5205)<br>(Rev. 9/18/52)<br>THE SAVAGE<br>(Color)<br>Charlton Heston<br>Susan Morrow<br>OD—95 min. (5206)<br>(Rev. 9/18/52) | THUNDERBIRDS<br>John Derek<br>John Barrymore, Jr.<br>D—98 min. (5201)<br>(Rev. 11/25/52) | FACE TO FACE<br>James Mason<br>Robert Preston<br>D—92 min.<br>(Rev. 11/20/52) | (Nov. Releases)<br>NIGHT WITHOUT SLEEP<br>Linda Darnell<br>Gary Merrill<br>D—77 min. (235)<br>(Rev. 9/30/52)<br>THE STEEL TRAP<br>Joseph Cotten<br>Teresa Wright<br>D—85 min. (232)<br>(Rev. 10/22/52)<br>BLOODHOUNDS OF BROADWAY<br>(Color)<br>Mitzi Gaynor<br>Scott Brady<br>MC—90 min. (236)<br>(Rev. 10/30/52)<br>PONY SOLDIER<br>(Color)<br>Tyrone Power<br>Cameron Mitchell<br>OD—82 min. (237)<br>(Rev. 11/14/52) | (J. Arthur Rank)<br>OUTPOST IN MALAYA<br>Claudette Colbert<br>D—88 min.<br>(Rev. 11/14/52) | (Nov. Releases)<br>THE RAIDERS<br>(Color)<br>Richard Conte<br>Viveca Lindfors<br>OD—80 min. (301)<br>(Rev. 10/9/52)<br>BECAUSE OF YOU<br>Loretta Young<br>Jeff Chandler<br>D—95 min. (302)<br>(Rev. 10/9/52)<br>IT GROWS ON TREES<br>Irene Dunne<br>Dean Jagger<br>C—84 min. (303)<br>(Rev. 11/3/52) | THE IRON MISTRESS<br>Alan Ladd<br>Virginia Mayo<br>D—110 min. (206)<br>(Rev. 10/16/52) |
| Nov. 23 | NO HOLDS BARRED<br>Leo Gorcey<br>C—65 min. (5214) | | MR. WALKIE TALKIE<br>William Tracy<br>Joe Sawyer<br>C—65 min. (5203)<br>(Rev. 12/2/52) | PLYMOUTH ADVENTURE<br>(Color)<br>Spencer Tracy<br>Gene Tierney<br>D—104 min.<br>(Rev. 10/20/52) | | | | | | | |
| Nov. 30 | FLAT TOP<br>(Color)<br>Sterling Hayden<br>Richard Carlson<br>D—85 min. (5201)<br>(Rev. 11/20/52) | | (Re-Releases)<br>GREAT WHITE HUNTER<br>(formerly THE MACOMBER AFFAIR)<br>Gregory Peck<br>D—89 min. (5209)<br>(Rev. 1/28/47)<br>CAPTAIN KIDD<br>Charles Laughton<br>D—89 min. (5210)<br>(Rev. 7/30/45) | SKY FULL OF MOON<br>Carleton Carpenter<br>Jan Sterling<br>D—73 min.<br>(Rev. 11/6/52) | | | CAPTIVE WOMEN<br>Robert Clarke<br>D—65 min.<br>(Rev. 10/1/52)<br>(Re-Releases)<br>THE BACHELOR AND THE BOBBY SOXER<br>Cary Grant<br>C—95 min.<br>(Rev. 6/3/47)<br>BACHELOR MOTHER<br>Ginger Rogers<br>C—80 min.<br>(Rev. 7/5/39) | | (Danziger Bros.)<br>BABES IN BAGDAD<br>(Color)<br>Paulette Goddard<br>Gypsy Rose Lee<br>CD—79 min.<br>(Rev. 12/11/52) | | CATTLE TOWN<br>Dennis Morgan<br>O—71 min. (207)<br>(Rev. 12/1/52) |
| Dec. 7 | JUNGLE GIRL<br>Bomba<br>D—70 min. (5208) | | | | | | | | | | |
| Dec. 14 | THE MAVERICK<br>Wild Bill Elliott<br>O—71 min. (5322) | (Dec. Releases)<br>(Stanley Kramer)<br>EIGHT IRON MEN<br>Bonar Colleano<br>D—80 min.<br>(Rev. 10/23/52)<br>(Stanley Kramer)<br>THE HAPPY TIME<br>Charles Boyer<br>Louis Jourdan<br>CD—94 min.<br>(Rev. 8/18/52)<br>STRANGE FASCINATION<br>Cleo Moore<br>Hugo Haas<br>D—80 min.<br>(Rev. 10/6/52)<br>INVASION U.S.A.<br>Gerald Mohr<br>D—74 min.<br>(Rev. 12/8/52) | | | (Dec. Releases)<br>THE BLAZING FOREST<br>(Color)<br>John Payne<br>Susan Morrow<br>OD—90 min. (5207)<br>(Rev. 9/26/52)<br>(Re-Release)<br>CLEOPATRA<br>Claudette Colbert<br>Henry Wilcoxon<br>D—104 min. (5208)<br>(Rev. 7/24/34) | | | (Dec. Releases)<br>MY PAL GUS<br>Richard Widmark<br>Joanne Dru<br>CD—83 min. (233)<br>(Rev. 11/7/52)<br>STARS AND STRIPES FOREVER<br>(Color)<br>Clifton Webb<br>Debra Paget<br>M—89 min. (239)<br>(Rev. 11/19/52) | (Film Group)<br>MONSOON<br>(Color)<br>Ursula Thiess<br>D—79 min. | (Dec. Releases)<br>THE BLACK CASTLE<br>Richard Greene<br>Boris Karloff<br>D—81 min. (304)<br>(Rev. 10/24/52)<br>AGAINST ALL FLAGS<br>(Color)<br>Errol Flynn<br>Maureen O'Hara<br>D—83 min. (305)<br>(Rev. 11/26/52) | |
| Dec. 21 | | | THE GAMBLER AND THE LADY<br>Dane Clark<br>Naomi Chance<br>D—71 min. (5204)<br>(Rev. 12/17/52) | MILLION DOLLAR MERMAID<br>(Color)<br>Esther Williams<br>Victor Mature<br>D—115 min.<br>(Rev. 10/31/52) | | | BLACKBEARD THE PIRATE<br>(Color)<br>Linda Darnell<br>Robert Newton<br>D—99 min.<br>(Rev. 11/28/52) | | (Lopert)<br>BREAKING THE SOUND BARRIER<br>Ralph Richardson<br>Ann Todd<br>D—109 min.<br>(Rev. 10/30/52) | | ABBOTT AND COSTELLO MEET CAPTAIN KIDD<br>(Color)<br>Charles Laughton<br>C—70 min. (208)<br>(Rev. 11/25/52) |
| Dec. 28 | HIAWATHA<br>(Color)<br>Vincent Edwards<br>D—80 min. (5202)<br>(Rev. 12/11/52) | | | ABOVE AND BEYOND<br>Robert Taylor<br>Eleanor Parker<br>D—122 min. (313)<br>(Rev. 11/20/52) | | RIDE THE MAN DOWN<br>(Color)<br>Brian Donlevy<br>OD—90 min.<br>(Rev. 10/30/52) | | (Jan. Releases)<br>MY COUSIN RACHEL<br>Olivia de Havilland<br>Richard Burton<br>D—98 min. (301)<br>(Rev. 12/24/52)<br>(Bernhard-Vidor)<br>RUBY GENTRY<br>Jennifer Jones<br>Charlton Heston<br>D—82 min. (303)<br>(Rev. 12/24/52)<br>THE I DON'T CARE GIRL<br>(Color)<br>Mitzi Gaynor<br>David Wayne<br>M—78 min. (302)<br>(Rev. 12/24/52)<br>(Robt. Haggiag)<br>THE THIEF OF VENICE<br>Maria Montez<br>D—91 min. (304)<br>(Rev. 11/14/52)<br>(Re-Releases)<br>THE GUNFIGHTER<br>Gregory Peck<br>O—84 min. (348)<br>(Rev. 4/26/50)<br>YELLOW SKY<br>Gregory Peck<br>D—98 min. (349)<br>(Rev. 11/22/48) | | | APRIL IN PARIS<br>(Color)<br>Doris Day<br>Ray Bolger<br>MC—101 min. (209)<br>(Rev. 11/13/52) |
| Jan. 4 | TIMBER WOLF<br>Kirby Grant<br>D—63 min. (5222) | | | | | | ANDROCLES AND THE LION<br>Jean Simmons<br>Victor Mature<br>CD—98 min.<br>(Rev. 10/29/52) | | (Edw. Small)<br>KANSAS CITY CONFIDENTIAL<br>John Payne<br>Coleen Gray<br>D—98 min.<br>(Rev. 11/7/52) | (Jan. Releases)<br>THE LAWLESS BREED<br>(Color)<br>Rock Hudson<br>Julia Adams<br>O—83 min. (306)<br>MEET ME AT THE FAIR<br>(Color)<br>Dan Dailey<br>Diana Lynn<br>M—87 min. (307)<br>(Rev. 12/5/52)<br>THE REDHEAD FROM WYOMING<br>(Color)<br>Maureen O'Hara<br>Alex Nicol<br>OD—80 min. (309) | |
| Jan. 11 | THE STAR OF TEXAS<br>Wayne Morris<br>O (5332) | (Jan. Releases)<br>THE FOUR POSTER<br>Rex Harrison<br>Lilli Palmer<br>CD—103 min.<br>(Rev. 10/9/52)<br>THE PATHFINDER<br>(Color)<br>George Montgomery<br>O—78 min.<br>(Rev. 12/22/52)<br>THE WINNING OF THE WEST<br>Gene Autry<br>O—57 min. | I'LL GET YOU<br>George Raft<br>D (5206) | THE CLOWN<br>Red Skelton<br>Jane Greer<br>C—91 min. (316)<br>(Rev. 12/24/52) | (Jan. Releases)<br>ROAD TO BALI<br>(Color)<br>Bing Crosby<br>Bob Hope<br>C—91 min. (5209)<br>(Rev. 11/18/52)<br>THUNDER IN THE EAST<br>Alan Ladd<br>Deborah Kerr<br>D—98 min. (5210)<br>(Rev. 11/3/52)<br>TROPIC ZONE<br>(Color)<br>Ronald Reagan<br>Rhonda Fleming<br>D—94 min. (5211)<br>(Rev. 12/17/52) | MARSHAL OF CEDAR ROCK<br>Alan "Rocky" Lane<br>O | | | | | |
| Jan. 18 | | | | THE DESPERATE SEARCH<br>Howard Keel<br>Jane Greer<br>D—71 min. (314)<br>(Rev. 11/26/52) | | | | | (John Christian)<br>GUERRILLA GIRL<br>Helmut Dantine<br>D | | STOP, YOU'RE KILLING ME<br>(Color)<br>Broderick Crawford<br>Claire Trevor<br>C—86 min. (210)<br>(Rev. 12/17/52) |
| Jan. 25 | TORPEDO ALLEY<br>Mark Stevens<br>Dorothy Malone<br>D—84 min. (5308)<br>(Rev. 12/18/52) | | | THE BAD AND THE BEAUTIFUL<br>Lana Turner<br>Kirk Douglas<br>D—118 min. (315)<br>(Rev. 11/19/52) | | | NEVER WAVE AT A WAC<br>Rosalind Russell<br>Paul Douglas<br>C—87 min.<br>(Rev. 12/17/52) | | LUXURY GIRLS<br>Susan Stephen<br>D | | |

*(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.)*

# HAPPY NEW YEAR!




The national magazines which have conveyed trade messages to the industry through Motion Picture Daily during 1952 take this opportunity to express cordial greetings and all good wishes to the motion picture distributors and exhibitors of the nation. ☆ ☆ ☆ ☆ ☆ ☆

THE American MAGAZINE

The AMERICAN WEEKLY

Collier's

Sunday Pictorial Review

True Story

COSMOPOLITAN

Woman's Home COMPANION

TOWN & COUNTRY

GOOD HOUSEKEEPING

True Confessions

HARPER'S BAZAAR

Look

House Beautiful

McCall's

seventeen

LIFE

Redbook
The Magazine for YOUNG ADULTS

NEWS WHILE IT IS NEWS

# MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 72. NO. 122 NEW YORK, U. S. A., MONDAY, DECEMBER 29, 1952 TEN CENTS

## *Tradewise . . .*

By SHERWIN KANE

AS Radio City Music Hall comes to its 20th anniversary, marked in this issue of MOTION PICTURE DAILY as has been its earlier anniversaries at each five-year milestone in the theatre's history, the Music Hall's claim to the title "Showplace of the Nation" is more secure than ever before.

In many ways the Music Hall is unique. A glance at some of the facts culled from its records shows why.

In 1951, a poor business year for most theatres, the Music Hall established a record gross of $6,811,769. On the basis of still incomplete figures, the gross for this year probably will set a new high for the theatre.

The average annual attendance is nearly 7,000,000 persons. The 20-year attendance at the Music Hall by the end of this year will be in the neighborhood of 123,000,000.

The 20-year gross for the theatre is estimated at $104,425,000.

One picture, "The Great Caruso," grossed $1,392,943 in 10 weeks at the Music Hall. Four others

(Continued on page 2)

## NEWS FLASHES

WASHINGTON, Dec. 28.--"The largest volume of unfilled requirements" in the private building field was declared to exist for recreational facilities in a Commerce Department economic outlook survey. The need for such construction was said to be due largely to government building curbs, with over $3 billion of deferred building.

•

ALBANY, N. Y., Dec. 28.--Citing the "sensational business" being done by "Bwana Devil," Harry Lamont, head of Lamont Theatres, stated that third dimension projection will prove a box-office boon not only to indoor theatres but also to drive-ins during 1953.




## *Martin and Lewis Voted Top Money-Making Stars*

The team of Dean Martin and Jerry Lewis were the top "Money-Making Stars of 1952," having been voted into the No. 1 position by exhibitors in the *Motion Picture Herald-Fame's* 21st annual poll. Theatre operators—both circuit and independent—voting by confidential ballot strictly on box-office revenues had placed the duo in second place in the 1951 audit.

Martin and Lewis were followed by Gary Cooper, John Wayne, Bing Crosby, Bob Hope, James Stewart, Doris Day, Gregory Peck, Susan Hayward and Randolph Scott, in that order, on the list of Money-Making Stars. The single newcomer to the "Top Ten" is Susan Hayward, although some of the others are returnees. She rose from 19th place in the 1951 poll to ninth position in 1952.

Gary Cooper, runner-up, is on the list for the 13th time, a record tied only by Bing Crosby. John Wayne,

(Continued on page 11)

## O'Donnell Heralds 'Movietime' Train, Other Compo Aids

DALLAS, Dec. 28. — The 22-car streamliner "Movietime" train, which will tour the country in 1953, and other pre-selling projects of the Council of Motion Picture Organizations were heralded by R. J. O'Donnell, vice-president and general manager of Interstate Circuit and national director of "Movietime, U.S.A." as reflecting faith and confidence in the industry for the coming year.

Additional expressions of optimism

(Continued on page 11)

## *Report 20th's '52 Earnings Higher*

A forecast that 20th Century-Fox's net earnings for 1952, based on preliminary reports for the fourth quarter, would be in excess of those of last year was made here at the weekend by a 20th-Fox official.

A decrease in amortization would help take up the "slight decline" in

(Continued on page 2)

## Appoint Regional NCCJ Chairmen

Regional exhibitor chairmen for the amusement industry's participation in Brotherhood Week, Feb. 15-22, on behalf of the 25th anniversary of the National Conference of Christians and Jews were disclosed at the weekend by Sol A. Schwartz, national chairman.

Serving under Walter Reade, Jr., national exhibitor chairman, will be: Albany: Charles Smakwitz and Harry Lamont; Atlanta: Boyd Fry; Boston:

(Continued on page 2)

## House Group Cites Films' Red Probe Aid

### *Un-American Activities Committee Reviews Year*

By J. A. OTTEN

WASHINGTON, Dec. 28. — The House Un-American Activities Committee said today that if Communist efforts to infiltrate Hollywood had not been exposed, the screen would have become a medium for Communist propaganda.

**The statement was made in the Committee's year-end report to Congress, reviewing recent hearings and investigations. It noted that in its film hearings last year and this year, it had received much better cooperation from individuals in the industry than during the earlier 1947 hearings.**

The Committee report carefully avoided giving the industry too great a pat on the back, but at least it did not criticize the industry as did earlier reports.

In 1951, when hearings were re-

(Continued on page 2)

## NY 1st-run Grosses Climb for Holidays

The end of the pre-holiday box-office lull came with Christmas Day along Broadway heralding a week of robust business that will be climaxed by the New Year's weekend. The lively box-office performance in New York was also experienced by theatres in many other sections of the country.

At Radio City Music Hall, the fourth week of "Million Dollar Mer-

(Continued on page 2)

## *Sees Fewer Gov't Controls in '53*

**Dallas, Dec. 28.—Less governmental control as a result of the recent general elections was forecast by Karl Hoblitzelle, president of Interstate Circuit, at a meeting here of the Texas Council of Motion Picture Organizations.**

**He said fewer controls "will mean the salvation of many types of business including our own."**

# Personal Mention

HERBERT J. YATES, Republic president, and Mrs. Yates are in New York from the Coast.

•

WALTER GOULD, executive vice-president of International-United Film Corp., left here for the Coast by plane at the weekend where he will remain until the middle of January.

•

ALLEN HODSHIRE goes to Washington on his first assignment for RKO Radio after joining the company's exploitation staff here today.

•

DAVID O. SELZNICK, president of the Selznick Releasing Organization, will leave here today for London by plane.

•

JACK L. WARNER is in New York from the Coast.

•

MAJOR ALBERT WARNER is in Florida on vacation.

## Red Probe Aid

(*Continued from page* 1)

sumed, "the Committee experienced much fuller cooperation and assistance from individuals in and associated with the motion picture industry," the report declared. "As a result, the Committee ascertained that the Communist efforts to infiltrate this industry had been a full-scale and carefully planned operation and that the Communist Party had been successful in recruiting individuals in important and strategic positions in almost all phases of motion picture production. Had these Communist efforts gone unexposed, it is almost inevitable that the content of motion pictures would have been influenced and slanted and become a medium for Communist propaganda."

### Financial Reservoir

The Committee said it also felt that as a result of its hearings, the extensive financial reservoir which had existed in Hollywood for Communist purposes has been greatly diminished.

The report urged "all fields of entertainment and culture to maintain a steadfast vigilance in order to avoid the possibility of further Communist infiltration into them." It announced that it still has a "number of witnesses" to be called in connection with the Hollywood investigation.

The Committee listed the names of 30 persons who had been one-time members of the Party and who, in testimony before the Committee, "have been of invaluable assistance to the Committee and the American people in supplying facts relating to Communist efforts and success in infiltrating the motion picture industry."

The list included Elia Kazan, Edward Dmytryk, Sterling Hayden, Larry Parks, Budd Schulberg, Frank Tuttle and Clifford Odets.

Others on the list were George Bassman, George Beck, Martin Berkeley, Lloyd Bridges, Richard Collins, Eve Ettinger, Bernyce Fleury, Eugene Fleury, Anne Ray Frank, Roy Huggins, Leon Janney, Fred Keating, Marc Lawrence, Isobel Lennart, Melvin Levy, Paul Marion, David Raksin, Stanley Roberts, Meta Reis Rosenberg, Bernard C. Schoenfeld, Leo Townsend, Owen Vinson and Elizabeth Wilson.

The report noted that Bridges, Janney and Keating had all admitted former Party membership in executive session statements, and that their testimony had not yet been made public.

# Tradewise . . .

(*Continued from page* 1)

grossed more than $1,150,000 in runs of eight to 11 weeks.

During the last Christmas-New Year's holiday week, "I'll See You in My Dreams" grossed a record $180,068 in seven days. "Ivanhoe," in one non-holiday week, grossed $175,958.

The Music Hall has played 425 feature pictures since its opening 20 years ago. Of these, 317 were played during the first 10 years and 108 during the second 10 years.

In 1946, the Music Hall used only eight feature films; in 1945, nine; in 1944 and this year, 10; in 1943, 1947 and 1951, it used 11.

In its early years, before its present policy had been established, the Music Hall used almost four times as many films as in recent years. In 1933, it used an all-time high of 46; in 1934, it used 43, and in 1935, 40. From 1936 on, the drop in feature film consumption was sharp and continuous.

Numerically, RKO Radio provided the Music Hall with the most films over the 20-year period; a total of 115 features which consumed 221 weeks and five days of playing time. MGM has furnished 71 features which have used 319 weeks of playing time, including the run, to date, of the current "Million Dollar Mermaid."

Other product suppliers and their playing time include: Columbia, 63 pictures; 131 weeks running time; 20th Century-Fox, 62 features, for 104 weeks and four days; United Artists, 48 features, for 94 weeks; Warner Brothers, 28 features, for 67 weeks; Universal, 20 features, for 36 weeks and three days; Paramount, 14 features, for 55 weeks.

Pandro Berman is the leading producer of pictures booked by the Music Hall, with 28. David Selznick has 11; Arthur Freed 10. John Cromwell, with 17 pictures, is the leading director on the Hall's books. Alexander Hall has 11, and John Ford, 10.

Katharine Hepburn and Ginger Rogers are tied for first as the female stars of the greatest number of pictures to play the Hall—22 each. However, Greer Garson's 11 starring vehicles at the Hall had the longest playing time for any female star, 65 weeks.

Cary Grant ranks as the male star who has appeared in the most Music Hall pictures, and for the most playing time—21 pictures which ran 68 weeks. Walter Pidgeon was in eight which ran 45 weeks and Spencer Tracy in 12 which ran 41 weeks.

These wholly statistical facts are but one phase of the story that proves the Radio City Music Hall unique. The other is the great organization, directed by Russell V. Downing, which meticulously maintains the high standards of entertainment and service in the Music Hall's distinguished setting. That story is told elsewhere in this issue.

## 20th's Earnings

(*Continued from page* 1)

worldwide 1952 revenues from film rentals, it was said. Foreign film rentals for the calendar year are running about eight per cent higher than last year, also absorbing some decline in 1952 domestic film rentals.

Last year, the income from film rentals was $92,489,357, both domestic and foreign. Theatre receipts for 1951 were $58,169,152. Net profit was $4.308,431.

With the company splitup as of last Sept. 27 into separate production-distribution and exhibition firms according to the terms of the consent decree, there are no comparable figures for net earnings this year. In its last report for the 39 weeks ended Sept. 27, which covered operations before the split-up, the company disclosed consolidated net earnings of $2,768,191 and a special credit of $1,077,755. This compared with net earnings of $2,147,628 for the 39-week period ended Sept. 29, 1951.

## NCCJ Chairmen

(*Continued from page* 1)

Ben Domingo; Buffalo: Arthur Krolick; Charlotte: H. D. Hearn; Chicago: John Balaban; Cincinnati: Rube Shor and Jerome Shinbach; Cleveland: Frank Murphy and Max Mink; Dallas: Julius Gordon and James O. Cherry; Denver: Hall Baetz and William Hastings; Des Moines: Myron Blank; Detroit: Jack Sharkey; Indianapolis: Howard Rutherford; Jacksonville: Leon Netter; Kansas City: Howard Burkhardt and E. C. Rhoden; Los Angeles: W. O. Srere and H. A. Anderson; Memphis: Jack Katz.

Also: Milwaukee: Harold Fitzgerald and A. D. Kvool; Minneapolis: Harold Fields, Ed Rubin and Harry Weiss; New Haven: Harry Shaw and H. Feinstein; New Jersey: Frank Damis; New Orleans: Henry Plitt; New York City: Sam Rinzler, Spyros Skouras, Jr., and Michael Edelstein; Oklahoma City: Morris Lowenstein; Omaha: Robert Livingston and Larry Kaplane; Philadelphia: William Goldman; Pittsburgh: Bert Stearn and Moe Silver; Portland: Jack Matlack; St. Louis: Harry Arthur, Jr., and Russ Bovim; Salt Lake City: Ray Hendrey; San Francisco: Joseph Blumenfeld and Mark Alling; Seattle: Frank Newman; Tampa: Herman Silverman; Washington: A. Julian Brylawski and Orville Crouch.

The regional distributor and publicity chairmen will be announced shortly.

## *30 Cleve. Theatres In Pre-Xmas Closing*

**Cleveland, Dec. 28.—Thirty independently owned subsequent run houses, representing 50% of the theatres in this classification in Greater Cleveland, closed Monday through Wednesday before Christmas. This is the first time such a wide sweeping policy including the largest and newest theatres, has ever been adopted. In previous years many theatres closed Christmas Eve to give their employees one holiday night with their families.**

**The three-day closing was not a concerted action on the part of exhibitors but was instituted on the basis of individual theatre lack of attendance. All reopened Christmas Day with new programs.**

## Grosses Climb

(*Continued from page* 1)

maid" and the traditional Christmas stage show is expected to top $180,000, the sturdy figure realized last year during Christmas week. The estimate is based on pre-Christmas business at the Hall, which unlike most other theatres, picks up a few weeks before the holiday with the introduction of the Christmas show.

**At the Victoria, a tremendous $12,500 was chalked up for the first two days of "Come Back, Little Sheba," leading Paramount officials to predict that the first week of the film will break the house record of $57,000 set by "Joan of Arc."**

Other sturdy product, highlighted by "Ruby Gentry," at the Mayfair; "April in Paris," at the Paramount, and "Hiawatha," at the Bijou, was introduced along Broadway for the holidays with a commensurate boost in business. Other holiday fare which drew many customers was the in-person appearance of Johnnie Ray at the Capitol, coupled with "Against All Flags" as the screen attraction, and "My Cousin Rachel" at the Rivoli.

Thousands of couples, accompanied by their children, flocked to see "Hans Christian Andersen" at the Criterion and the off-Broadway Paris. Also doing brisk business was the newly-reopened Roxy, currently featuring "Stars and Stripes Forever," and "Icecolorama" on stage. "Limelight" at the Astor and at the two-a-day 60th Street Trans-Lux also did quite well.

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THE YEAR OF PARAMOUNT'S NEW CONCEPT...

# SUPER-HITS

TO RESTORE HIGHEST ATTENDANCE LEVELS

Examine Paramount's product for the next 6 months and its big ones to follow.

# A NEW CONCEPT OF *Production*

Paramount Pictures Every picture presented in '53 reflects Paramount's intention to make only top-quality attractions, the advantage of which is proved by Cecil B.

# ROAD TO BALI

Color by TECHNICOLOR

starring

BING CROSBY · BOB HOPE

DOROTHY LAMOUR

Produced by HARRY TUGEND · Directed by HAL WALKER
Screenplay by FRANK BUTLER, HAL KANTER and WILLIAM MORROW
New Songs – Lyrics by JOHNNY BURKE · Music by JAMES VAN HEUSEN





CECIL B. DEMILLE'S

# THE GREATEST SHOW ON EARTH

Color by TECHNICOLOR

starring

BETTY HUTTON · CORNEL WILDE · CHARLTON HESTON
DOROTHY LAMOUR · GLORIA GRAHAME

with

HENRY WILCOXON · LYLE BETTGER
LAWRENCE TIERNEY · EMMETT KELLY
CUCCIOLA · ANTOINETTE CONCELLO

and JAMES STEWART

Produced and Directed by CECIL B. DeMILLE • Produced with the cooperation of Ringling Bros. - Barnum & Bailey Circus • Screenplay by Fredric M. Frank, Barré Lyndon and Theodore St. John • Story by Fredric M. Frank, Theodore St. John and Frank Cavett

DeMille's "The Greatest Show On Earth," soon entering its second year of record business. In addition to extra story-and-star values, an all-time high percentage of these productions will be made in color by Technicolor. Paramount leads the industry in meeting the needs of present-day boxoffice demands.

# BURT LANCASTER
# SHIRLEY BOOTH

IN

## Hal Wallis'

PRODUCTION

# Come Back, Little Sheba

Co-starring

TERRY MOORE • with RICHARD JAECKEL

Directed by DANIEL MANN • Screenplay by KETTI FRINGS

Based on the original play by William Inge

Produced on the stage by the Theatre Guild





# DEAN MARTIN AND JERRY LEWIS

in HAL WALLIS' Production

# THE STOOGE

with

EDDIE MAYEHOFF • MARION MARSHALL
POLLY BERGEN

Directed by NORMAN TAUROG • Screenplay by FRED F. FINKLEHOFFE and MARTIN RACKIN

Additional Dialogue by ELWOOD ULLMAN • From a story by FRED F. FINKLEHOFFE and SID SILVERS



A NEW CONCEPT OF

# Star Building

Paramount Pictures

A fresh and sure-fire planned program adding new names to Paramount's long list of ticket-selling stars is now in operation for **'53**. Many of them



## The STARS are SINGING

color by TECHNICOLOR

starring

ROSEMARY CLOONEY
ANNA MARIA ALBERGHETTI
LAURITZ MELCHIOR

with

BOB WILLIAMS · TOM MORTON · FRED CLARK
JOHN ARCHER and RED DUST

Produced by IRVING ASHER · Directed by NORMAN TAUROG
Screenplay by LIAM O'BRIEN
Based on a story by Paul Hervey Fox

## THUNDER IN THE EAST

starring

ALAN LADD · DEBORAH KERR
CHARLES BOYER · CORINNE CALVET

Produced by EVERETT RISKIN
Directed by CHARLES VIDOR · Screenplay by JO SWERLING
Adaptation by
GEORGE TABORI and FREDERICK HAZLITT BRENNAN
From the novel by Alan Moorehead



come to the screen widely publicised in other fields: Rosemary Clooney, Audrey Hepburn, Anna Maria Alberghetti, Yul Brynner. Thus they are immediate marquee assets, ready to assume the stature which Paramount has recently given personalities like Martin and Lewis, and Charlton Heston.



# TROPIC ZONE

COLOR BY
TECHNICOLOR
starring
RONALD REAGAN
RHONDA FLEMING
ESTELITA
with
NOAH BEERY · GRANT WITHERS
Written for the Screen and Directed by LEWIS R. FOSTER · Based on a novel by Tom Gill
Produced by William H. Pine and William C. Thomas

# JAMAICA RUN

Color by
TECHNICOLOR
starring
RAY MILLAND
ARLENE DAHL
WENDELL COREY
with
PATRIC KNOWLES · LAURA ELLIOT
Directed and Written for the Screen by
LEWIS R. FOSTER
From a novel by Max Murray
Produced by
WILLIAM H. PINE and WILLIAM C. THOMAS



# A NEW CONCEPT OF *Merchandising*

Paramount's forward drive to recapture maximum boxoffice attendance has rejected all old, tired pre-selling methods. New, aggressive ideas in




## BOB HOPE
## MICKEY ROONEY
## MARILYN MAXWELL in

# OFF LIMITS

co-starring

EDDIE MAYEHOFF

with STANLEY CLEMENTS

JACK DEMPSEY · MARVIN MILLER

Produced by HARRY TUGEND · Directed by GEORGE MARSHALL

Story and Screenplay by HAL KANTER and JACK SHER

## CHARLTON HESTON
## RHONDA FLEMING
## JAN STERLING
## FORREST TUCKER

in

# PONY EXPRESS

**Color by TECHNICOLOR**

Directed by JERRY HOPPER

Screenplay by CHARLES MARQUIS WARREN

Story by Frank Gruber

Produced by NAT HOLT



showmanship meet the challenge of each attraction. Amplifying the means of communication to the public has been successfully achieved by Paramount for '53-and this pioneering in new interest-compelling devices will continue as a primary means of extending the film audience.....



# THE WAR OF THE WORLDS

Color by
TECHNICOLOR

Produced by GEORGE PAL
Directed by BYRON HASKIN
Screenplay by BARRÉ LYNDON
Based on the novel by
H. G. WELLS

# PLEASURE ISLAND

Color by
TECHNICOLOR

starring
LEO GENN · DON TAYLOR
with GENE BARRY · ELSA LANCHESTER
and introducing
DOROTHY BROMILEY · AUDREY DALTON · JOAN ELAN

Produced by PAUL JONES
Directed by F. HUGH HERBERT and ALVIN GANZER
Screenplay by F. HUGH HERBERT
Based on the novel by William Maier



# '53

## IN ADDITION THESE SUPER-HITS ARE YOUR PARAMOUNT FUTURE FOR

**ROMAN HOLIDAY**
A William Wyler Production.
Gregory Peck, Audrey Hepburn,
Eddie Albert.

**SCARED STIFF**
A Hal Wallis Production.
Dean Martin and Jerry Lewis,
Lizabeth Scott, Carmen Miranda.

**ARROWHEAD**
Charlton Heston, Mary Sinclair,
Jack Palance, Michael Keith.
Produced by Nat Holt
Color by Technicolor.

**HOUDINI**
Tony Curtis, Janet Leigh
Produced by George Pal
Color by Technicolor

**SHANE**
A George Stevens Production.
Alan Ladd, Jean Arthur, Van Heflin,
Brandon de Wilde.
Color by Technicolor.

**FOREVER FEMALE**
Ginger Rogers, William Holden,
Paul Douglas, Pat Crowley.
Produced by Pat Duggan.

**STALAG 17**
Produced by Billy Wilder.
William Holden, Don Taylor, Otto Preminger.
From the Broadway stage success.

**HERE COME THE GIRLS**
Bob Hope, Arlene Dahl,
Rosemary Clooney, Tony Martin.
Produced by Paul Jones.
Color by Technicolor.

**LITTLE BOY LOST**
A Perlberg-Seaton Production
Bing Crosby, Claude Dauphin.

**THE CONQUERORS**
John Payne, Coleen Grey,
Jan Sterling, Lyle Bettger.
Produced by Pine and Thomas.
Color by Technicolor.

## AND LEADING SUPER-HITS TO COME

Irving Berlin's **WHITE CHRISTMAS**
**Bing Crosby—Fred Astaire—Rosemary Clooney**

## *'Look' Features 'Herald-Fame' Poll*

**The Jan. 13 issue of *Look Magazine,* which will be on the newsstands tomorrow, will carry a three-page pictorial layout on the *Motion Picture Herald-Fame* 21st annual exhibitor poll results of the top box-office stars of the year. Titled "America's Favorite Movie Stars," the three pages are devoted to photos of present and past winners, with their ranking positions in previous polls.**

## Martin and Lewis

(*Continued from page* 1)

after holding the No. 1 spot in the two previous years, was in third place, possibly due to the fact that he was seen less often during the year than was good for his poll standing. Bing Crosby climbed a notch from his 1951 position, taking fourth place, but he shares with nobody the record of five consecutive years in the No. 1 slot (1944-48 inclusive).

Hope jumped from sixth to fifth place and is on the "team" for the 12th time, taking first place in 1949. Stewart is in the Top Ten for the second time, finishing sixth, while Miss Day, in seventh place, is up two stations from last year's ninth, which was her initial appearance on the list. Peck, finishing eighth, duplicates his standing in the 1947 poll.

The *Herald* observes that the fluctuations of box-office fame are singularly slight from year to year. Bud Abbott and Lou Costello, 11th in the 1952 poll, although eighth in the independent exhibitors' column, have seven Top Ten placements, including a No. 1 in 1941. Esther Williams, 12th in the present listing, although 10th in the circuit theatres' column, was eighth in both the 1949 and 1950 polls. The most striking shift of poll positions is that of Betty Grable, who was third in 1951, and dropped to 20th this year. The repeated suspensions she drew from her studio are reported to have accounted for the dip.

**Winners in the Western film category are Roy Rogers, Gene Autry, Rex Allen, Bill Elliott, Tim Holt, Gabby Hayes, Smiley Burnette, Charles Starrett, Dale Evans and William Boyd. Fluctuations in this department are even slighter, with Rogers leading the parade for the 10th consecutive year.**

British exhibitors participated in the poll, casting votes in three groups; the top money-making British players, international players, and Western stars, respectively.

The British performers ranked in the following order: Ronald Shiner, Alastair Sim, Alec Guinness, Anthony Steel and Jack Hawkins (tied), Richard Todd, Nigel Patrick, Jack Warner, Anna Neagle, Trevor Howard and Glynis Johns.

In the international bracket, the winner was Bob Hope, followed by Gregory Peck, Betty Hutton, Martin and Lewis, John Wayne, Mario Lanza, James Mason, James Stewart, Doris Day and Humphrey Bogart.

The Westerns' leaders were Gary Cooper, Randolph Scott, James Stewart, Roy Rogers, John Wayne, Rod Cameron, Alan Ladd, Gene Autry, Jeff Chandler and Clark Gable.

# Television--Radio

## *with Pinky Herman*

WHAT will probably be the only Chinese Christmas Carols on TV, will be heard on "Letter to Lee Graham" ABCast 3:00 to 3:15 P.M. Christmas Day, when Father John Moore and ten children from the Kung Wah Cantonese settlement on Mott St. will guestrill. . . . For the first time in the 19-year history of the Sugar Bowl game, the contest on New Year's Day between Georgia Tech and U of Miss. will be telecast. Jim Britt's play by play will be heard and seen on the five owned and operated ABC-TV stations while Bob Finnegan will radiorate the classic for indie co-sponsors. . . . March of Time's interesting Film Series, sponsored by Miller Brewing Co. in about 60 key cities, moves from ABC to NBC, and will be telecast Weds., 7:15 to 7:30 P.M. There was quite a to-do last week when someone stated that "New York's Finest WEREN'T." That may or may not be so but local gendarmes have certainly proven themselves "the smartest." On Dec. 9, Patrolman Robert R. Maloney (paired with Joyce Robinson of Omaha, Neb.) split the record sum of $2,835.00 on NBC-TV's "Two For The Money," and on the same day Stanley Chapple, New York traffic cop, gave the right answers on "The Big Payoff" and copped a mink coat and a trip to Paris for himself and his wife.

☆ ☆ ☆

*Tom Slater, Ruthrauff & Ryan v.p., who was recently named director of that firm's radio and TV dep't., has enjoyed a wide and varied career. Upon graduation from College he served on the faculties of Northwestern U, Miami U. and Western College for Women at Oxford, O. From* 1934 *until he joined R & R in* 1946, *Slater was a writer-producer-performer and for several years headed special events and sports for MBS. His "Contacting the Moon By Radar," in* 1946 *won him the coveted National Headliners Award for "Radio's outstanding special events broadcast of the year." He is chairman of the TV committee for the broadcasting and film commission of the National Council of the Churches of Christ in America, and some few weeks ago succeeded his brother Bill as emcee and host of the "Luncheon at Sardi's," series via WOR. . . . After a recording-breaking p.a. tour of theatres in Montreal and Toronto, The Four Aces paused in New York for a guestint on Kate Smith's program, then left for another theatre date in Chicago. . . . Bob Monroe's "High Adventure" and "John Steele" MBShows resume next month. . . . The Wendell Coreys due back in town next month and are mulling an offer to do a "Mr. & Mrs." program on TV.*



Tom Slater

☆ ☆ ☆

**Jack Lescoulie who has been doing a CBSwell announcing job on the "Jackie Gleason Show" these past two months, added another chore to his busy schedule when he subs for Dave Garroway on "Today," the NBC-TV early bird series, from Dec. 25 through the 29th. . . . George F. Foley's adult science fiction TV series, "Tales of Tomorrow," ABCast for the past two years, will also become a radio series over the same network starting Thursday Jan. 1. Clark Andrews will direct the radio version. . . . "Wild Bill Hickok" has been MBSigned to continue on through 1953. . . . Deejays will latch onto Jerry Cooper's newest Anchor platter of two nostalgic ballads, "Have You Ever Been Lonely" and "I'm Sorry I Made You Cry." The former Monogram Pictures lark is headed for a comeback. . . . Maggi McNellis turned in one of the finest femceeing jobs we've ever seen last Tuesday nite via WJZ-TV for the special premiere of the 20th Century-Fox musical, "Stars and Stripes Forever," at the Roxy Theatre. In fact we'll coin a word and say her charm, wit and graciousness made this a Magginificent telecast. . . . Charles Sanford, musical director of "Your Show of Shows," has nixxed offers from two Broadway producers to NBContinue with Max Liebman, with whom he's been associated for a decade. . . . Telenews Exec Milton Weisman sails Jan. 7 for a six-month world tour to set up world news coverage facilities. . . . Abbie Greshler has started his own music publishing firm and will publish songs written and recorded by the new singing sensation, Jimmy Boyd, whose current platter of "I Saw Mommy Kissing Santa Claus" has already reached the three MILLION sales mark. . . . Sotto Voce to Alice Heinecke: Durn purtiest birthday card we ever received. Merci beaucoup. . . .**

## *Warner Theatres Set 3-D N. E. Premieres*

**Hartford, Dec. 28.—Warner Bros. Theatres have scheduled the first northern Connecticut booking of "Bwana Devil," three-dimensional film, for the Warner Strand, Hartford, in either late January or early February, according to Harry Feinstein, Warner circuit zone manager.**

**Similar bookings are being lined up for Warner houses throughout the territory.**

## O'Donnell Heralds

(*Continued from page* 1)

came from members of the executive board of Texas COMPO, who attended a special meeting here. Among them were Karl Hoblitzelle, founder and president of Interstate Circuit; Col. H. A. Cole, chairman of the board of Allied Theatre Owners of Texas and national chairman of the COMPO tax repeal campaign; Ed Rowley, president of Rowley United Theatres; H. J. Griffith, president of Theatre Enterprises, and Claude Ezell, president of Ezell and Associates.

**Cole stated, "We have every reason to believe that our efforts in the tax repeal campaign will bear fruitful returns to the industry during the coming year, but this will represent only a partial solution to our problems. The new year will see our thoughts directed toward establishing inter-industry harmony with the introduction of an incentive selling program which will benefit both exhibition and distribution. This will require a cooperative spirit and a period of experimentation to prove its value, and I feel that Texas will be the testing grounds for this important project."**

Rowley cited Cinerama as "a milestone in the progress" of the industry and envisioned the need for a transition in the industry to harness the new medium.

Griffith forecast that a successful outcome of the tax repeal campaign would mean the salvation for thousands of theatres and a more stabilized industry. Ezell predicted that drive-ins were headed for the most prosperous year in their history.

Phil Isley, president of Isley Theatres and president of Allied Theatre Owners of Texas, condemned the Department of Justice's 16mm. suit seeking the release of feature films to TV stations, among other things.

## *Mother of Bucky Harris*

Mrs. Lena Harris, mother of Maurice "Bucky" Harris, Universal Pictures exploiteer, died here Friday at the age of 93. Funeral services were held the following morning. Mrs. Harris is survived by two other sons and several grandchildren.

## *D. Kaye Advance Sale*

The Danny Kaye "in person" show which opens at the RKO Palace here Jan. 18 had racked up an advance sale of $201,322 at the end of last week. Seats are now being sold eight weeks in advance.



*Congratulations to*

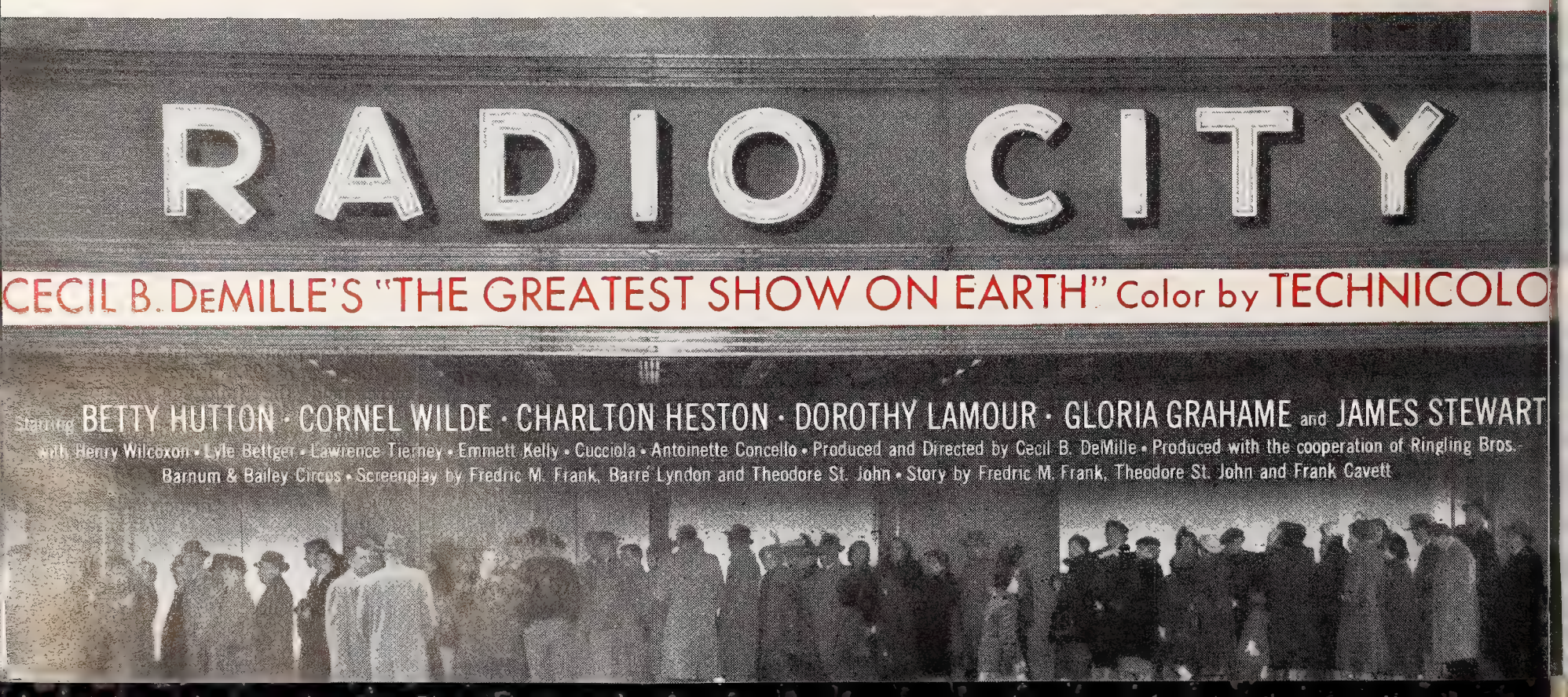
# The Greatest Showplace On Earth

*from*

# "The Greatest Show On Earth"

*on the happy occasion*
*of the 20th birthday of Radio City Music Hall*

**Another happy anniversary coming up!** Early this year—on January 10th, 1952—the World Premiere of Cecil B. DeMille's "The Greatest Show On Earth" took place at Radio City Music Hall, starting an endless line of ticket-buyers which has now extended to more than five thousand theatres and will go on and on thru 1953. Never has any motion picture hit grosses like it and never has any company been as proud as **PARAMOUNT**



*celebrating*

*the 20th Anniversary of*

# RADIO CITY MUSIC HALL



TWO decades ago comedians in a Broadway musical review were making merry over what they referred to as "Young John D's Folly." Their reference was to the institution created through the vision and enterprise of Mr. John D. Rockefeller, Jr., which has since become world-famous as the Radio City Music Hall.

The Music Hall was inaugurated in the midst of the Great Depression and the inaugural program, unhappily in tune with the spirit of the day, was not without various depressive aspects. But that was only the starting point. The best laugh—the last laugh—was yet to come.

In the succeeding years this institution, endowed with a physical plant and character never previously realized, and enjoying a sponsorship of vision, taste and initiative, has gone on to establish for itself a unique status in the amusement world. It is doubtlessly the most widely known theatre of the day. It numbers among its public an army of regular and devoted patrons residing in the New York area, and it is the top-of-the-list place to go for great numbers of visitors from points throughout this country and from overseas. It has solidly built a reputation of even greater value than the physical values of the enterprise.

¶ The rise of the Music Hall to its position of eminence was first under the guidance of the masterful hand of the late W. G. Van Schmus, and ably continued by his immediate successor, Mr. Gus S. Eyssell, who went on from the Music Hall post to his present position as president of Rockefeller Center, Inc. The successful tradition is now continuing under Mr. Russell V. Downing, president and managing director.

The Music Hall is an institution of the amusement industry which reflects substantial credit upon the industry at large. Its twentieth anniversary is an appropriate occasion for an acknowledgment of this obligation and for the offering of hearty congratulations to the management and to the numerous personnel which constitute the Music Hall family.

— MARTIN QUIGLEY



# GUS, RUSS AND LEO A VERY HAPPY TRIO!

Congratulations to Gus Eyssell, President of Rockefeller Center, to Russell Downing, Managing Director of Radio City Music Hall and their splendid associates on the Twentieth Anniversary of the World's Largest Theatre.

May you enjoy many more years of distinguished and successful showmanship.

*(continued)*

*(continued)*

It is a matter of extreme pride that you selected M-G-M's great Technicolor musical "MILLION DOLLAR MERMAID" for your Anniversary Picture. We are delighted that it is such a sensational attraction.

And starting the 21st year of your famed show shop, what an honor to present "THE BAD AND THE BEAUTIFUL." This powerful M-G-M drama is already talked about as a strong contender for the Academy Award and sure-fire for the Ten Best List of 1953.

We can assure you that there are many other M-G-M attractions of Music Hall quality coming in the months ahead.

We take pardonable pride in the part you have permitted us to play in the 20 years you are now celebrating. May we look back briefly over those years:

> M-G-M had 5 of the 10 top grossing pictures, more than any other company ("The Great Caruso," "Ivanhoe," "Show Boat," "Random Harvest," "Valley of Decision"). M-G-M had the top grosser of all time "The Great Caruso." M-G-M had the co-holder of the longest run record, 11 weeks for "Random Harvest." 71 M-G-M pictures played the Hall for the greatest number of weeks of any company. During the year 1952 now concluding, M-G-M had 62% of Music Hall playing time.

Happy Anniversary to the great institution of Radio City Music Hall which has brought honor and prestige to this industry and may it be the privilege of Leo the Lion to roar from its giant screen for years to come.

# from Biggest to Greatest...




## ...telling the story of Radio City Music Hall through two decades

By TERRY RAMSAYE

THE TWENTIETH anniversary of the Radio City Music Hall is a signal occasion for all the institution of the motion picture, art and industry. Standing there in New York's mid-town, its event of *Now*, taking provocation from the yesterdays, constructively pertains more importantly to encouragement for the tomorrows.

When the Music Hall was opened December 27, 1932, those two decades ago, with much pomp and ceremony, it was the world's *biggest* theatre. In the years since, it has come by ordeal and experience to be the world's *greatest* theatre.

Through steps of evolution and the adventures of the hectic career of the problem-beset motion picture, this theatre has become and is today a looming beacon on a headland, shining through the pessimism and questioning that float across an industry burdened with adjustment to the new order, and disorder, of the day.

There are facts.

The Music Hall's flowing successes, continuous across the television invasion, its accompanying fevers, and other rising competitions for the entertainment dollar, have set significant tide marks of motion picture box-office values in genuine ledger figures:

*"Sunset Boulevard,"* 1950—7 weeks, $1,015,000 . . . *"Show Boat,"* 1951—8 weeks, $1,160,000 . . . *"The Great Caruso,"* 1951—10 weeks, $1,392,000 . . . *"The Greatest Show on Earth,"* 1952—11 weeks, $1,335,000 . . . *"Ivanhoe,"* 1952—8 weeks, $1,290,000.



J. D. Rockefeller, Jr.
Founder of
Rockefeller Center

It is to be noted that these pictures, along with the rest of the presentations of the Music Hall screen, were selected out of projection room judgments, inevitably in pursuit of a policy. It is a firm policy which pertains as much to maintaining an institution for its continuing career as to selling the seats for tonight's show.

Those high gross figures are impressive and important as denoting that flow of seven to eight millions of customers which come each year to fill those 6200 seats, often to the capacity of the house.

While we are among the statistics, it is appropriate to record again that the Music Hall has the biggest indoor screen, 70 by 40 feet, a throw from projection ports to screen of 190 feet, and a stage so long that it takes a row of 46 precision dancers, the Rockettes, to stretch across it. Also after twenty years of operation, it is the newest of theatres, with an interior of luxury and unostentatious elegance, with sheer size and scale the principal assertion of grandeur. If the gregarious impulse and the sense of audience participation are factors of a show, in the Music Hall they get it. It was built big, but it had to grow great.

This quality of newness is maintained by a continuous process of modernizations and refurbishments in detail. The patron gets nowhere a suggestion of obsolescence, no spots worn through, nothing obviously repaired. It maintains the perfections of an opening night, from the lush carpet trod by those millions of feet, to an overall spotlessness. Incidentally that carpet runs between the seats with its tactile impress of luxury—and probably subtle satisfaction to the foot-tired ladies who like to slip off their shoes and yield in relaxed comfort to the entertainment.

The operation and all its policies start with the customer, addressed at the big middle class of solvent Americans, observant of their tastes and public proprieties, when assembled under each other's eyes.

## Exploiting Distinction

The process of address to that Music Hall public became conspicuous to the observer in its avoidance of the promotional antics and publicity high pitches which so often and conspicuously affect the metropolitan scene and the frenetics of Broadway.

There are no parades with prancing drum majors, no balloons, no skywriters, no sniping, window cards and throwaways. The Music Hall's large staff of creative artists of note and fame do not have their names bestrewn across the gossip columns, nor are they photographed at the night clubs and hot spots.

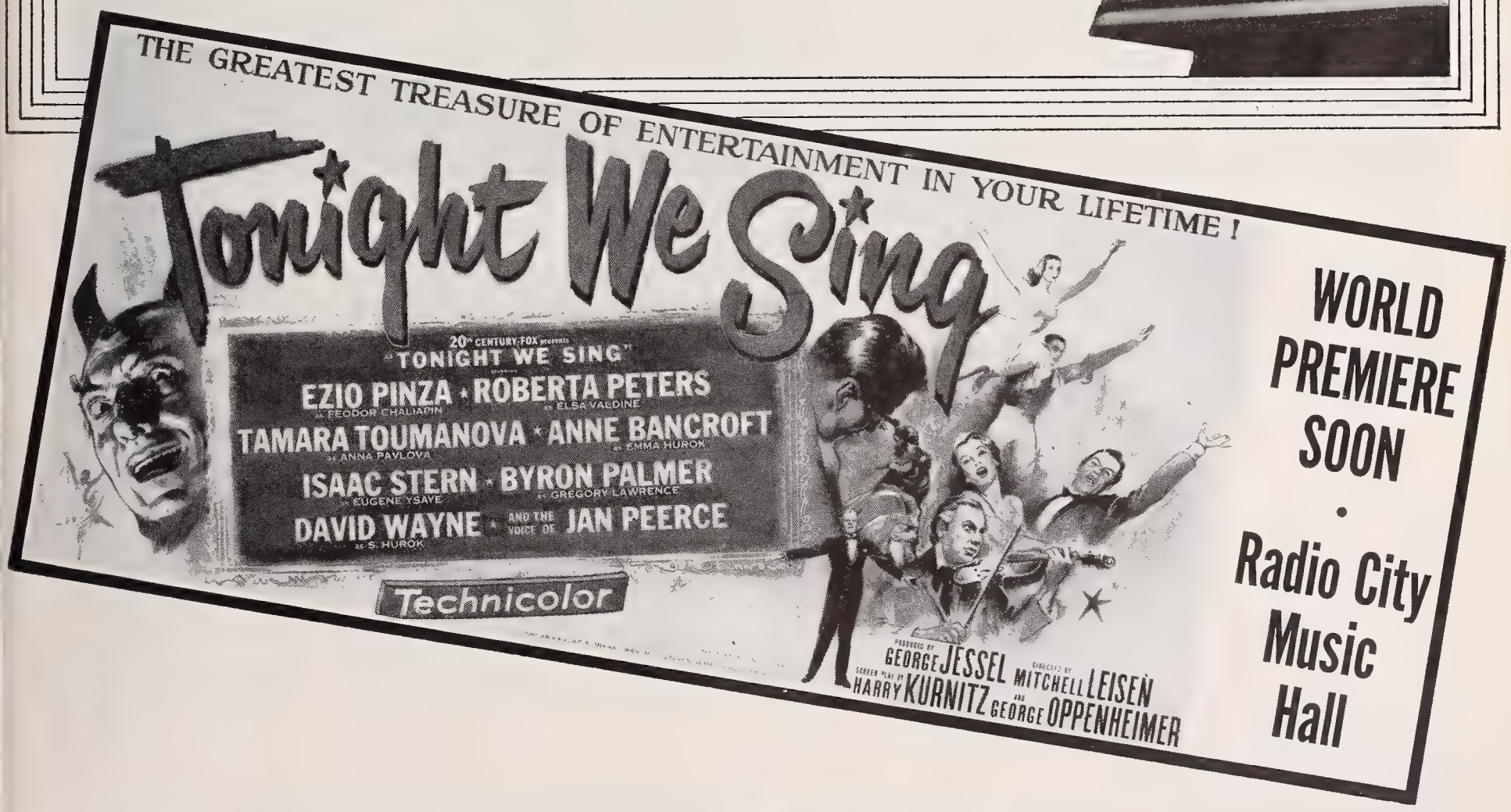
The basic audience is drawn from a fifty-mile circle around Rockefeller Center, and

[CONTINUED ON PAGE 18]

# CONGRATULATIONS ON YOUR 20 YEAR

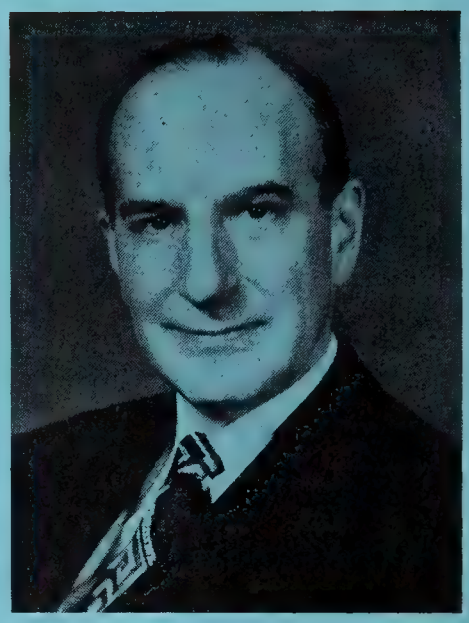
FROM 20 CENTURY-FOX






There's No Business Like 20 Century-Fox Business!

# "THE HALL'S" HEAD MAN



RUSSELL V. DOWNING, president and managing director of Radio City Music Hall, has spent his entire career in show business as an officer of the world's premiere theatre. As the Music Hall marks its 20th anniversary, Downing's personal 20th anniversary in show business and in the service of the theatre is not far distant.

Downing joined the Music Hall executive organization as treasurer in October, 1933. In 1942 he was elected vice-president and treasurer of Radio City Music Hall Corp. and Center Theatre Corp. He was named executive vice-president of both companies on June 1, 1948, and became president and managing director of the Music Hall last March. In November he was elected a member of the board of directors of Rockefeller Center, Inc., in addition to his other positions.

Apart from the brief, early period during which the operating policy of the Music Hall was in a state of flux, when S. L. (Roxy) Rothafel and Harold B. Franklin, successively, were in charge, the world's greatest showplace has had but three managing directors. Preceding Downing in that capacity were the late W. G. Van Schmus and Gus S. Eyssell. The latter is chairman of the board of the Music Hall Corporation now and also holds the post of president of Rockefeller Center, Inc.

Downing was born in Yonkers, N. Y., Aug. 11, 1900. He attended local public schools; then the Wharton School of Commerce of the University of Pennsylvania. He was in officers' training at Camp Zachary Taylor for a time during World War I and returned to schooling at Columbia University. His early business experience included the posts of treasurer of the Prudence Co., assistant treasurer of Holmes Products, assistant treasurer of Magazine Repeating Razor Co. and assistant to the president of Tidewater Oil Sales Corp.

As part of his administrative duties as head of the Music Hall, Downing makes frequent journeys to Hollywood for the purpose of previewing the best of the newly completed film product and also to view rushes of other productions which promise to meet the Music Hall's high standards for bookings. In both film and stage presentations the Music Hall's cardinal policy may be described as clean entertainment for the whole family. That, and an inflexible policy of good, honest service to the public have been the keys to the great theatre's 20 years of success.

In both his long service to the Music Hall and his still brief tenure as its chief executive officer, Downing has proved himself an able custodian of those policies and an administrator eminently capable of ensuring the further success of the Radio City Music Hall as the world's pre-eminent theatre.

[CONTINUED FROM PAGE 16]

a very considerable proportion comes from all that endless flow of some three or four hundred thousand visiting out-of-towners.

It is probably as much a Center influence as it was the late Fiorello La Guardia who sought to make Sixth Avenue the Avenue of the Americas. If that name is ever actually accepted by the public it may be credited to the Music Hall. It daily makes that Fiftieth street corner the center of an international concourse. They come from everywhere, with the Music Hall the best known theatre around the world.



G. S. Eyssell, president of Rockefeller Center, chairman of Music Hall

Back of the Music Hall is the somewhat more than atmospheric influence of the institutionality of the House of Rockefeller, so extensively integrated with far flung and extensive financial, industrial influences and participation in social causes all over the globe. The impress is upon it. Also it may be observed that the Music Hall constitutes the most vitally intimate, direct and daily contact of the Rockefeller institution with the public, the people in person. There is stature and responsibility not shared by any other theatre.

It is to be remembered that the great theatre now known as the Music Hall went into the Rockefeller Center-Radio City design originally to create a sort of splendid boutonniere for the big real estate project. It was, as many know, to have been a new home for the grandiose Metropolitan Opera. That went a-glimmering in social politics. Radio influences, with ill-fated design to become important in the motion picture through the much merged RKO—remember that "Titan" advertising campaign—found opportunity. It took over the theatre as it emerged from blue prints and therein installed the great Roxy. It was Roxy, grown too great for the screen who gave the house its initial vaudeville policy, when vaudeville was all but dead, for that debacle program of the opening all the night of the December 27, 1932. The bill, which included most everything from Ray Bolger to extracts from Carmen, complete with horses on stage, ran on till 3 o'clock in the morning of December 28th. At the final curtain there were as many on stage as there were in the audience.

## From Bust to Business

One of the amazements of the occasion was the fact that this vast, chaotic, costly opening program had never been put through a rehearsal!

It is to be recorded today that the management of the theatre as of then could not reach a bookkeeping accounting of that opening show. It was conceived in a chaos of dreams, and bought free-hand, without budget, without requisitions, authorizations, by telephone and across luncheon conversations, from here to the capitals of Europe.

Today the cost of that opening is un-

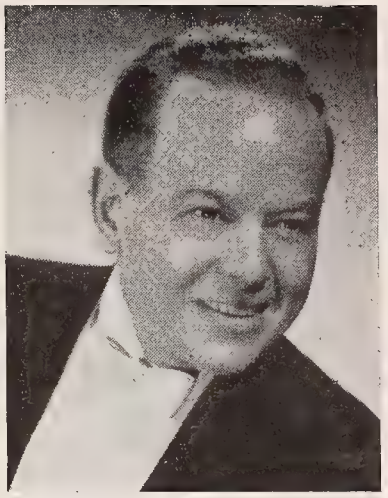
[CONTINUED ON PAGE 20]



**LEON LEONIDOFF, Vice-Pres.**
***Senior Producer***



**RUSSELL MARKERT, Vice-Pres.**
***Producer & Rockettes Director***



**RAYMOND PAIGE**
***Director of Music***



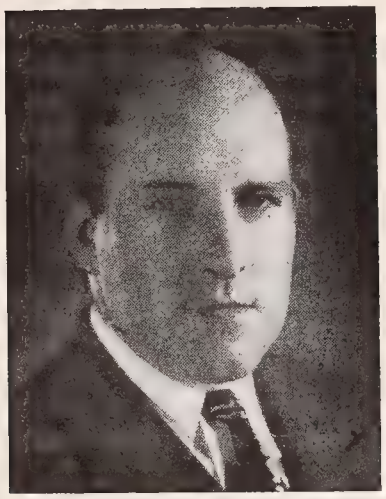
**IRVING EVANS, Vice-Pres.**
***Asst. Managing Director***



**MARGARET SANDE**
***Ballet Director***

# *Executive Staff*

## OF THE MUSIC HALL



**JAMES GOULD**
***Treasurer***



HATTIE ROGGE
Costume Dept. Director



JOHN JACKSON
Stage Manager



EUGENE BRAUN
Stage Lighting Director



FRANK SPENCER
Costume Designer



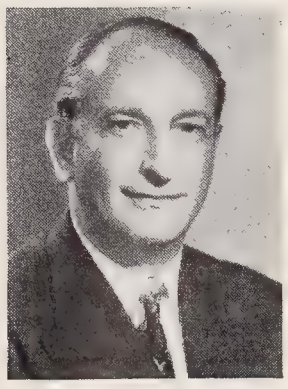
**FRED L. LYNCH**
***Adv. & Publicity Director***



EDWARD SERLIN
Press Representative



CHARLES HACKER
Manager of Operations



SYDNEY M. GOLDMAN
Theatre Manager



ARTHUR CLARY
Box-Office Treasurer



**JAMES STEWART MORCOM**
***Art Director***

## facts about the MUSIC HALL

•

*Seats 6,200 people.* Averages four complete shows, five feature film showings daily; increases on holidays to five complete shows, six and occasionally seven feature showings. Regular price scale, 90 cents to $1.50, tax included. Mezzanine has 950 reserved seats priced at $1.80 to $2.40, tax included.

•

*Operates from about 10 to 11:40 p.m. daily. Midnight show usually on Saturdays. Doors open as early as 7:30 a.m. on major holidays.*

•

*Total permanent staff 622 persons* (equivalent to one employe for every ten seats). It has a service staff of 141 persons — 59 maintenance workers, 53 stage department employes, production staff of 46, 21 box office employes, accounting department, 9; executive staff assistants, 8; advertising-publicity, 6; poster department, 2; organists, 3; projectionists, 14.

•

*The Rockettes comprise the second largest numerical group within the Music Hall stage organization. There are* 36 *Rockettes with a director, captain, assistant captain and accompanist. The Corps de Ballet is only slightly smaller, consisting of* 30 *girls, nine men, a director, assistant director and accompanist.*

•

*There are* 75 *members of the Music Hall Symphony Orchestra which is directed by Raymond Paige. During the engagement of the stage presentation, the theatre's music library is* [illegible]

# From Biggest to Greatest

CONTINUED FROM PAGE 18

known and always will be. It has been deemed absurdly unimportant to analyze the details of what required a single entry—"A bust complete."

Several things happened in sequel. RKO was in other difficulties a-plenty, and an expedition the next morning, right after breakfast, raised half a million dollars assistance from a Rockefeller office, the sympathetic but perturbed landlord. Presently, while it was still a leasehold operation, a grey haired gentleman, W. G. Van Schmus, appeared about back stage and elsewhere silently observing. Word percolated in time that he was "a Rockefeller man." He was, in fact, an industrial and public relations expert of Chicago background, recommended into the picture by the late Ivy Lee, of public relations counsel and much fame thereby in the Rockefeller service.

That vast Rockefeller operation could not accept such a conspicuous debacle in the limelight of the Center's greatest challenge to public attention. With understandable reluctance Mr. Rockefeller was defensively brought into the show business. One may be assured that in so coming, he was not trying to get rich.

Metaphorically, the Music Hall was still tremendous, but like an iceberg—mostly under water.

It is necessary to have this recalled to give perspective to the status of the Hall at this anniversary of 1952. The way up started with many difficulties. The situation had been precipitated by undisciplined ardors of showmanship and the collaborations of men and forces with designs of personal glory and profit, with small measure of the larger scene.

Soon it was clear that only the motion picture was big enough both in physical dimension and supply to continuously serve that tremendous auditorium and its vast proscenium. Ranking pictures was a problem. The Music Hall and RKO shared the hostility of a film industry which looked askance at radio and its leadership bent on invasion. There was no sympathy.

The situation was to be met only by quiet strategy and the application of the patient genius of commonsense. With "The Bitter Tea of General Yen" the week of January 11, 1933, the Music Hall entered upon a motion picture policy, with more policy than pictures. Prestige and buying power were far in the distance.

March 13, Mr. Van Schmus took over. The Rockefeller interest had acquired its lease of the Music Hall by a quiet process tantamount to a foreclosure, and RKO was going through that benevolent order of receivership known as "77-B".

The problem in hand was the building of the creative departments relating to the stage numbers and all the complex of functions behind them, and the establishment of a supply of screen entertainment. The quest of films was a large problem for a theatre with no status. It was to take years for the Music Hall to establish, by performance, the standing which gave it call on top rank pictures from skeptical and jealous production-exhibition competitors. It was no royal road.

## Enter Two Young Men

Two young men in the reconstituted Music Hall organization in that difficult 1933 were to prove figures of destiny. The canny Van Schmus found his concept of policy ably aided by Gus S. Eyssell, who joined in January of 1933, bringing experience of exhibition on major assignments across the land from his native Kansas City to Los Angeles, to New York and way stations, under Paramount auspices. He knew a lot about who and what and why within the esoterics of movieland—if you know what I mean, and you do. He spoke softly and passed the ammunition.

Concurrently there appeared most unostentatiously what the industry would call "a figure man." This was, and surely is, Russell V. Downing, who came to what is a highly important desk in any Rockefeller organization, treasurer and comptroller, in 1933. To borrow a phrase from Ben Franklin, those Rockefellers are positively superstitious about figures. So is Mr. Downing, possibly more then than now, because there were so many ghosts among them way back then.

About Gus Eyssell you know, and how he came along to succeed the late Mr. Van Schmus to become president and managing director of the Music Hall and has since moved on to become president of Rockefeller Center, Inc., becoming the while chairman of the board of the Music Hall Corporation. That made him unique as a big business executive, alumnus of movieland. This recognition that capacity for the functions of weighty concerns of wide-based American enterprise can evolve in and be demonstrated against the complex and frenetic background of movies and entertainment was reiterated only the other day, November 7th, when Mr. Downing was

[CONTINUED ON PAGE 32]

To:

# Mr. Russell V. Downing
# and the industry at large

RKO RADIO

RKO RADIO

RKO RADIO

## Look to
## The *New* RKO Radio
## for more and more
## pictures of true
## RADIO CITY MUSIC
## HALL caliber

The New RKO RADIO PICTURES

Back **BROTHERHOOD WEEK**, Feb. 15-22

# motion pictures . . .



Scene from MGM's "The Great Caruso," which established, during a 10-week run, beginning May 10, 1951, the Music Hall's high gross for 20 years—$1,392,943. The run included a holiday.

## Showplace of the Nation

**Quality entertainment on screen and on stage, presented in an atmosphere of luxury, truly have earned Radio City Music Hall the right to call itself Showplace of the Nation. On this and following pages are scenes from some of the outstanding attractions of the Music Hall's 20-year career, and of the organization and functions of the theatre itself.**



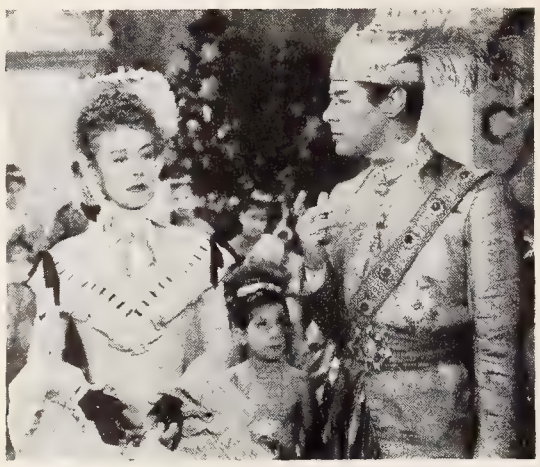
Scene (above) from Paramount's Cecil B. De Mille production, "The Greatest Show on Earth," runner-up for the 20-year gross record, with $1,335,835. It ran eleven weeks.

MGM's "Ivanhoe," (below) grossed $1,255,070 in an eight-week run, which gave it third place in the Music Hall's record holders.





MGM's "Show Boat," with a gross of $1,160,048 in an eight-week run, ranks fifth among the Music Hall's 20-year all-time record-holders.



The 20th Century-Fox production "Anna and the King of Siam" ran eight weeks and is among the top 10 grossers in the Music Hall's history.



The RKO Radio-Leo McCarey production, "The Bells of St. Mary's," ran nine weeks, grossed $1,195,147, standing fourth among the Music Hall's record holders.



© Walt Disney Productions

*Congratulations*

FROM

# WALT DISNEY

## Productions

TO

## RUSSELL V. DOWNING

AND

## RADIO CITY MUSIC HALL

ON THE

## 20th Anniversary

OF THE

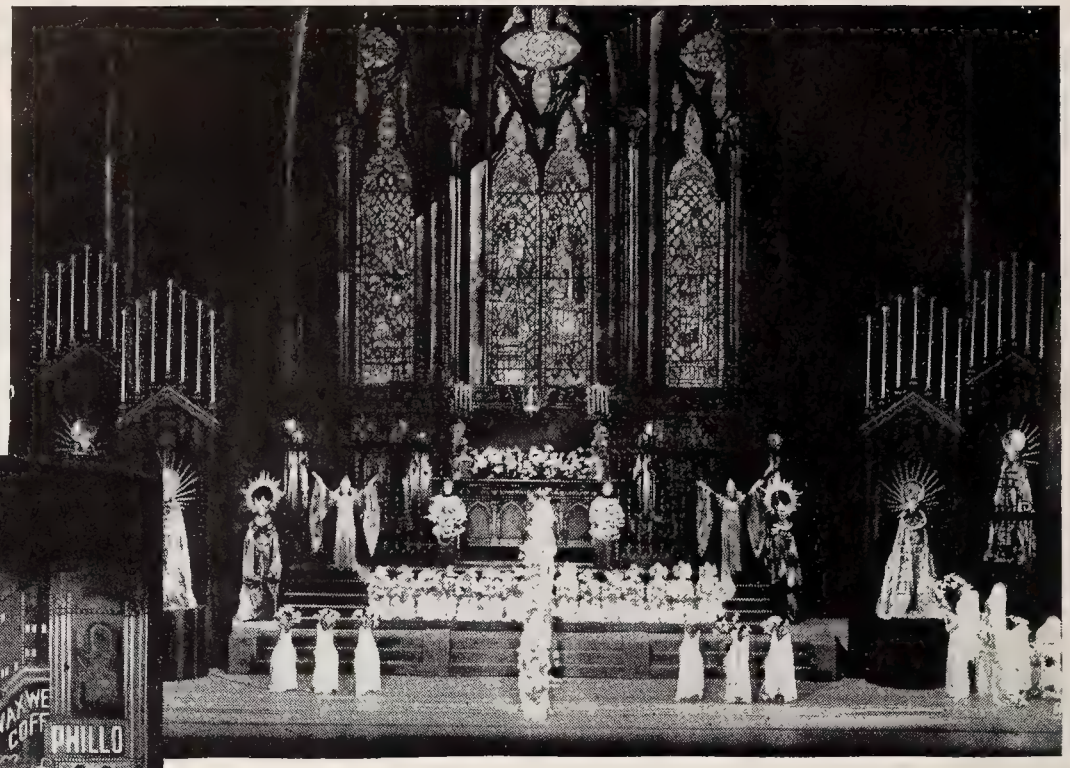
*Showplace of the Nation*

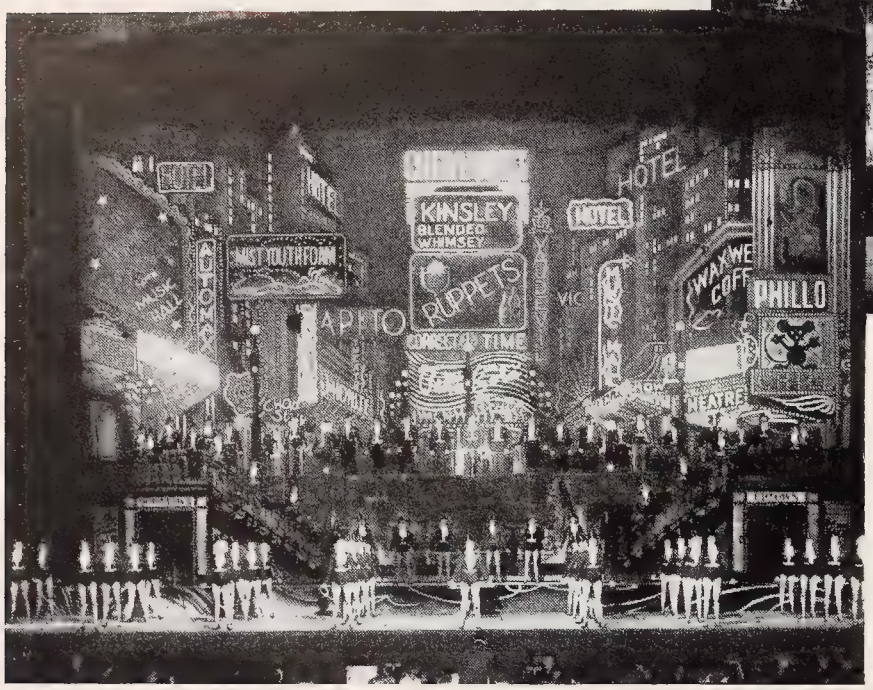


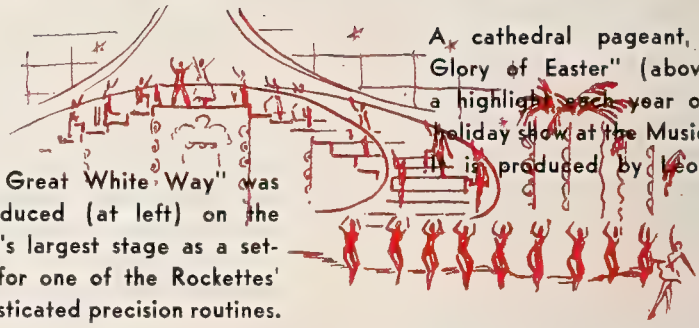
# Showplace of the Nation

continued

## stage production

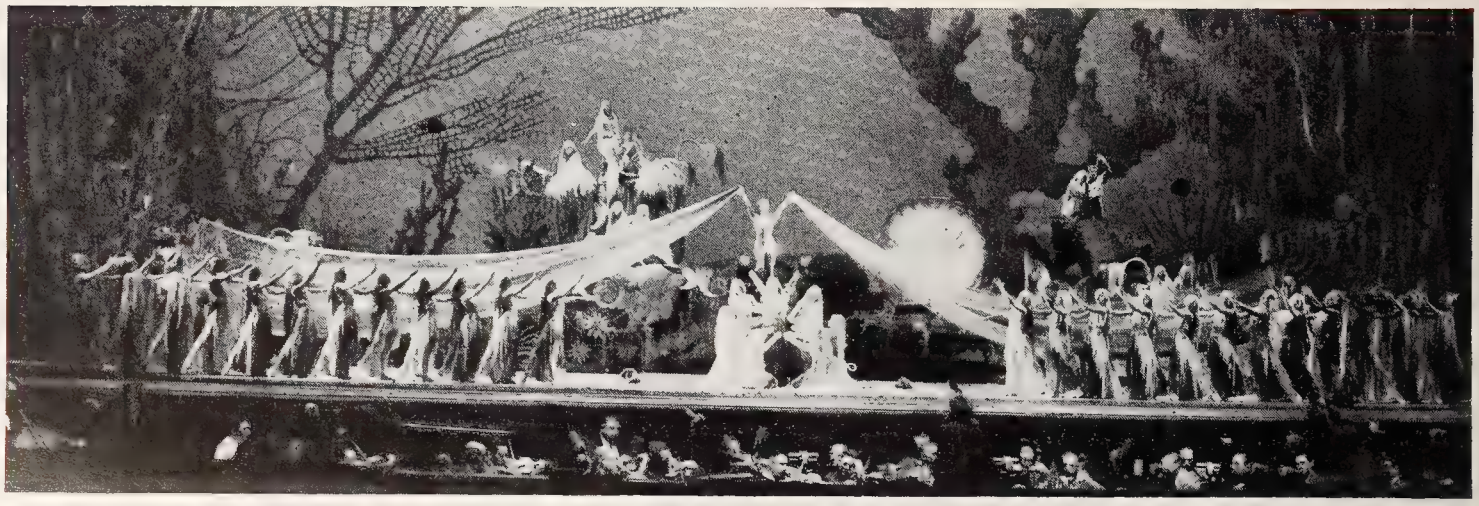




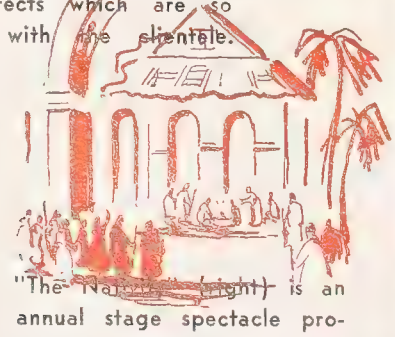



A cathedral pageant, "The Glory of Easter" (above), is a highlight each year of that holiday show at the Music Hall. It is produced by Leonidoff.

"The Great White Way" was reproduced (at left) on the world's largest stage as a setting for one of the Rockettes' sophisticated precision routines.



An underseas ballet (above) provides another example of the Music Hall's lavish spectacle productions with unusual effects which are so popular with the clientele.



"The Nativity" (right) is an annual stage spectacle produced with a huge cast at the Music Hall each year just before and during the Christmas-New Year season.



Music Hall production and staff photos by Cosmo-Sileo, N. Y.

1932 - 1952




HAPPY BIRTHDAY TO THE

NEW YORK LANDMARK

WE'RE ALL PROUD OF.

WARNER BROS.



*Showplace of the Nation*

continued

# the dance



The Music Hall's Rockettes (above) are renowned the world over for their precision dancing. There are 36 girls on stage at a time. Choreography is by Russell Markert, troupe originator and director.









The art of the ballet is brought to Music Hall audiences in all its phases—classic, modern and character—by the only resident ballet in the United States. It is under the direction of Margaret Sande. Forty ballerinas and outstanding dance soloists present such ballets as "The Romance of Giselle" and Ravel's "Al Valse" and "Bolero," to name a few.

# 20
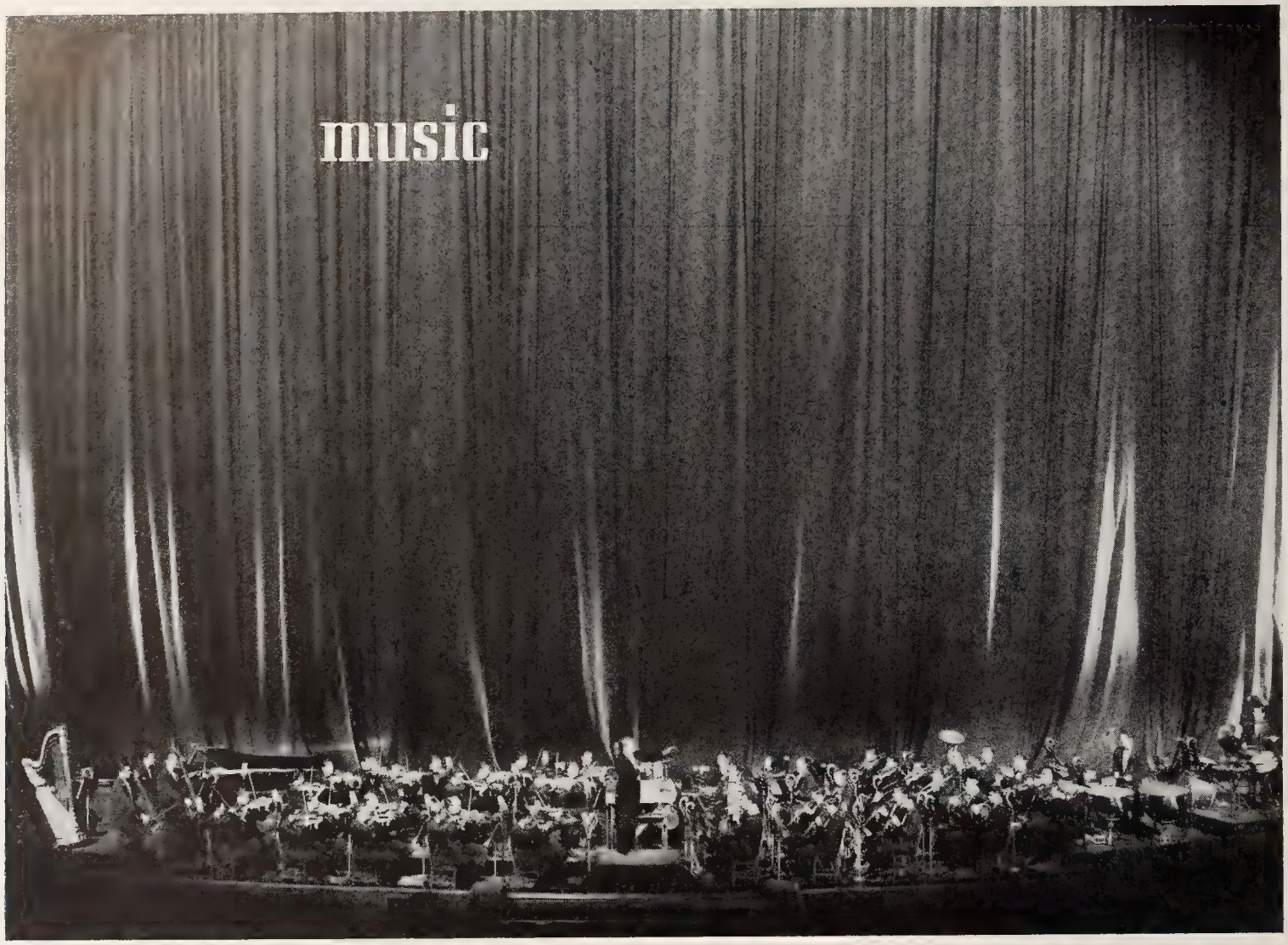
wonderful years - - -




- - - with Columbia!

# Showplace of the Nation

continued




Music is given a major part in all the Music Hall's programs through the large permanent orchestra (above) and the male Glee Club (right). Both groups are under the direction of Raymond Paige (shown on podium in picture above). The Glee Club is composed of 30 singers, who furnish a wide variety of vocal music from opera to swing. Associate Director Ralph Hunter is pictured at right conducting a rehearsal. Further regularly contributing to Music at the Music Hall is the pipe organ, at which Richard Leibert (below) is featured, with Ashley Miller and Raymond F. Bohr, Jr., as associate organists.





*Saluting The Music Hall's 20th Anniversary . . .*

# UA LIGHTS UP THE GREAT WHITE WAY!



The Music Hall's symphony orchestra of 75 members is shown above in rehearsal under the baton of Raymond Paige, the director of music.

While a Rockette awaits cue, John Jackson, stage manager, and assistant, stand ready at the complex stage lighting and rigging controls.



Leon Leonidoff, senior producer, confers on a production with James Stewart Morcom, art director, before a model of the Music Hall's huge stage used to create facsimile patterns of production set designs.

## *Showplace of the Nation*

**continued**

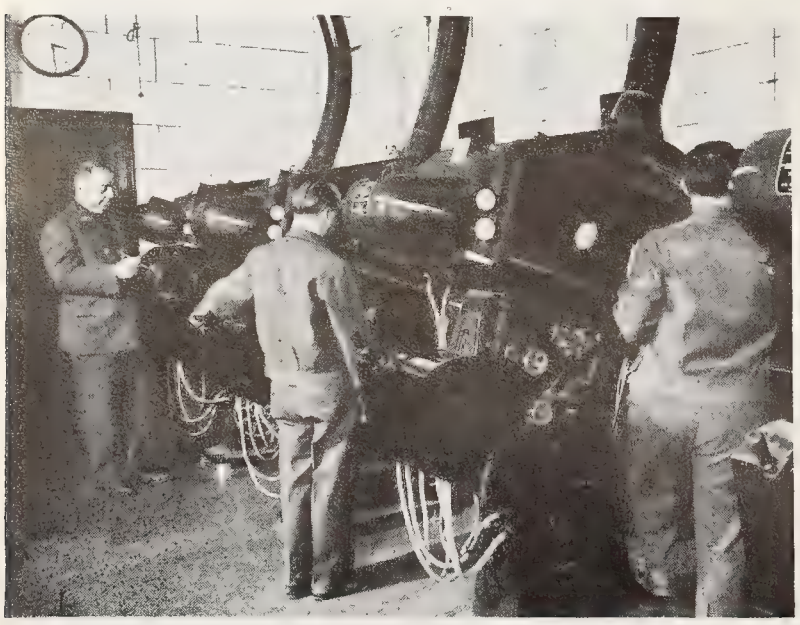
# behind the scenes



Motion pictures are projected by a battery of four Simplex X-L mechanisms with RCA sound reproducers, and condenser lamps operated at 175 amperes for 30-foot feature pictures. Projection is under the supervision of Charles Muller (in background of projection room photo below).



The Rockettes, celebrated precision dance ensemble, are shown below rehearsing a routine under the leadership of their world famous director, Russell Markert.





Costumes for Music Hall productions are made in the theatre's own costume department, which operates under the direction of Hattie Rogge.




*Music Hall's all-time top pictures*

**all in Color by TECHNICOLOR**

"THE GREAT CARUSO". . . . . (M-G-M)

"THE GREATEST SHOW ON EARTH". . . (DeMILLE, PAR.)

"IVANHOE". . . . . (M-G-M)

TECHNICOLOR

IS THE TRADE-MARK OF

**TECHNICOLOR MOTION PICTURE CORPORATION**

**HERBERT T. KALMUS, PRESIDENT AND GENERAL MANAGER**

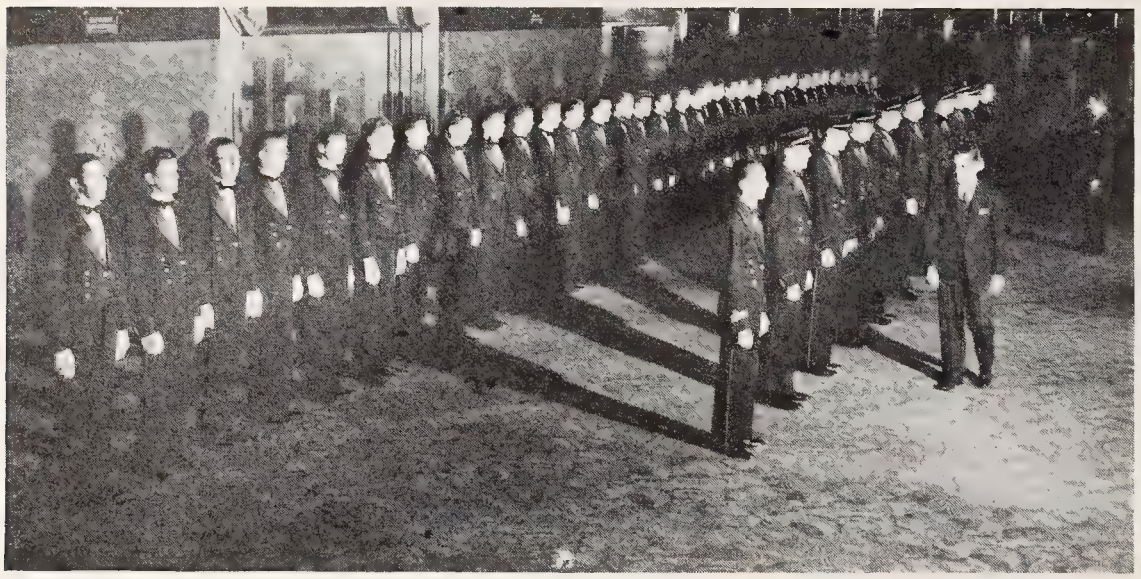
# More Views "Behind the Scenes" at the Music Hall



A between-shows snack is enjoyed in the Hall's cafeteria by members of the Rockettes, Corps de Ballet and Glee Club.



Girls of the dance troupes resting in dormitory between shows, rehearsals and costume fittings. The dormitory is supervised by a registered nurse on the Music Hall's staff.





Free time between shows being spent by Rockettes in some sketching in recreation area on the roof.

Members of the service staff line up for inspection each day (left) before they begin their duties.

## FROM BIGGEST TO GREATEST

CONTINUED FROM PAGE 20

elected a member of the board of Rockefeller Center, Inc.

This Downing, like the Van Schmus, came from the outer world of industry with an abundant background of varied industrial and financial experience in posts which denoted his capacity as a man of facts, deliberation and action. He was by temperament and position a specially well placed observer of what went on and why and who did it, with what consequences. He was on his way up—vice-president in 1941, executive vice-president in 1948. Then Gus Eyssell, brought to recognition for his participation in the rise of the Music Hall, was made the president of Rockefeller Center, Inc., and moved into the observant post of chairman of the Music Hall board.

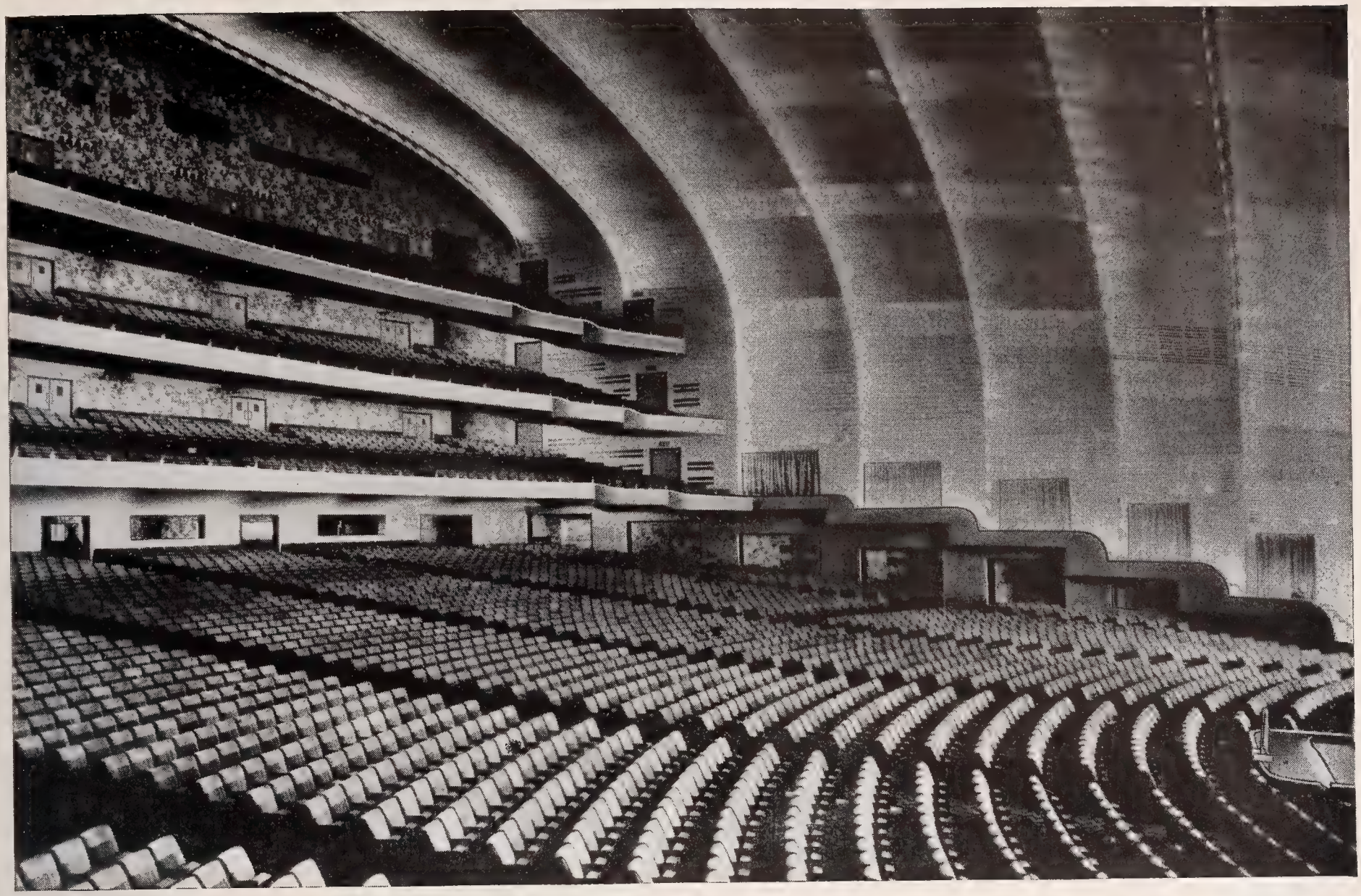
So it came that this man-with-the-facts, Russell Downing, moved into the presidency of the theatre corporation. This came about by a process as suave as an overlap dissolve in the films.

Those million dollar statistics of his incumbency, cited at our beginning, are attest to the most conspicuous aspect of the operation. They do not convey report directly, however, on the painstaking process of selection, those studies of production in process, inquiring excursions to Hollywood, endless screenings and evaluations, and the problems of availability-dates and timing which concern this tireless pursuit of facts, facts, facts. All this to be carried on, mind you, with executive attentions the while to the co-ordination of sensitive creative departments in such matters as stage craft, choreography, a great orchestra, and the very important and exactingly continuous functioning of theatrical housekeeping.

Mr. Downing, like many deliberative men, smokes a pipe, a slow burning briar, in interludes of long thoughts. He has more on his mind than on his desk. He has to take measure of several million minds—the customers, also a staff of 600, and I.B.M. has no machine for that, yet.

With the operation dependent on ten or eleven shows a year, the estimates have to be as sound as the judgments of fact can make them. That word fact seems always coming up.

And on this anniversary occasion it is appropriate, too, to make note that what comes out in type and printed word from the Music Hall, emanates from the advertising and publicity department presided over ever since when by a quietly blithe optimist, Fred Lynch, one time newspaper man. He has been there nearly since the beginning, getting the publicity and advertising put on paper, in the careful convincing manner and spirit of this all-American Music Hall.



# American Seating Company

# proudly shares in the 20th Anniversary of

# RADIO CITY MUSIC HALL

America's largest theatre is observing its Twentieth Anniversary. Since the opening of Radio City, millions have enjoyed the luxurious spring backs and seats of American Seating Company chairs while also enjoying the finest in entertainment.

We are proud of having designed, built, and installed the seating in this world-famous showplace. Only the superlative best has ever been considered good enough for Radio City Music Hall. To its continuing service we pledge the skills and the products resulting from more than 65 years of successful experience in theatre seating.

*American Seating Company*

WORLD'S LEADER IN PUBLIC SEATING • GRAND RAPIDS 2, MICHIGAN • BRANCH OFFICES AND DISTRIBUTORS IN PRINCIPAL CITIES

MANUFACTURERS OF THEATRE • SCHOOL • CHURCH • AUDITORIUM • TRANSPORTATION • STADIUM SEATING • AND FOLDING CHAIRS

*Birthday Greetings*

*to*

# RADIO CITY MUSIC HALL

THE
SHOW PLACE
OF
THE NATION

*from*

# THE PARAMOUNT THEATRE

HOME OF
BROADWAY'S ORIGINAL
TWO-FOR-ONE
SHOWS



RADIO CITY MUSIC HALL CORPORATION
ROCKEFELLER CENTER
NEW YORK 20, N. Y.

OFFICE OF THE
PRESIDENT

December 5, 1952

A. & M. Karagheusian, Inc.
295 Fifth Avenue
New York 16, N. Y.

Gentlemen:

We want to tell you how pleased we are with the Gulistan Carpets which are used at Radio City Music Hall.

The carpeting which we selected meets the severest traffic wear tests, for as you know, the Radio City Music Hall, with a seating capacity of 6,200 is the largest theater in the world.

Our exclusive pattern, of which we are very proud, has received countless compliments. Its beauty and design make it an outstanding feature pointed out by our guides to visitors.



Sincerely,

R. V. Downing
President

GULISTAN
REG U.S. PAT OFF.
Carpets
the most beautiful fashions underfoot

WOVEN ON POWER LOOMS IN THE U. S. A. • BY A. & M. KARAGHEUSIAN, INC. • 295 FIFTH AVENUE, NEW YORK CITY

## 'Hall' Started New Theatre-chair Era

The opening of Radio City Music Hall started a new era in theatre-chair design and construction, according to Keith Dickinson, theatre product manager of American Seating.

"Our research and development on theatre seating gathered impetus as a result of the success of this show place," Dickinson said. "Until then, the emphasis was on the ornate, with restricted spacing and width of seat inflicting their measure of suffering on the patron. The more 'overstuffed' chairs per row, the better theatre owners liked them.

"Now, however, sleek, comfortable seating, with ample space to sit in, is consistently preferred by the theatre owner who understands his customers' needs.

**Modern Design**

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"Experimentation in design, backed by laboratory testing have proved conclusively that cast-iron aisle standards can be streamlined and still perform their functions without failure," declared Dickinson.

## To Seek Review of Jackson Pk. Ruling

CHICAGO, Dec. 28.—Commenting on a Federal Circuit court opinion leaving the door open for distributing companies to ask the Towne, Milwaukee, and Jackson Park Theatre, Chicago, to bid for pictures, attorney Thomas C. McConnell, representing the two theatres, said he intends to petition for *certiorari* in the U. S. Supreme Court.

McConnell interprets the Circuit court ruling not as making it mandatory for the two theatres to bid for pictures, but as permitting bidding or any other selling method which will fulfill the provisions of the Jackson Park and Towne decrees requiring distributors to offer pictures to the two theatres at "fair and reasonable rentals."

In other words, according to McConnell, the Circuit court overruled the District court's opinion that bidding is outlawed by the decrees, declaring that the end result, rather than the means of providing the two theatres with film at fair and reasonable prices, should determine whether the defendant distributors are meeting the requirements of the decree.

## *Ask Town to Repeal Tax*

COLUMBUS, O., Dec. 28.—Attorneys for Lancaster, O., theatres have asked the City Council to repeal the municipal three per cent admission tax because of "declining revenues." One local theatre has closed since the tax was levied four years ago. Two of the four remaining Lancaster houses "will barely break even" this year, the attorneys told the Council.

# *Reviews*

## *"The Redhead from Wyoming"*

(*Universal International*)

AN EPIC WINDUP battle scene is offered in Leonard Goldstein's production, lifting this Western somewhat above standard formula lines. The color by Technicolor aids, too, in the appreciation of the excitement furnished by the final lengthy battle scene. The acting is adequate, none of the characters developing, mainly because of the dialogue. Lee Sholem directed, from a screenplay by Polly James and Herb Meadow, working from a Polly James story.

The story has Maureen O'Hara, pretty and trusting yet shrewd girl set up in a Wyoming town as a gambling house proprietor and cattle buyer. The setting up is done by an old associate in such matters, William Bishop. He merely tells her he's ambitious to become governor. What he doesn't tell her is that he has gunmen in the hills rustling cattle from a nasty cattle baron to add to her herd; and that he hopes the baron will war on the townspeople, whom he ostensibly champions; and that his gunmen will step in at the end and take over.

He also frames her for both the rustling and a murder, still posing as her champion. This nefariousness goes awry because a lowly, ill-paid sheriff, Alex Nicol, becomes curious. He also falls in love with Miss O'Hara, and she unwillingly returns the feeling. The pair succeed in having the townspeople and the cattle baron unite to do battle with the gunmen.

Others in the cast include Alexander Scourby, Jeanne Cooper, Claudette Thornton, Palmer Lee and Jack Kelly.

Running time, 80 minutes. General audience classification. For January release.

## *"Target Hong Kong"*

(*Columbia*)

ALTHOUGH ROUTINE in theme, "Target Hong Kong" packs enough action to satisfy the adventure fans. A series of episodes leads up to a suspenseful climax in which a bomb, set afloat through Hong Kong's sewers, is located and disposed of in the nick of time.

Richard Denning and Nancy Gates share the starring roles in commendable fashion, while the supporting cast of sinister characters supply an atmosphere of intrigue which is the basis of the story. Denning portrays an American soldier of fortune in Hong Kong who finds himself involved in the fighting between the Nationalists and Communists. He lines up with the Nationalists, pitting himself against all sorts of Red villainy and intrigue. At a spy hangout in a gambling casino, Denning meets Nancy Gates and thus Herman Purdum's screenplay has its romantic angle. Wallace MacDonald produced and Fred F. Sears directed. Others in the cast are Richard Loo, Soo Yong, Ben Astar, Michael Pate, Philip Ahn, Henry Kulky, Victor Sen Yung, Weaver Levy, Kam Tong, Robert W. Lee.

Running time, 66 minutes. General audience classification. Release date not set.

## *London Variety Tent Raises $90,000 in '52*

LONDON, Dec. 28.—The London Variety Tent in 1952, the third year of its existence, raised for its charities £26,673 which, with the proceeds from a special show given just before last year's end, makes £29,086 available for distribution.

Principal beneficiaries are the National Playing Fields Association, of which the Duke of Edinburgh, an honorary Barker, is president, and the Central Council of Physical Recreation.

D. E. Griffiths, president of the Kinematograph Renters Society, has been chief barker for 1952. His successor will be appointed on New Year's Day.

## *To Raze 'Cincy's' Lyric*

CINCINNATI, Dec. 28.—The 1,400-seat RKO Lyric Theatre, located in a building containing stores and offices, has been closed. The building will be razed and the site used for a large parking lot. The house played legitimate attractions years ago prior to its acquisition by RKO.

## *Name Essanjay Manager*

CHICAGO, Dec. 28.—Essanjay Films of this city has appointed Jack H. Harris of Jack H. Harris Productions, Philadelphia zone manager, and Lewis Hanna of Hanna Theatre Service, Pittsburgh zone manager.

## *Toronto Joins Zukor Jubilee Celebration*

HOLLYWOOD, Dec. 28.—A dinner in honor of Adolph Zukor's 50th year in the industry and his 80th birthday will be held in Toronto on a date in March to be designated later, R. J. O'Donnell, national chairman of the Zukor golden jubilee celebration, announced here.

The Toronto dinner, like those scheduled earlier for Dallas, Feb. 6; New York, March 4, and Mexico City, March 21, will be under the sponsorship of Variety Clubs International. The lead-off banquet to Zukor will be held at the Palladium here on his 80th birthday, Jan. 7. Zukor will attend each of the events, following which he will make a tour of Europe.

O'Donnell is here completing plans for the celebration at meetings with Charles Skouras, Hollywood chairman.

## *114 Stations Are Now Telecasting*

A microwave installation making network television service available to York, Pa., has been placed in operation, the long lines department of the American Telephone and Telegraph Co. has announced.

With the addition of the new television station at York, network programs are now available to 114 television stations in 71 cities

## Says O. Carriers Will Discuss Rates

CLEVELAND, Dec. 28.—The Ohio Association of Film Haulers will be glad to meet with state exhibitor organization representatives or with individual exhibitors to discuss film hauling tariffs, L. C. Gross of this city, a member of the Film Haulers, states in commenting on a recent announcement by the ITO of Ohio that it is conducting a study of such tariffs. No request for a meeting has been received, he said.

Gross said exhibitor customers were notified in advance of the proposed changes in tariffs and that the rates are on file at carriers' offices, with the Public Utilities Commission of Ohio and with the Interstate Commerce Commission.

"The tariffs have been approved by both of those commissions," Gross said, adding that both are on the lookout for any significant discrepancies in the tariffs charged by haulers.

## Lawler Heads KMTA Public Relations

KANSAS CITY, Dec. 28.—Senn Lawler has been appointed chairman of the public relations committee of the Kansas-Missouri Theatres Association. Other committee members are George Baker, R. R. Biechele, Glen Hall, Joseph Redmond and Homer Strowig. Louis Higdon has been appointed chairman of the special events and promotion committee. The appointments were made by C. E. (Doc) Cook, president, in conjunction with the board of directors.

Other committee chairmen are: Membership: Kansas, Homer Strowig; Missouri, Leo Hayob; drive-in, Stanley Durwood, Earl Jameson, Jr.; exhibitor-distributor relations-arbitration-trade practices, J. A. Becker; Legislation, R. R. Biechele; theatre television, Dale Danielson; film salesmen's co-ordinating committee, Raymond McKittrick.

## *Name Harry Warner 'Man of the Year'*

HOLLYWOOD, Dec. 28.—Harry M. Warner, president of Warner Brothers Pictures, has been named "Man of the Year" by the Woodland Hills Men's Club.

The announcement was made by Harry Martin, president of the club, who presented Warner with a scroll. Major Raymond Harvey, Congressional Medal of Honor winner, gave the principal address. Comedian Dick Wesson was master of ceremonies. Warner, as a resident of the community of Woodland Hills, has been active in promoting and assisting in the development of civic projects, including the new American Legion town hall which serves as a meeting place for Woodland Hills groups.

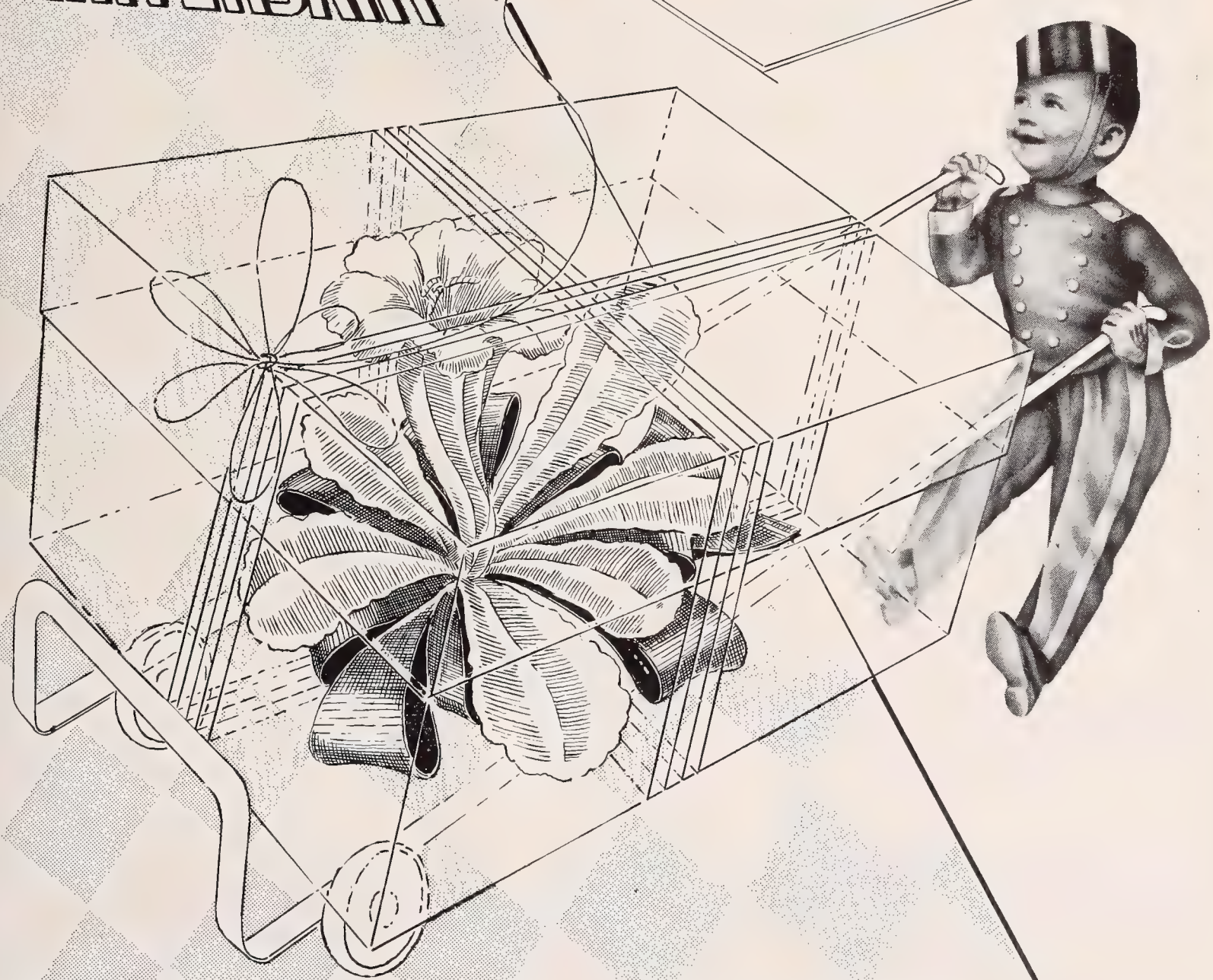
## *Texas Lauds Chill Wills*

DALLAS, Dec. 28.—A holiday message to Chill Wills from Texas COMPO expresses the organization's gratitude for his representation of the industry on many public occasions and his willing cooperation in local and national public relations activities.

HAPPY 20th ANNIVERSARY

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# Zukor Hails Color Tube

The newly developed Chromatic tri-color home television tube was underscored here by Adolph Zukor, board chairman of Paramount Pictures, as in keeping with Paramount's eye-on-the-future policy. Paramount owns a 50 per cent interest in Chromatic Laboratories Inc.

The occasion for Zukor's comments was the induction on Christmas Eve of 32 Paramount employes into the company's 25-Year-Club at the home office in the presence of Barney Balaban, president, and scores of other Paramount executives.

Following welcoming remarks by Balaban, in which he signaled 1953 as the most important year for the industry, Zukor presented to the 32 inductees gold watches to mark their entry into the club. In presenting Zukor to the inductees, Balaban pointed out that the occasion was doubly auspicious in that Zukor, in 1953, will mark the 50th anniversary of his association with Paramount, and its predecessors.

### New Members

Those admitted to the 25-Year-Club were: Louis Phillips, Robert Denton, A. J. Richard, Edgar H. Fay, Mary A. Turner, Jack Pearley, Henry DeSiena, Fred Pelbinger, John Oxton, James Pelkey, George Pavlonis, Urban Santone, John Ahern, Arthur Auspaker, Charles Bade, Charles O. Bonaria, Philip U. Bonaria, Oscar Geyer, Russell Higgins, Edward Moltje, James Kaudelky, William Kuntz, George Lewis, Michael Menditto, D. S. Mungillo, Fred Stederoth, Edmund Theise, Frederick Zech, Anna Schneider, Minnie Treisner, Robert Seaton and William Piper.

## Dana Presiding at 'U' Sales Meeting

P. T. Dana, Eastern sales manager of Universal Pictures, will hold a sales meeting in Pittsburgh today and tomorrow of the managers and salesmen of P. F. Rosian's district which includes the Pittsburgh, Washington, Cleveland and Detroit branches.

Next Monday and Tuesday he will hold a similar meeting in Boston of the managers and salesmen of John J. Scully's district which includes the Boston, Albany, Buffalo, Philadelphia and New Haven branches.

# Reviews

## "Last of the Commanches"

*(Columbia)*

ACTION AND SUSPENSE, combined with effective outdoor scenery and color by Technicolor, compose the necessary ingredients to satisfy the most demanding outdoor action fans. The story concerns the tragic adventures of a group of soldiers and Western travellers who are seeking to escape to a fort after having been beset by Indian attacks.

Six tattered U. S. Cavalry men, under Broderick Crawford, are the sole survivors of a renegade Commanche raid on a Western village. In their trek across the desert to reach the haven of a fort, they come upon a stage coach in which Barbara Hale is a passenger, thus offering the slight romantic angle. Two additional members of the caravan are picked up en route, Hugh Sanders and Johnny Stewart, the latter a young Indian. When the party takes refuge in an old Spanish mansion, the Indians start their rounds of attack and Crawford sends Stewart through the lines to get cavalry help. With the arrival of the horsemen, the party is saved—just as ammunition and water are about to run out.

Buddy Adler produced and Andre DeToth directed, from a screenplay by Kenneth Gamet.

Others in the cast are Lloyd Bridges, Mickey Shaughnessy, George Matthews, Ric Roman, Chubby Johnson, Martin Parsons, Jack Woody, John War Eagle, Carleton Young, William Andrews.

Running time, 85 minutes. General audience classification. For February release.

## "The Importance of Being Earnest"

*(J. Arthur Rank Organization-Universal)*

THIS FILM VERSION of Oscar Wilde's play is made-to-order for art theatres; its chances for commercial success in regular houses are somewhat remote. It is strictly adult fare, smartly directed and produced, capably acted and further enhanced by rich tones of color by Technicolor. The subtle lines of Wilde's original play have been augmented by equally fine dialogue, made to conform with film requirements. By American standards, the picture might be considered by some to be "too British," and yet it is the British touch that brings out the full appreciation of Wilde's comedy. At times the rapid, clipped English dialogue becomes difficult to follow, but such instances are in the minority. For those who like sophisticated comedy, "The Importance of Being Earnest" should have strong appeal.

The story concerns two eligible bachelors, Michael Redgrave and Michael Denison, the former in love with Denison's cousin, Joan Greenwood, and Denison with Dorothy Tutlin, Redgrave's ward. Anxious to keep his freedom as a playboy, Redgrave creates an imaginary brother, Earnest, and in that guise wins Joan's affections. Denison learns of Redgrave's deception and pretends to be Earnest in wooing Dorothy. Thus, each girl believes herself to be engaged to the non-existent Earnest. The resulting entanglements and the untangling of the situations form the basis for the improbable and yet highly amusing episodes.

The stars and supporting players turn in excellent performances under Anthony Asquith's direction and the production guidance of Teddy Baird. Others in the cast are Edith Evans, Margaret Rutherford, Richard Wattis, Miles Malleson, Walter Hudd and Aubrey Mather.

Running time, 95 minutes. Adult classification. December release.

AL STEEN

## *Inaugural Job to Maine*

The President's Inauguration Ball Committee of Washington has commissioned Bruno Maine to design and decorate the Armory in Washington for the inaugural of President-elect Eisenhower. Maine was formerly on the Radio City Music Hall staff for 18 years as designer, and created the Nativity and Easter stage settings which have been part of the Music Hall repertoire.

## TV, Radio Coverage Of 'Stooge' Preview

HOLLYWOOD, Dec. 28.—Coast-to-Coast radio and television coverage will spotlight the press preview today of Hal Wallis' new Dean Martin-Jerry Lewis comedy, "The Stooge," at Hollywood's Carthay Circle Theatre. National Broadcasting Co. will cover the event with a 25-minute radio show from 9:05 to 9:30 p.m., Pacific time, followed tomorrow by a Coast-to-Coast television presentation of the preview via NBC Newsreel.

## *New Type Screen for "Jazz" Premiere*

HOLLYWOOD, Dec. 28.—The new enlarged Walker high-intensity screen was installed at the Fox Beverly Theatre here over the weekend for the world premiere tomorrow night of Warner Brothers' "The Jazz Singer."

The premiere will be given worldwide radio coverage, with plans to beam the program to foreign countries in their own languages. Tape recordings later will be broadcast to countries behind the Iron Curtain.

*Best of Wishes to*

RUSSELL V. DOWNING
*and*
MUSIC HALL STAFF
*from*
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# TOA to Study 3-Dimension

The executive committee and the board of directors of the Theatre Owners of America will devote an entire day to the study of three-dimensional films when the TOA leaders meet here next month. Future possibilities of tri-dimensional pictures at the box-office will be discussed thoroughly, according to Herman Levy, TOA general counsel.

Levy said that the TOA executives would view Cinerama at the Broadway Theatre on the night of Monday, Jan. 26 and efforts would be made to obtain a print of "Bwana Devil," the Natural Vision feature, so that they can witness a demonstration of that project on Monday afternoon.

TOA's position on the government's 16mm. anti-trust suit will be decided at the sessions, which will be held Jan. 25-27, Levy said. The organization will determine whether to try to intervene in the case, and, if that step is vetoed, what other action should be taken. Other subjects, such as arbitration and admission taxes, also are on the agenda.

Levy said that between 50 and 60 are expected to attend the meetings which will be held at the Pierre Hotel.

## U.K. Film Men, B.B.C. To Air TV Ideas

LONDON, Dec. 28.—An exploratory meeting to discuss, among other things, British Broadcasting Company's need of films for television and what's to be done about it, has been scheduled by the British Film Producers Association for Jan. 1.

Invited to the meeting at BFPA headquarters, in addition to B.B.C.'s television service chief, George Barnes, are William Speakman, president of the Cinematograph Exhibitors Association; Edward Hinge, treasurer, and Walter Fuller, general secretary. They will be present as observers only.

### BFPA Policy

Sir Henry French of B.F.P.A. is understood to have prepared a document setting forth the conditions on which BFPA members would like to use large screen TV. British exhibitors remain opposed to cooperation with television but it appears that producers might be willing to discuss some method of making TV films for BBC in return for theatre TV privileges from the government video-radio monopoly.

Significantly, Norman Collins, former BBC television service head, who is now identified with High Definition Films and Associated Broadcasting Development Co., both of which are partly backed by J. Arthur Rank and Sir Alexander Korda, is discussing arrangements for making his film supply available to BBC. His British-made films already have been made available to American and Canadian TV services.

## *On A.B.-Pathe Board*

LONDON, Dec. 28.—W. A. Fielder, for many years general manager of Associated British-Pathe, has been elected a director of the company.

# MOTION PICTURE DAILY'S BOOKING CHART

| WEEK OF | ALLIED ARTISTS | COLUMBIA | LIPPERT | M-G-M | PARA. | REPUBLIC | RKO | 20TH-FOX | UNITED ARTISTS | UNIV.-INT'L. | WARNERS |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Nov. 16 | | (Nov. Releases)<br>HANGMAN'S KNOT<br>(Color)<br>Randolph Scott<br>Donna Reed<br>OD—84 min.<br>(Rev. 11/3/52)<br>VOODOO TIGER<br>Johnny Weismuller<br>D—67 min.<br>(Rev. 10/30/52)<br>BLUE CANADIAN ROCKIES<br>Gene Autry<br>O—58 min.<br>(Rev. 11/14/52)<br>(Re-Release)<br>LADIES OF THE CHORUS<br>Marilyn Monroe<br>Adele Jergens<br>D—61 min. | | THE HOUR OF 13<br>Peter Lawford<br>D—80 min.<br>(Rev. 9/30/52) | (Nov. Releases)<br>THE TURNING POINT<br>William Holden<br>Alexis Smith<br>D—85 min. (5205)<br>(Rev. 9/18/52)<br>THE SAVAGE<br>(Color)<br>Charlton Heston<br>Susan Morrow<br>OD—95 min. (5206)<br>(Rev. 9/18/52) | | FACE TO FACE<br>James Mason<br>Robert Preston<br>D—92 min.<br>(Rev. 11/20/52) | (Nov. Releases)<br>NIGHT WITHOUT SLEEP<br>Linda Darnell<br>Gary Merrill<br>D—77 min. (235)<br>(Rev. 9/30/52)<br>THE STEEL TRAP<br>Joseph Cotten<br>Teresa Wright<br>D—85 min. (232)<br>(Rev. 10/22/52)<br>BLOODHOUNDS OF BROADWAY<br>(Color)<br>Mitzi Gaynor<br>Scott Brady<br>MC—90 min. (236)<br>(Rev. 10/30/52)<br>PONY SOLDIER<br>(Color)<br>Tyrone Power<br>Cameron Mitchell<br>OD—82 min. (237)<br>(Rev. 11/14/52) | (J. Arthur Rank)<br>OUTPOST IN MALAYA<br>Claudette Colbert<br>D—88 min.<br>(Rev. 11/14/52) | (Nov. Releases)<br>THE RAIDERS<br>(Color)<br>Richard Conte<br>Viveca Lindfors<br>OD—80 min. (301)<br>(Rev. 10/9/52)<br>BECAUSE OF YOU<br>Loretta Young<br>Jeff Chandler<br>D—95 min. (302)<br>(Rev. 10/9/52)<br>IT GROWS ON TREES<br>Irene Dunne<br>Dean Jagger<br>C—84 min. (303)<br>(Rev. 11/3/52) | THE IRON MISTRESS<br>Alan Ladd<br>Virginia Mayo<br>D—110 min. (206)<br>(Rev. 10/16/52) |
| Nov. 23 | NO HOLDS BARRED<br>Leo Gorcey<br>C—65 min. (5214) | | MR. WALKIE TALKIE<br>William Tracy<br>Joe Sawyer<br>C—65 min. (5203)<br>(Rev. 12/2/52) | PLYMOUTH ADVENTURE<br>(Color)<br>Spencer Tracy<br>Gene Tierney<br>D—104 min.<br>(Rev. 10/20/52) | | THUNDERBIRDS<br>John Derek<br>John Barrymore, Jr.<br>D—98 min. (5201)<br>(Rev. 11/25/52) | | | | | |
| Nov. 30 | FLAT TOP<br>(Color)<br>Sterling Hayden<br>Richard Carlson<br>D—85 min. (5201)<br>(Rev. 11/20/52) | | (Re-Releases)<br>GREAT WHITE HUNTER<br>(formerly THE MACOMBER AFFAIR)<br>Gregory Peck<br>D—89 min. (5209)<br>(Rev. 1/28/47)<br>CAPTAIN KIDD<br>Charles Laughton<br>D—89 min. (5210)<br>(Rev. 7/30/45) | | | | CAPTIVE WOMEN<br>Robert Clarke<br>D—65 min.<br>(Rev. 10/1/52)<br>(Re-Releases)<br>THE BACHELOR AND THE BOBBY SOXER<br>Cary Grant<br>C—95 min.<br>(Rev. 6/3/47)<br>BACHELOR MOTHER<br>Ginger Rogers<br>C—80 min.<br>(Rev. 7/5/39) | | (Danziger Bros.)<br>BABES IN BAGDAD<br>(Color)<br>Paulette Goddard<br>Gypsy Rose Lee<br>CD—79 min.<br>(Rev. 12/11/52) | | CATTLE TOWN<br>Dennis Morgan<br>O—71 min (207)<br>(Rev. 12/1/52) |
| Dec. 7 | JUNGLE GIRL<br>Bomba<br>D—70 min. (5208) | | | SKY FULL OF MOON<br>Carleton Carpenter<br>Jan Sterling<br>D—73 min.<br>(Rev. 11/6/52) | | | | | (Film Group)<br>MONSOON<br>(Color)<br>Ursula Thiess<br>D—79 min. | | |
| Dec. 14 | THE MAVERICK<br>Wild Bill Elliott<br>O—71 min. (5322) | (Dec. Releases)<br>(Stanley Kramer)<br>EIGHT IRON MEN<br>Bonar Colleano<br>D—80 min.<br>(Rev. 10/23/52)<br>(Stanley Kramer)<br>THE HAPPY TIME<br>Charles Boyer<br>Louis Jourdan<br>CD—94 min.<br>(Rev. 8/18/52) | THE GAMBLER AND THE LADY<br>Dane Clark<br>Naomi Chance<br>D—71 min. (5204)<br>(Rev. 12/17/52) | MILLION DOLLAR MERMAID<br>(Color)<br>Esther Williams<br>Victor Mature<br>D—115 min.<br>(Rev. 10/31/52) | (Dec. Releases)<br>THE BLAZING FOREST<br>(Color)<br>John Payne<br>Susan Morrow<br>OD—90 min. (5207)<br>(Rev. 9/26/52)<br>(Re-Release)<br>CLEOPATRA<br>Claudette Colbert<br>Henry Wilcoxon<br>D—104 min. (5208)<br>(Rev. 7/24/34) | | | BLACKBEARD THE PIRATE<br>(Color)<br>Linda Darnell<br>Robert Newton<br>D—99 min.<br>(Rev. 11/28/52) | (Dec. Releases)<br>MY PAL GUS<br>Richard Widmark<br>Joanne Dru<br>CD—83 min. (233)<br>(Rev. 11/7/52)<br>STARS AND STRIPES FOREVER<br>(Color)<br>Clifton Webb<br>Debra Paget<br>M—89 min. (239)<br>(Rev. 11/19/52) | (Lopert)<br>BREAKING THE SOUND BARRIER<br>Ralph Richardson<br>Ann Todd<br>D—109 min.<br>(Rev. 10/30/52) | (Dec. Releases)<br>THE BLACK CASTLE<br>Richard Greene<br>Boris Karloff<br>D—81 min. (304)<br>(Rev. 10/24/52)<br>AGAINST ALL FLAGS<br>(Color)<br>Errol Flynn<br>Maureen O'Hara<br>D—83 min. (305)<br>(Rev. 11/26/52) | |
| Dec. 21 | | | | ABOVE AND BEYOND<br>Robert Taylor<br>Eleanor Parker<br>D—122 min. (313)<br>(Rev. 11/20/52) | | RIDE THE MAN DOWN<br>(Color)<br>Brian Donlevy<br>OD—90 min.<br>(Rev. 10/30/52) | | | | | ABBOTT AND COSTELLO MEET CAPTAIN KIDD<br>(Color)<br>Charles Laughton<br>C—70 min. (208)<br>(Rev. 11/25/52) |
| Dec. 28 | HIAWATHA<br>(Color)<br>Vincent Edwards<br>D—80 min. (5202)<br>(Rev. 12/11/52) | STRANGE FASCINATION<br>Cleo Moore<br>Hugo Haas<br>D—80 min.<br>(Rev. 10/6/52)<br>INVASION U.S.A.<br>Gerald Mohr<br>D—74 min.<br>(Rev. 12/8/52) | | | (Jan. Releases)<br>ROAD TO BALI<br>(Color)<br>Bing Crosby<br>Bob Hope<br>C—91 min. (5209)<br>(Rev. 11/18/52)<br>THUNDER IN THE EAST<br>Alan Ladd<br>Deborah Kerr<br>D—98 min. (5210)<br>(Rev. 11/3/52)<br>TROPIC ZONE<br>(Color)<br>Ronald Reagan<br>Rhonda Fleming<br>D—94 min. (5211)<br>(Rev. 12/17/52) | | ANDROCLES AND THE LION<br>Jean Simmons<br>Victor Mature<br>CD—98 min.<br>(Rev. 10/29/52) | (Jan. Releases)<br>MY COUSIN RACHEL<br>Olivia de Havilland<br>Richard Burton<br>D—98 min. (301)<br>(Rev. 12/24/52)<br>(Bernhard-Vidor)<br>RUBY GENTRY<br>Jennifer Jones<br>Charlton Heston<br>D—82 min. (303)<br>(Rev. 12/24/52)<br>THE I DON'T CARE GIRL<br>(Color)<br>Mitzi Gaynor<br>David Wayne<br>M—78 min. (302)<br>(Rev. 12/24/52)<br>(Robt. Haggiag)<br>THE THIEF OF VENICE<br>Maria Montez<br>D—91 min. (304)<br>(Rev. 11/14/52)<br>(Re-Releases)<br>THE GUNFIGHTER<br>Gregory Peck<br>O—84 min. (348)<br>(Rev. 4/26/50)<br>YELLOW SKY<br>Gregory Peck<br>D—98 min. (349)<br>(Rev. 11/22/48) | (Edw. Small)<br>KANSAS CITY CONFIDENTIAL<br>John Payne<br>Coleen Gray<br>D—98 min.<br>(Rev. 11/7/52)<br>(John Christian)<br>GUERRILLA GIRL<br>Helmut Dantine<br>D<br>LUXURY GIRLS<br>Susan Stephen<br>D | (Jan. Releases)<br>THE LAWLESS BREED<br>(Color)<br>Rock Hudson<br>Julia Adams<br>O—83 min. (306)<br>MEET ME AT THE FAIR<br>(Color)<br>Dan Dailey<br>Diana Lynn<br>M—87 min. (307)<br>(Rev. 12/5/52)<br>THE REDHEAD FROM WYOMING<br>(Color)<br>Maureen O'Hara<br>Alex Nicol<br>OD—80 min. (309) | APRIL IN PARIS<br>(Color)<br>Doris Day<br>Ray Bolger<br>MC—101 min. (209)<br>(Rev. 11/13/52)<br>STOP, YOU'RE KILLING ME<br>(Color)<br>Broderick Crawford<br>Claire Trevor<br>C—86 min. (210)<br>(Rev. 12/17/52) |
| Jan. 4 | TIMBER WOLF<br>Kirby Grant<br>D—63 min. (5222) | | | | | | | | | | |
| Jan. 11 | THE STAR OF TEXAS<br>Wayne Morris<br>O (5332) | (Jan. Releases)<br>THE FOUR POSTER<br>Rex Harrison<br>Lilli Palmer<br>CD—103 min.<br>(Rev. 10/9/52)<br>THE PATHFINDER<br>(Color)<br>George Montgomery<br>O—78 min.<br>(Rev. 12/22/52)<br>THE WINNING OF THE WEST<br>Gene Autry<br>O—57 min. | I'LL GET YOU<br>George Raft<br>D (5208) | THE CLOWN<br>Red Skelton<br>Jane Greer<br>C—91 min. (316)<br>(Rev. 12/24/52) | | | | | | | |
| Jan. 18 | | | | THE DESPERATE SEARCH<br>Howard Keel<br>Jane Greer<br>D—71 min. (314)<br>(Rev. 11/26/52) | | MARSHAL OF CEDAR ROCK<br>Alan "Rocky" Lane<br>O | | | | | |
| Jan. 25 | TORPEDO ALLEY<br>Mark Stevens<br>Dorothy Malone<br>D—84 min. (5308)<br>(Rev. 12/18/52) | | | THE BAD AND THE BEAUTIFUL<br>Lana Turner<br>Kirk Douglas<br>D—118 min. (315)<br>(Rev. 11/19/52) | | | NEVER WAVE AT A WAC<br>Rosalind Russell<br>Paul Douglas<br>C—87 min.<br>(Rev. 12/17/52) | | | | |

*(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.)*

# HAPPY NEW YEAR




The national magazines which have conveyed trade messages to the industry through Motion Picture Daily during 1952 take this opportunity to express cordial greetings and all good wishes to the motion picture distributors and exhibitors of the nation. ☆ ☆ ☆ ☆ ☆ ☆

THE American MAGAZINE

The AMERICAN WEEKLY

Collier's

Sunday Pictorial Review

True Story

COSMOPOLITAN

Woman's Home COMPANION

TOWN & COUNTRY

GOOD HOUSEKEEPING

True Confessions

Look

HARPER'S BAZAAR

House Beautiful

McCall's

seventeen

LIFE

Redbook
The Magazine for YOUNG ADULTS

NEWS WHILE IT IS NEWS

# MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 72. NO. 123 NEW YORK, U.S.A., TUESDAY, DECEMBER 30, 1952 TEN CENTS

## 50% Increase In Film Real Estate Deals

### *Brokers Note Upswing In Sales and Leases*

By AL STEEN

Activity in theatre buying and leasing has increased at least 50 per cent in the last year after about a two-year slump, according to Berk and Krumgold, theatre brokers here. Two years ago, the brokers said, "you couldn't give theatres away," but the situation has changed to such an extent that it is becoming difficult to supply the demand.

While some newcomers are coming into the field, most of the activity stems from exhibitors with one or two theatres who are seeking to expand their holdings. However, it was pointed out that the expanding theatre owners are aware of the fact that they must become accustomed to lower grosses than existed during the "lush" years. The spurt in theatre leases and sales, the brokers said, is a sign of renewed optimism in the industry.

Deals for drive-in theatres are

(*Continued on page 5*)

## NEWS FLASHES

The MPAA will seek exhibitor reaction to its plan for an industry institutional TV show immediately after the new year, so that the project can be formulated quickly, even though the show may not hit TV screens until late in the year. Preliminary details are expected to be perfected within the first three months of the year, it is reported.

•

OTTAWA, Dec. 29.-A government trade survey reports that the total revenue of Canadian film distributing companies reached a new record of $29,225,867 during 1951 from all bookings, as compared with $26,800,789 in the preceeding year.

## *Technicolor Plans Expansion Abroad, Dr. Kalmus Reports*

HOLLYWOOD, Dec. 29.—With a Technicolor expansion campaign already in progress in Hollywood, prospects for expansion abroad are being studied by Dr. Herbert T. Kalmus, president and general manager of Technicolor Motion Picture Corp.



Dr. Herbert Kalmus

"Pressure is being put on Technicolor to establish centers in France, Italy and Germany similar to that in England," Dr. Kalmus stated.

"Centers in the European capitals, such as Paris, Rome and Berlin,

(*Continued on page 4*)

## N. Y. Critics Name 'High Noon' As Best

Stanley Kramer's production, "High Noon," a United Artists release starring Gary Cooper, was voted the best picture of the year by the New York Film Critics in their 18th annual balloting, conducted yesterday at the New York Newspaper Guild clubrooms here.

At the same time, the critics voted

(*Continued on page 4*)

# B'WAY THEATRES IN HOLIDAY BOOM

### *UPT Tells of 20% Holiday Upswing*

**Business for the four-day Christmas weekend was about 20 per cent higher this year than last year at houses affiliated with United Paramount Theatres, a UPT spokesman disclosed here yesterday. He credited the rise to a multiplicity of factors, including strong product.**

### *Hall, Victoria, Capitol, Roxy Break Records in Post-Christmas Business*

Booming Broadway business for the four-day Christmas holiday sent first-run New York grosses spiraling this week amid reports from other sections of the country of robust holiday grosses, certain to continue through Sunday.

Records were broken at the Radio City Music Hall, Victoria, Roxy, and Capitol. Most New York neighborhood circuit houses reported grosses either on a par with Christmas week last year or better. Other favorable reports came from the extensive United Paramount Theatres circuit and the smaller Shea circuit.

At the Radio City Music Hall, a 20-year record gross of $187,000 is estimated for the fourth week of "Million Dollar Mermaid" and the Hall's traditional stage show. The Hall's last previous high was set during the Christmas week of 1951, when $180,068 was racked up.

Another house record was broken at the Victoria Theatre, featuring the

(*Continued on page 4*)

## Snaper Slated for Allied Reelection

Wilbur Snaper appears to be in line for reelection as president of national Allied when the board of directors meets in New Orleans next month. With the exception of Al Steffes and James C. Ritter in the early 1930's, every president has served at least two terms. Steffes and Ritter headed the organization for only one year each and Col. H. A. Cole was reelected for a third term, serving from 1939 through 1941. Abram F. Myers, general counsel, was president in the early days of the association, heading Allied from 1929 through 1931. Unless Snaper rejects the nomination, it is believed among Allied members

(*Continued on page 5*)

## *3-Dimensional Films Here To Stay: Irving Lesser*

Three dimensional motion pictures are the next major development in the history of the film industry and are here to stay, it was stated here yesterday by Irving Lesser who, with Seymour Poe of Producers Representatives, will supervise the distribution of Sol Lesser's Tri-Opticon project. The tri-dimensional picture is in the same position that talking pictures were in 1927 and exhibitors might as well prepare for the inevitable, he said.

Lesser explained that Tri-Opticon was launched officially in Chicago on Christmas Day at the Telenews Theatre where it is heading for a $30,000 week. The house average is between $4,000 and $5,000, he said. The initial program consists of five short subjects, running approximately an hour. The next opening will be at the Pilgrim Theatre in Boston on

(*Continued on page 4*)

### *'52 Hall Record of $6,855,000 Seen*

**As 1952 draws to a close, a record 12-month gross of $6,855,000 is indicated for Radio City Music Hall. This year's estimated figure tops the record set in 1951 of $6,811,769, the previous high in the 20-year operation of the Hall.**

## Order US to Clarify 16mm. Case Charges

HOLLYWOOD, Dec. 29. — Federal Judge William Byrne today granted two among 12 requests made by counsel for the defendant companies in the 16mm. case, and gave the government 30 days in which to file an amended bill. The court ordered the government to clarify and particularize the meaning of the phrase "among other things" in the language of the original charge that defendants conspired to withhold 16mm. films from certain outlets, including tele-

(*Continued on page 4*)

## *Grainger Heads New RKO Studio Unit*

HOLLYWOOD, Dec. 29. — Edmund Grainger, who has been working on the RKO Radio lot, will head a new production unit at the studio, with producers Sam Wiesenthal and Irwin Allen assigned to him, it was announced here today by C. J. Tevlin, vice-president in charge of studio operations, following a meeting with chairman Howard Hughes and the board of directors.

As previously stated, the company

(*Continued on page 4*)

# Personal Mention

ADOLPH ZUKOR, chairman of the board of Paramount Pictures, will leave here for the Coast over the weekend.

•

MAURICE GREENBERG, owner of the Parsons Theatre, Hartford, and MRS. GREENBERG are grandparents for the first time, with the birth of a girl, ROBERTA, to their daughter-in-law, MRS. LEONARD GREENBERG, also of Hartford.

•

IRWIN ALLEN, producer and writer of "The Sea Around Us," is due here early next month and will visit Washington to discuss a world premiere of the picture with National Geographic Society officials.

•

HERBERT OCHS, U. S. and Canadian drive-in operator, added his sixth grandson and 11th grandchild to the family tree with the birth of a boy to his daughter, MRS. PETER HILL of Dayton, O.

•

NEIL HELLMAN, Albany theatre owner, announces the engagement of his daughter, JOYCE, a Cornell University student, to Navy Lieutenant SANFORD A. BOOKSTEIN, also of Albany.

•

ARTHUR GOTTLIEB, president of Audio Pictures, Ltd., and Film Laboratories of Canada, Ltd., both of Toronto, is hospitalized as the result of serious injuries received in a fall.

•

LAZARUS PHILLIPS, a director of Empire-Universal Films, Ltd., and of Consolidated Theatres, Ltd., both of Canada, has been elected a director of the Montreal Life Insurance Co.

•

MYRON J. HAYES, vice-president and general manager of Eastman Kodak's Camera Works' Hawk-Eye plant, and Navy Ordnance division, will retire on Jan. 1.

•

FRANK SCHILKEN, Jr., has been reelected business agent of the Minneapolis Motion Picture Machine Operators Local No. 219.

•

GERALDINE FLOOD, secretary to PHIL GRAVITZ, M-G-M New Haven branch manager, is recuperating from virus.

•

GEORGES E. LANDERS, Loew's Theatres Hartford division manager, has returned there from Boston.

•

OSCAR HOWELL, president of Capital City Supply Co., Atlanta, has returned there from a Nashville vacation.

•

HARRY. FEINSTEIN, New Haven zone manager for Warner Brothers Theatres, is in Pittsburgh.

•

JACK SHARE, United Artists salesman in Cleveland, is vacationing in Miami for the holidays.

•

JIMMY HOBBS, Allied Artists Atlanta branch manager, has left there for New Orleans.

# Industry in N.W. Complains About Shipment Delays

MINNEAPOLIS, Dec. 29.—Exchangemen in this Northwest area are up in arms over what is described as a long and needless delay in returning prints to film offices, complaining that prints requiring only one day to deliver to theatres are delayed three days on the return trip.

They charge that the problem has become so acute it may have to be placed in the hands of the U. S. Interstate Commerce Commission and the Minnesota Railroad and Warehouse Commission to force the creation of a film and theatre supply delivery service run independently of existing haulage concerns. The problem is in getting the film back to the exchange in time for adequate inspection and reshipment within a short time. At present the slow returns sometime mean that a badly-needed print is out of circulation for as long a period as two weeks.

The bottleneck is said to be on hauls where shipments are subject to truck relay. If a print which closes a weekend run on Sunday night misses a pick-up at the relay point, it is sometimes three days before it makes its way back to the exchange.

Film companies state that under the present system of contract carriers there is no central point where a trace can be made and that if the film is delayed in transit either to or from the exhibitor, neither the exhibitor nor the film company can check its whereabouts.

A previous appeal to the ICC for help in regulating the shipments failed because the ICC pointed out that the shipments were a matter of contract between the trucking firm and the exhibitor.

Although the film companies are reluctant to enforce it, there is said to be a clause in film contracts providing penalties against exhibitors for the late return of film. Distributors doubt that such drastic action will be taken but said that in cases where film is habitually late in return exchanges may refuse to sell film or impose rigid regulations covering pickup and return.

## 'The Jazz Singer' Premiere Tonight

HOLLYWOOD, Dec. 29. — The stage is all set for the world premiere tomorrow night of Warner Brothers' "The Jazz Singer," at the Fox Beverly Theatre in Beverly Hills. Scores of stars and celebrities from all walks of life will join with fans from nearly every section of America in giving 1952 a film season farewell at the premiere of the Technicolor musical starring Danny Thomas and Peggy Lee. As a result of the influx of holiday visitors, the theatre was sold out days in advance of the event, with the studio announcing an all-time record in out-of-town reservations.

The uniforms of the Armed Forces also will be plentifully represented. Congressmen, governors of numerous states and mayors of many cities have reserved seats for service men and women from their respective communities. Members of the first "Jazz Singer" cast and crew, including William Demarest and May MacAvoy, two of the stars, will attend.

News syndicates and radio networks have arranged to carry the premiere ceremonies around the world, even penetrating behind the Iron Curtain. The globe-girdling radio broadcasts will be made in foreign languages, as well as in English.

In New York, a special premiere of "The Jazz Singer" for the benefit of the National Foundation of Infantile Paralysis will take place at the Paramount Theatre on Tuesday evening, Jan. 13.

## Rites Tomorrow for William C. Smalley

ALBANY, N. Y., Dec. 29.—Funeral services will be held Wednesday afternoon in Cooperstown for William C. Smalley, 63, head of Smalley Theatres, who died last night in Mary Imogene Bassett Hospital, Cooperstown, after a long illness.

The circuit, which currently comprises 12 theatres, has been headquartered in Cooperstown since 1921. Survivors include the widow, Mrs. Hazel Smith Smalley, for years treasurer of the circuit.

## Ben Jacksen Dies On Coast at 67

HOLLYWOOD, Dec. 29.—Ben Jacksen, formerly studio and general production manager of 20th Century-Fox, died here on Thursday at the age of 67. Associated with the company for more than 25 years, Jacksen started with William Fox as a manager of theatres in New York.

## Rites Tomorrow For Roth, RKO Theatres

A solemn requiem mass will be held tomorrow at St. Aloysius Church in Great Neck, L. I., for James Roth, RKO Theatres' operating department executive, who died Sunday in Nassau Hospital, Mineola, L. I. Roth had been with the company since 1929.

Survivors are his widow, Florence, and two children, William, 10, and Joann, six.

## Father of Peter Geiger

Funeral services for Jacob Geiger, father of Peter Geiger, who is associated with the motion picture department of the New York office of the Bank of America and formerly was with Goldwyn Productions, were held yesterday at the Schwartz Brothers Funeral Home, Forest Hills, L. I. Also surviving is the widow. Geiger died Dec. 26. Burial was in Maple Grove Cemetery.

## Four to Close for 4-Day Weekend

**M-G-M, 20th Century-Fox, Allied Artists, and United Artists will remain closed on Friday, giving their employes a four-day weekend for New Year's as they did for Christmas. Paramount, RKO Pictures, RKO Theatres, United Paramount Theatres, Universal-International and Warner Brothers will be open on Friday. Still undecided about possible Friday closings are Columbia, Republic and the Motion Picture Association of America. Most companies will close earlier than usual tomorrow.**

## Liebler Is Named To Monogram Post

Walter Liebler has been appointed assistant treasurer of Monogram International Corp. by Norton V. Ritchey, president of the company. Liebler succeeds James J. Tierney who occupied the position for many years and who resigned for personal reasons. Tierney has, however, agreed to postpone his departure for a number of weeks in order that he may work with Liebler and familiarize him with operational routines.

Liebler was with United Artists as foreign controller.

## Extra 'Hall' Shows Friday and Saturday

To accommodate holiday audiences Radio City Music Hall has scheduled extra performances of its Christmas show on Friday, with doors opening 7:30 A.M. and Saturday, with doors opening 8 A.M.

## Ralph Redmond Dies

CLEVELAND, Dec. 29.—Ralph Redmond, manager of the Jewel Theatre and affiliated for more than 20 years with the Associated Circuit as theatre manager, died here Friday.


# NEW YORK THEATRES

**RADIO CITY MUSIC HALL**
Rockefeller Center

"MILLION DOLLAR MERMAID"
Esther WILLIAMS • Victor MATURE
Walter PIDGEON • David BRIAN
Color by TECHNICOLOR • An M-G-M Picture
& The Music Hall's Great Christmas Stage Show

LOEW'S STATE — B'WAY AT 45th ST.
"BLACKBEARD THE PIRATE" Technicolor
ROBT. NEWTON · LINDA DARNELL · WM. BENDIX
Children 30¢ AS ALWAYS


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## TO THE EXHIBITORS OF AMERICA!

# A Happy and Prosperous New Year!

## WITH HAPPY PROSPEROUS PICTURES LIKE...

SAMUEL GOLDWYN'S
**HANS CHRISTIAN ANDERSEN**
TECHNICOLOR

**BLACKBEARD THE PIRATE**
TECHNICOLOR
Edmund Grainger Production

WALT DISNEY'S
**PETER PAN**
TECHNICOLOR

HOWARD HUGHES presents
**ANGEL FACE**

**ANDROCLES AND THE LION**
Produced by Gabriel Pascal

Howard Hughes presents
**BEAUTIFUL BUT DANGEROUS**

Frederick Brisson presents
**NEVER WAVE AT A WAC**

The Filmakers
**THE HITCH-HIKER**

**SPLIT SECOND**
Edmund Grainger production

**MONTANA BELLE**
TRUCOLOR

Mort Briskin's
**NO TIME FOR FLOWERS**

Huntington Hartford's
**FACE TO FACE**

**BELOW THE SAHARA**
Print by TECHNICOLOR

Rachel L. Carson's
**THE SEA AROUND US**
Print by TECHNICOLOR

David E. Rose presents
**SEA DEVILS**
TECHNICOLOR

Charles Boasberg
*General Sales Manager*
*THE NEW RKO RADIO PICTURES*

**Back BROTHERHOOD WEEK, Feb. 15-22**

## *'Moulin Rouge' Tops 'African Queen' Bow*

**Hollywood, Dec. 29.—With a five-day gross of nearly $22,000 racked up as of last night, John Huston's "Moulin Rouge" is running well ahead of his last film, "African Queen," which opened in the Fox Wilshire Theatre here at Christmas time a year ago.**

**"Moulin Rouge," playing the same theatre, grossed well over $5,000 yesterday for the biggest single day's business in the history of the house. Gross for the first week, ending tomorrow night, will be a record for any United Artists release ever to play the Fox Wilshire.**

## N. Y. Critics

(*Continued from page* 1)

Fred Zinneman the best director of the year for his direction of "High Noon."

Shirley Booth was voted best actress of the year for her role in the Hal Wallis production, "Come Back, Little Sneba," a Paramount release.

Ralph Richardson was voted best actor of the year for his performance in the English-made, "Breaking the Sound Barrier," a United Artists release here.

### French Film Wins

The French production, "Forbidden Games," released here by Times Film Corp., was voted the best foreign picture of the year.

Under the critics' voting method, a two-thirds majority is required to designate a winner on any one of the first five ballots. A simple majority is sufficient on the sixth and final ballot, if one is necessary. "High Noon" won on a sixth ballot, with "African Queen," also a United Artists release, the runner-up.

Shirley Booth was named on the first ballot, with the task of the 15 voting critics simplified as a result of their being only one other nomination, that of Katharine Hepburn for her performance in "African Queen."

Zinneman won on the second ballot. Richardson won on the sixth by a vote of 10 to Charlie Chaplin's five for his performance in "Limelight." The critics also took six ballots to decide their best foreign film of the year, "Forbidden Games" winning over "The White Line" by an eight to six vote. One critic abstained on the ground she had not caught enough foreign films to be eligible to vote.

## Technicolor Plans

(*Continued from page* 1)

would have a number of advantages for the European motion picture industry. They would make possible more prompt service and reduce costs.

"As it is now, cameras and crews to operate them have to be brought in from Hollywood or from England. Rush prints would be available at the end of each day's work, instead of after appreciable delay.

"Financial exchange problems would be minimized and payments of duty would be eliminated, and, of course, employment opportunity would be afforded citizens of the country," stated Kalmus.

## Holiday Grosses

(*Continued from page* 1)

first week of "Come Back, Little Sheba," which is expected to register a sturdy $57,000. At the reopened Roxy, the initial week of "Stars and Stripes Forever" and the "Icecolorama" show set a new Christmas week record of $157,000.

At the Capitol, the initial week of Johnnie Ray on stage and "Against All Flags" on the screen is expected to hit a terrific $110,000. The holiday weekend at the Capitol saw the greatest number of admissions in the theatre's history.

### 'April in Paris' Excellent

The first seven days of "April in Paris" at the Paramount, which also features Sarah Vaughan on stage, is due to hit an excellent $108,000. A very nice $42,000 is expected for the opening week of "Blackbeard the Pirate" at Loew's State. "Hans Christian Andersen" at the Criterion and the off-Broadway Paris also is doing top business. A big $60,000 is due for the fifth week of the Samuel Goldwyn production at the Criterion, while a terrific $23,500 is slated for the Paris, also a fifth week for the picture.

At the Rivoli, a pretty good $50,000 is forecast for the first week of "My Cousin Rachel," while at the Mayfair a fine $25,000 is indicated for the initial seven days of "Ruby Gentry." "Limelight" at the Astor and the two-day-a-day 60th Street Trans-Lux did quite well, with $20,000 indicated for the tenth week of the picture at the Astor and $7,500 at the 60th Street Trans-Lux. A fairly good $15,000 is seen for the second and final week of "Pony Soldier" at the Globe, where "Eight Iron Men" will have its bow Thursday.

### Circuits Report

Among the New York neighborhood circuits reporting business good were RKO Theatres and Loew's Theatres. The Brandt circuit reported that grosses were on a par with last year's Christmas business, while a number of Trans-Lux houses reported holiday business less than anticipated.

The Broadway upswing was also felt by first-run houses off the main stem. "The Importance of Being Earnest" set a record of $12,000 for its first week at the Baronet. At the Fine Arts, a big $10,800 is due for the tenth week of "The Promoter." The initial seven days of "No Time for Flowers" at the Normanide is expected to rack up a fine $9,000, while a fairly good $5,800 is indicated for the final six days of "The Four Poster" at the Sutton. The Sutton's new attraction which opens today is "The Member of the Wedding."

With extra holiday showings, "This Is Cinerama" at the Broadway Theatre is forecast to hit a tremendous $42,000. "O. Henry's Full House" at the Trans-Lux 52nd Street is predicted to do a nice $6,000 for its 11th week.

### Tri-Opticon Premiere Hailed As Success

CHICAGO, Dec. 29. — The U. S. premiere of Tri-Opticon at the Telenews Theatre here was a resounding success, breaking the single day record at the 600-seat Loop house with a gross of $5,000. Tri-opticon is expected to turn in the biggest week in the 13-year history of the house.

Elsewhere in the Loop, business picked up nicely to wind up much better than Christmas Day last year. Outlying business was spotty, being very good in some locations and mediocre in others.

### 'Road' Leads Boston Parade

BOSTON, Dec. 29.—The Metropolitan, featuring "Road to Bali," and the Astor, now playing "Hans Christian Andersen," led the holiday field among first-run theatres here. The Metropolitan is expected to gross $40,000 for the six day holiday period, ending tomorrow night, while the Astor is due to hit $40,000 for the Christmas holiday week, with advanced admission prices. Other theatres reported business ranging from excellent to fair.

### Cleveland Spotty

CLEVELAND, Dec. 29. — Christmas Day business was very good to fair at Downtown first-runs. However, most neighborhood theatres reported grosses slow except the Fairmount where "The Promoter" is featured. Exceptionally good business at the majority of out-of-town theatres was reported. Good business was reported by the Loew and Warner Downstate houses and by the Select Theatre chain with theatres in various parts of Northern Ohio. Weather was clear with scattered snow flurries.

### Up in Chatanooga

CHATTANOOGA, Dec. 29.—With the Tivoli probably going strongest with "Million Dollar Mermaid," the Rogers with "Meet Captain Kid" and the State with "It Grows on Trees," Chattanooga theatre managers say "this year's holiday business easily topped 1951."

### Knoxville Grosses

KNOXVILLE, Dec. 29.—With "Operation Secret" moving over to the Bijou for a holdover after an unexpectedly good run at the Tennessee, "Million Dollar Mermaid" opened at the Tennessee with a full house, topping last year's holiday business. Knoxville has no television.

### Best in 3 Years

NASHVILLE, Dec. 29.—With "Meet Me at the Fair" at the Tennessee and "Stars and Stripes Forever" at the Paramount, Crescent houses in Nashville scored the best holiday business in three years. Sales of theatre ticket books for gifts went well, with an automobile as the top prize in a sales contest.

## *'Hans' Sets Records in Boston, Miami Beach*

Samuel Goldwyn's "Hans Christian Andersen" broke box-office records in Christmas Day openings at the Astor Theatre in Boston and the Colony Theatre in Miami Beach, it is reported, with the first four days at the Colony grossing $11,500 and the same period at the Astor drawing $26,000.

The film will outscore by more than 50 per cent the previous record-holder at the Astor, Goldwyn's "The Best Years of Our Lives," it was said. At the Colony, the film has played to capacity audiences at every performance. Meanwhile, in New York, the picture begins its sixth week at the Paris and Criterion theatres, with the fifth week reportedly almost equalling that of the opening session.

## *Here to Stay*

(*Continued from page* 1)

Jan. 15. After these two engagements, Lesser and Poe will evaluate the presentations before additional bookings will be taken. However, the Victoria Theatre here has asked for a Tri-Opticon run after the closing of the current attraction, "Come Back, Little Sheba." No deal has been set.

Three more short subjects are now in production on the Coast and a script for a feature length picture, "The Runaway Train," has been completed, Poe said.

### Four-part Package

Tri-Opticon is delivered to theatres in a four-part package, consisting of a metalized screen, the film, a coupling device for interlocking the projectors and the polaroid glasses. Unlike other tri-dimensional processes, Tri-Opticon furnishes permanent glasses instead of cardboard throwaways. The glasses are sterilized after each use. The depth effect cannot be achieved on an ordinary beaded screen, it was explained.

Distribution will be handled by Max Roth, headquartering in Chicago, for the Central territories, while Jack Thomas will head up the distribution in the Far West, with headquarters in Los Angeles. The major initial task in launching the project is the advertising and publicity. Because the public and the trade must be educated to the scope of the new medium, extensive campaigns are being planned for newspapers and the trade press, Lesser said.

## Grainger Heads

(*Continued from page* 1)

will make a minimum of 20 features in 1953, with starting dates now set on the first two; five others are ready to follow.

"Arizona Territory," with Grainger as producer, and "Second Chance," with Wiesenthal as producer and Grainger as executive producer, have been given January starting dates.

Also headed for early starts are producer Robert Sparks' "The Son of Sinbad"; "The Silver Horde," a Rex Beach story; a Park Ranger story to be made in one of the National Parks, titled "High Frontier"; Harriet Parsons' "Size 12," and several stories recently submitted that the studio is considering purchasing.

It was also announced again that "the studio will consider any independent productions which are of top calibre which are submitted, although the present schedule of 20 films is sufficient to meet the distribution organization's demands."

## 16mm. Case Charges

(*Continued from page* 1)

vision, and to define the phrase "limiting conditions," as applied to terms under which 16mm. films were licensed.

Defendants will have 30 days in which to answer the amended complaint following its filing.

William C. Dixon, Western chief of the anti-trust division, and James M. McGrath, who has handled the 16mm. case directly, represented the government in the all-day session.

Ten defendant requests which the court denied pertained principally to relationships between individual defendants.

# Exchangemen to Aid Federation Drive

Len Gruenberg, of RKO Radio Pictures, has been named chairman of the exchangemen's committee of the amusement division of the Federation of Jewish Philanthropies, it has been announced by over-all co-chairmen Barney Balaban, Simon H. Fabian and Manny Frisch.

In the process of completing organization of the industry in support of the current $20,000,000 city-wide maintenance effort on behalf of Federation's 116 hospitals and social service agencies, the co-chairmen also announced a Federation committee in film exchanges consisting of the following:

Alex Arnswalder, Abe Dickstein, Tom Feeney, 20th Century Fox; David Burkan, Realart; William Murphy, Robert Fannon, Republic; Howard Levy, Loew's; Charles Penser, RKO Radio; Samuel Rifkin, United Artists; Saul Trauner, Columbia; Louis Allerhand, Loew's; Jack Farkas, Allied Artists; Myron E. Sattler, Paramount; Philip Hodes, RKO Radio; George J. Waldman, United Artists.

# Denied Relief from New Mexican Law

MEXICO CITY, Dec. 29.—Exhibitors have partially lost their litigation against enforcement of the recently-enacted cinematographic controls law. Two hundred exhibitors in the provinces, of the syndicate that Manuel Espinosa Iglesias heads, were denied a temporary injunction against the law's enforcement by Federal Judge Ignacio Burgoa here. These exhibitors contended that the law is unconstitutional in that it gives the government almost complete control of the film trade. They also attacked the measure on the ground of violation of the constitutional precept of free trade by demanding 50 per cent playing time for Mexican pictures.

Judge Burgoa, who last year granted a group of exhibitors a permanent injunction against enforcement of a cinematographic law then impending on the ground that it was unconstitutional, explained that he refused the 200 exhibitors an injunction because they had failed to make out a clear case of the unconstitutionality of the present law.

## *Denney to Study TV for Paramount*

Charles E. Denney, Jr., will join the staff of Paul Raibourn, president of Paramount Television Productions, immediately. Denney, who was formerly an account executive with National Broadcasting, will conduct a survey of the social and economic aspects of local, as compared with national programming in television.

Denney's first assignment will be a study of the factors in the Los Angeles market under the supervision of Klaus Landsberg, general manager of Station KTLA.

## *'Bali' at Astor*

Paramount's "Road to Bali," starring Bing Crosby, Bob Hope and Dorothy Lamour, has been booked by the Astor Theatre on New York's Times Square as its next attraction.

## *Newspapers, Wire Services Here and Abroad Carry Herald Poll of 'Money-Making Stars'*

**London, Dec. 29.—Newspapers throughout the British Isles gave unusual prominence to the *Motion Picture Herald-Fame* polls of American and British box-office champions of 1952, voted by exhibitors of the two countries. Results of the polls also were featured on British Broadcasting Co. programs.**

**Special comment was given to the survey's disclosure that eight British pictures figure among the 12 top-grossing films on this side in 1952. Responsible industry executives here commented that the newspaper space and radio time devoted to the poll stories constituted a valuable contribution not only to British production but to the whole industry here as well.**

**Newspapers and magazine supplements throughout the United States, as well as national and foreign wire services, also featured the 21st annual *Motion Picture Herald-Fame* poll of "Money-Making Stars of 1952" over the past weekend, from Friday through Sunday.**

# Eastern Film Group Starting Pact Talks

The newly-formed Eastern Motion Picture Council, set up by the International Alliance of Theatrical Stage Employes, will start negotiating for its first contracts with New York television film producers shortly after Jan. 1, it was reported here yesterday. The Council, patterned after the American Federation of Labor Film Council in Hollywood, has completed its preliminary groundwork and is expected to get into full operation within a month.

Purpose of the Council is to obtain basic pacts for the various production crafts in the TV film and independent commercial picture production fields. The group's constitution, recently drafted, has been approved by a majority of participating unions.

## *Masselli, Robinson, Finn in New Posts*

HARTFORD, Dec. 29.—Michael Masselli, formerly on the staff of the Webb Playhouse at Wethersfield, has been named manager of the Plainfield at Plainfield, replacing Edward Moranski, resigned.

Earl Robinson, former manager of the Warner Regal at Hartford, is now managing the circuit's Palace, Norwalk. He succeeds Joseph Sfeir, who has left the circuit.

Jay Finn, house manager at E. M. Loew's Theatre, Hartford, has been appointed manager of the circuit's Winchester at Winchester, Mass. He is a son of Max Finn, E. M. Loew circuit home office executive.

## *Ferrer Pledges Aid In Anti-'Red' Drive*

HOLLYWOOD, Dec. 29.—Jose Ferrer declared his support of the American Legion's fight against communism in a statement, issued at the weekend, following picketing here by Legionnaires of Tuesday night's premiere of "Moulin Rouge," the John Huston production starring Ferrer.

Declared Ferrer in a telegram to Legion officials, "It is my conviction that an artist cannot function under communism. . . . I want you and the responsible leaders of the American Legion to know that I invite opportunities to join in the anti-communist fight when and where, time permitting, my abilities can be effectively utilized."

# Expect 1,000 at Coast Breakfast

HOLLYWOOD, Dec. 29.—More than 1,000 Catholics of the Hollywood film industry are expected to attend the second annual all-industry Communion breakfast here on Sunday, Feb. 1 at the Hotel Statler, according to George Smith, Paramount Western division manager, who is general chairman of the event. James Francis Cardinal-designate McIntyre will celebrate Mass at St. Vibiana's Cathedral preceding the breakfast.

Similar breakfasts will be held in New York, New Orleans, and Toronto on the same day.

### Names Chairmen

Committee chairmen here were announced by Smith as follows: Song writer Jimmy McHugh, tickets; Thomas H. Lewis, special arrangements; William Wall, 20th Century-Fox, ticket distribution; Pat McCarthy, Paramount, church contacts; M. J. E. McCarthy, Allied Artists, ushers and parking; Bob Fennell, Family Theatre, entertainment; Mildred Bocklage, National Theatre Supply, arrangements, and William Mooring, *The Tidings*, religious press publicity. Miss Bocklage will also serve as administrative aide to Smith.

## 50% Increase

(*Continued from page* 1)

especially active, the brokers said. This is due not only to the fact that the car theatres are doing big business in the warm months but because many of them are operating in the winter even in cold areas. Locally, the Bronx Whitestone and the Route S-3 drive-ins are currently in operation despite the low temperatures. The Route S-3 is furnishing car heaters to its patrons.

The brisk business in sales and leases is not confined to any one territory, it was said. The boom is nationwide.

## Snaper Slated

(*Continued from page* 1)

that the two-term custom will prevail.

Other items on the board agenda will be the all-important subject of arbitration, with a decision expected as to Allied's future position on the issue; the admission tax repeal campaign and possibly action on the readmittance of the former Eastern Pennsylvania unit to the national organization's fold.

# Exchangemen to Aid 'Brotherhood Week'

Regional distribution chairmen for the amusement industry's participation in "Brotherhood Week," Feb. 15-22, on behalf of the 25th anniversary of the National Conference of Christians and Jews, were announced here yesterday by Ben Kalmenson, national chairman of the distribution committee, as follows:

Albany: Jack Goldberg; Atlanta: W. Gordon Bradley; Boston: J. M. Connolly; Buffalo: Manuel A. Brown; Charlotte: J. W. Greenleaf; Chicago: William J. Devaney; Cincinnati: Edwin M. Booth; Cleveland: Harry S. Buxbaum; Dallas: Mark Sheridan, Jr.; Denver: Marvin Goldfarb; Des Moines: Donald R. Hicks; Detroit: Joe Baringhaus; Indianapolis: Claude W. McKean.

Also, Jacksonville: Paul Hargette; Kansas City: Tom Baldwin; Los Angeles: A. Swerdlow; Memphis: Louis C. Ingram; Milwaukee: Low Elman; Minneapolis: J. T. McBride; New Haven: Jules Livingston; New Orleans: Luke Conner; New York City: Phil Hodes; Oklahoma City: R. B. Williams; Omaha: D. V. McLucas; Philadelphia: Joseph G. Leon; Pittsburgh: Al Levy; Portland: J. R. Beale; St. Louis: C. C. Hill; Salt Lake City: C. R. Wade; San Francisco: Jack M. Erickson; Seattle: Paul McElhinney; Washington: Pete R. DeFazio.

## *Mono.-International Deals Are Renewed*

Renewal of distribution deals in Latin America for Monogram-International were negotiated by Norton V. Ritchey, president, during his recently completed tour of the Caribbean circuit. Renewals include those with Caribe Films in Medellin, Colombia, and British and General Film Distributors of Trinidad.

Conferences on forthcoming Allied Artists product were held in Mexico, Panama, Venezuela, Cuba and Puerto Rico.

## *Loew's Dates 'Limelight'*

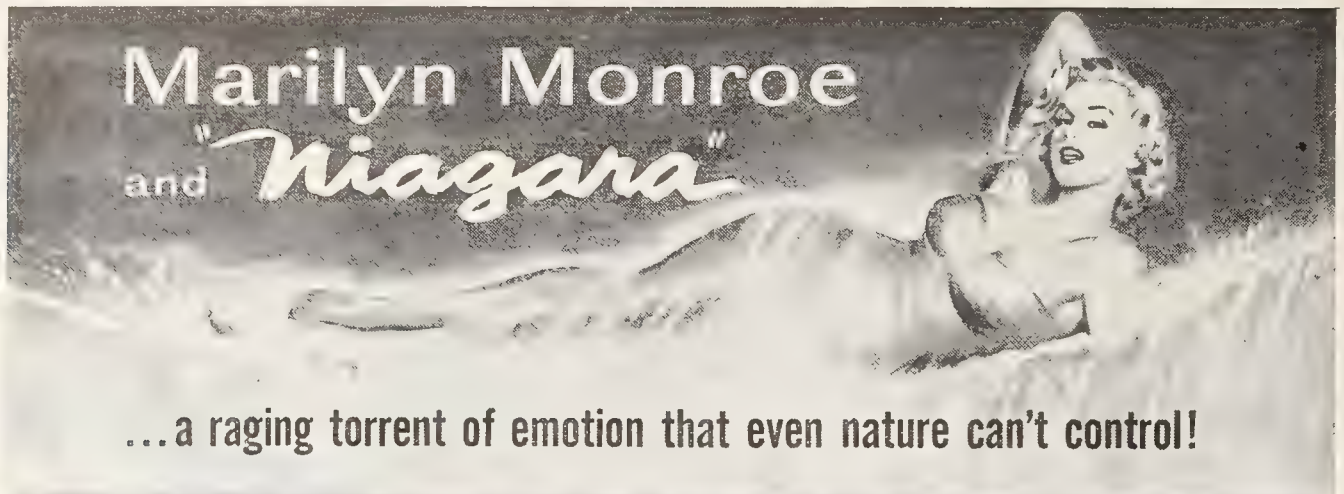
Charles Chaplin's "Limelight" will open throughout the country on the Loew's circuit during January and February, beginning with engagements in 20 cities, it was announced by William J. Heineman, vice-president of United Artists. Loew's will launch "Limelight" on Jan. 15 in five key theatres: the Vendome in Nashville, Loew's in Rochester, N. Y., the State in Cleveland, the Midland in Kansas City and the Penn in Pittsburgh.

## *Gets Hellinger Rights*

Les Hafner and Co., Inc., has completed negotiations for the acquisition of the radio, television and motion picture rights to all Mark Hellinger short stories, with an option to renew for an additional five years. The stories number 4,500, it was said.

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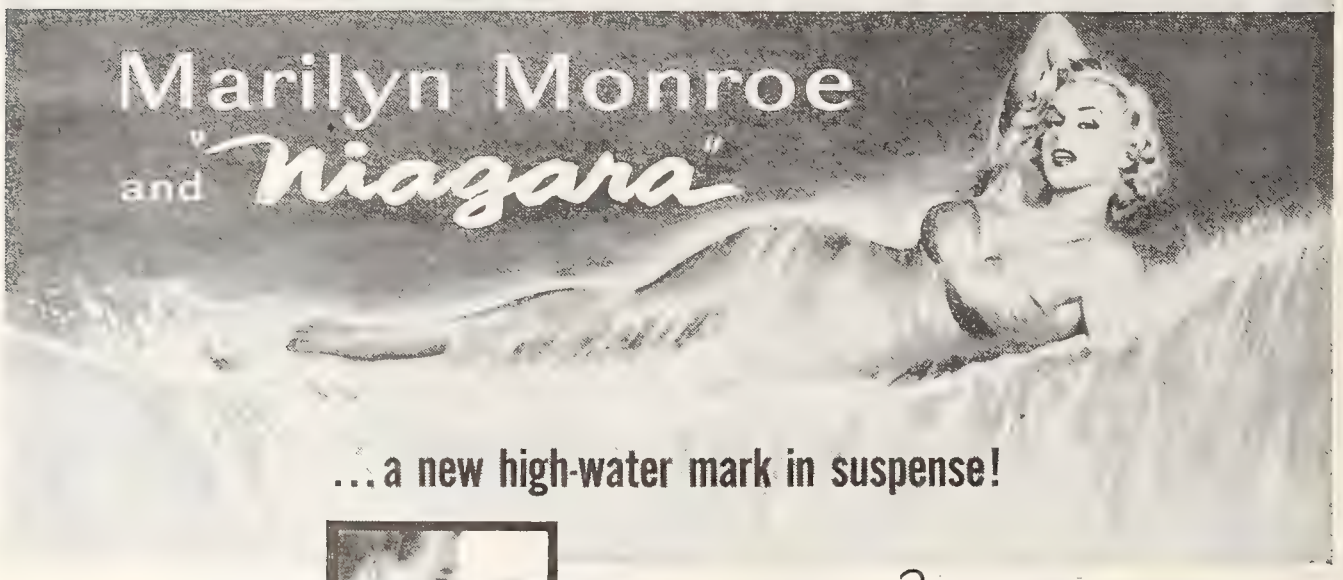
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FIRST IN FILM NEWS

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## 50% Increase In Film Real Estate Deals

### *Brokers Note Upswing In Sales and Leases*

By AL STEEN

Activity in theatre buying and leasing has increased at least 50 per cent in the last year after about a two-year slump, according to Berk and Krumgold, theatre brokers here. Two years ago, the brokers said, "you couldn't give theatres away," but the situation has changed to such an extent that it is becoming difficult to supply the demand.

While some newcomers are coming into the field, most of the activity stems from exhibitors with one or two theatres who are seeking to expand their holdings. However, it was pointed out that the expanding theatre owners are aware of the fact that they must become accustomed to lower grosses than existed during the "lush" years. The spurt in theatre leases and sales, the brokers said, is a sign of renewed optimism in the industry.

Deals for drive-in theatres are

(*Continued on page 5*)

## Exhibitor Reaction Sought on TV Show

Exhibitor reaction to the Motion Picture Association of America's plan for an industry institutional television show will be sought by the MPAA immediately after Jan. 1 so that the project can be formulated as quickly as possible. While the proposed TV program may not hit home screens until late in 1953, preliminary details are expected to be perfected within the first three months of the new year, it was reported here.

Exhibitors will be informed that the proposed telecasts are being designed as a business-builder for theatres and not as a form of competition. It is reported that Hollywood guilds will not be contacted until after exhibitors have given their approval.

## *Report Rise in Film Rentals in Canada*

OTTAWA, Dec. 29.—The total revenue of Canadian film distributing companies reached a new record of $29,225,867 during 1951 from all bookings, compared with $26,800,789 in the preceding year, it is reported by the government in a trade survey.

## *Technicolor Plans Expansion Abroad, Dr. Kalmus Reports*

HOLLYWOOD, Dec. 29.—With a Technicolor expansion campaign already in progress in Hollywood, prospects for expansion abroad are being studied by Dr. Herbert T. Kalmus, president and general manager of Technicolor Motion Picture Corp.



Dr. Herbert Kalmus

"Pressure is being put on Technicolor to establish centers in France, Italy and Germany similar to that in England," Dr. Kalmus stated.

"Centers in the European capitals, such as Paris, Rome and Berlin,

(*Continued on page 4*)

## N. Y. Critics Name 'High Noon' As Best

Stanley Kramer's production, "High Noon," a United Artists release starring Gary Cooper, was voted the best picture of the year by the New York Film Critics in their 18th annual balloting, conducted yesterday at the New York Newspaper Guild clubrooms here.

At the same time, the critics voted

(*Continued on page 4*)

# B'WAY THEATRES IN HOLIDAY BOOM

### *UPT Tells of 20% Holiday Upswing*

**Business for the four-day Christmas weekend was about 20 per cent higher this year than last year at houses affiliated with United Paramount Theatres, a UPT spokesman disclosed here yesterday. He credited the rise to a multiplicity of factors, including strong product.**

### *Hall, Victoria, Capitol, Roxy Break Records in Post-Christmas Business*

Booming Broadway business for the four-day Christmas holiday sent first-run New York grosses spiraling this week amid reports from other sections of the country of robust holiday grosses, certain to continue through Sunday.

Records were broken at the Radio City Music Hall, Victoria, Roxy, and Capitol. Most New York neighborhood circuit houses reported grosses either on a par with Christmas week last year or better. Other favorable reports came from the extensive United Paramount Theatres circuit and the smaller Shea circuit.

At the Radio City Music Hall, a 20-year record gross of $187,000 is estimated for the fourth week of "Million Dollar Mermaid" and the Hall's traditional stage show. The Hall's last previous high was set during the Christmas week of 1951, when $180,068 was racked up.

Another house record was broken at the Victoria Theatre, featuring the

(*Continued on page 4*)

## Snaper Slated for Allied Reelection

Wilbur Snaper appears to be in line for reelection as president of national Allied when the board of directors meets in New Orleans next month. With the exception of Al Steffes and James C. Ritter in the early 1930's, every president has served at least two terms. Steffes and Ritter headed the organization for only one year each and Col. H. A. Cole was reelected for a third term, serving from 1939 through 1941. Abram F. Myers, general counsel, was president in the early days of the association, heading Allied from 1929 through 1931. Unless Snaper rejects the nomination, it is believed among Allied members

(*Continued on page 5*)

## *3-Dimensional Films Here To Stay: Irving Lesser*

Three dimensional motion pictures are the next major development in the history of the film industry and are here to stay, it was stated here yesterday by Irving Lesser who, with Seymour Poe of Producers Representatives, will supervise the distribution of Sol Lesser's Tri-Opticon project. The tri-dimensional picture is in the same position that talking pictures were in 1927 and exhibitors might as well prepare for the inevitable, he said.

Lesser explained that Tri-Opticon was launched officially in Chicago on Christmas Day at the Telenews Theatre where it is heading for a $30,000 week. The house average is between $4,000 and $5,000, he said. The initial program consists of five short subjects, running approximately an hour. The next opening will be at the Pilgrim Theatre in Boston on

(*Continued on page 4*)

### *'52 Hall Record of $6,855,000 Seen*

**As 1952 draws to a close, a record 12-month gross of $6,855,000 is indicated for Radio City Music Hall. This year's estimated figure tops the record set in 1951 of $6,811,769, the previous high in the 20-year operation of the Hall.**

## Order US to Clarify 16mm. Case Charges

HOLLYWOOD, Dec. 29. — Federal Judge William Byrne today granted two among 12 requests made by counsel for the defendant companies in the 16mm. case, and gave the government 30 days in which to file an amended bill. The court ordered the government to clarify and particularize the meaning of the phrase "among other things" in the language of the original charge that defendants conspired to withhold 16mm. films from certain outlets, including tele-

(*Continued on page 4*)

## *Grainger Heads New RKO Studio Unit*

HOLLYWOOD, Dec. 29. — Edmund Grainger, who has been working on the RKO Radio lot, will head a new production unit at the studio, with producers Sam Wiesenthal and Irwin Allen assigned to him, it was announced here today by C. J. Tevlin, vice-president in charge of studio operations, following a meeting with chairman Howard Hughes and the board of directors.

As previously stated, the company

(*Continued on page 4*)

# Personal Mention

ADOLPH ZUKOR, chairman of the board of Paramount Pictures, will leave here for the Coast over the weekend.

•

MAURICE GREENBERG, owner of the Parsons Theatre, Hartford, and MRS. GREENBERG are grandparents for the first time, with the birth of a girl, ROBERTA, to their daughter-in-law, MRS. LEONARD GREENBERG, also of Hartford.

•

IRWIN ALLEN, producer and writer of "The Sea Around Us," is due here early next month and will visit Washington to discuss a world premiere of the picture with National Geographic Society officials.

•

HERBERT OCHS, U. S. and Canadian drive-in operator, added his sixth grandson and 11th grandchild to the family tree with the birth of a boy to his daughter, MRS. PETER HILL of Dayton, O.

•

NEIL HELLMAN, Albany theatre owner, announces the engagement of his daughter, JOYCE, a Cornell University student, to Navy Lieutenant SANFORD A. BOOKSTEIN, also of Albany.

•

ARTHUR GOTTLIEB, president of Audio Pictures, Ltd., and Film Laboratories of Canada, Ltd., both of Toronto, is hospitalized as the result of serious injuries received in a fall.

•

LAZARUS PHILLIPS, a director of Empire-Universal Films, Ltd., and of Consolidated Theatres, Ltd., both of Canada, has been elected a director of the Montreal Life Insurance Co.

•

MYRON J. HAYES, vice-president and general manager of Eastman Kodak's Camera Works' Hawk-Eye plant, and Navy Ordnance division, will retire on Jan. 1.

•

FRANK SCHILKEN, Jr., has been re-elected business agent of the Minneapolis Motion Picture Machine Operators Local No. 219.

•

GERALDINE FLOOD, secretary to PHIL GRAVITZ, M-G-M New Haven branch manager, is recuperating from virus.

•

GEORGES E. LANDERS, Loew's Theatres Hartford division manager, has returned there from Boston.

•

OSCAR HOWELL, president of Capital City Supply Co., Atlanta, has returned there from a Nashville vacation.

•

HARRY. FEINSTEIN, New Haven zone manager for Warner Brothers Theatres, is in Pittsburgh.

•

JACK SHARE, United Artists salesman in Cleveland, is vacationing in Miami for the holidays.

•

JIMMY HOBBS, Allied Artists Atlanta branch manager, has left there for New Orleans.

# Industry in N.W. Complains About Shipment Delays

MINNEAPOLIS, Dec. 29.—Exchangemen in this Northwest area are up in arms over what is described as a long and needless delay in returning prints to film offices, complaining that prints requiring only one day to deliver to theatres are delayed three days on the return trip.

They charge that the problem has become so acute it may have to be placed in the hands of the U. S. Interstate Commerce Commission and the Minnesota Railroad and Warehouse Commission to force the creation of a film and theatre supply delivery service run independently of existing haulage concerns. The problem is in getting the film back to the exchange in time for adequate inspection and reshipment within a short time. At present the slow returns sometime mean that a badly-needed print is out of circulation for as long a period as two weeks.

The bottleneck is said to be on hauls where shipments are subject to truck relay. If a print which closes a weekend run on Sunday night misses a pick-up at the relay point, it is sometimes three days before it makes its way back to the exchange.

Film companies state that under the present system of contract carriers there is no central point where a trace can be made and that if the film is delayed in transit either to or from the exhibitor, neither the exhibitor nor the film company can check its whereabouts.

A previous appeal to the ICC for help in regulating the shipments failed because the ICC pointed out that the shipments were a matter of contract between the trucking firm and the exhibitor.

Although the film companies are reluctant to enforce it, there is said to be a clause in film contracts providing penalties against exhibitors for the late return of film. Distributors doubt that such drastic action will be taken but said that in cases where film is habitually late in return exchanges may refuse to sell film or impose rigid regulations covering pickup and return.

## 'The Jazz Singer' Premiere Tonight

HOLLYWOOD, Dec. 29. — The stage is all set for the world premiere tomorrow night of Warner Brothers' "The Jazz Singer," at the Fox Beverly Theatre in Beverly Hills. Scores of stars and celebrities from all walks of life will join with fans from nearly every section of America in giving 1952 a film season farewell at the premiere of the Technicolor musical starring Danny Thomas and Peggy Lee. As a result of the influx of holiday visitors, the theatre was sold out days in advance of the event, with the studio announcing an all-time record in out-of-town reservations.

The uniforms of the Armed Forces also will be plentifully represented. Congressmen, governors of numerous states and mayors of many cities have reserved seats for service men and women from their respective communities. Members of the first "Jazz Singer" cast and crew, including William Demarest and May MacAvoy, two of the stars, will attend.

News syndicates and radio networks have arranged to carry the premiere ceremonies around the world, even penetrating behind the Iron Curtain. The globe-girdling radio broadcasts will be made in foreign languages, as well as in English.

In New York, a special premiere of "The Jazz Singer" for the benefit of the National Foundation of Infantile Paralysis will take place at the Paramount Theatre on Tuesday evening, Jan. 13.

## Rites Tomorrow for William C. Smalley

ALBANY, N. Y., Dec. 29.—Funeral services will be held Wednesday afternoon in Cooperstown for William C. Smalley, 63, head of Smalley Theatres, who died last night in Mary Imogene Bassett Hospital, Cooperstown, after a long illness.

The circuit, which currently comprises 12 theatres, has been headquartered in Cooperstown since 1921. Survivors include the widow, Mrs. Hazel Smith Smalley, for years treasurer of the circuit.

## Ben Jacksen Dies On Coast at 67

HOLLYWOOD, Dec. 29.—Ben Jacksen, formerly studio and general production manager of 20th Century-Fox, died here on Thursday at the age of 67. Associated with the company for more than 25 years, Jacksen started with William Fox as a manager of theatres in New York.

## Rites Tomorrow For Roth, RKO Theatres

A solemn requiem mass will be held tomorrow at St. Aloysius Church in Great Neck, L. I., for James Roth, RKO Theatres' operating department executive, who died Sunday in Nassau Hospital, Mineola, L. I. Roth had been with the company since 1929.

Survivors are his widow, Florence, and two children, William, 10, and Joann, six.

## Father of Peter Geiger

Funeral services for Jacob Geiger, father of Peter Geiger, who is associated with the motion picture department of the New York office of the Bank of America and formerly was with Goldwyn Productions, were held yesterday at the Schwartz Brothers Funeral Home, Forest Hills, L. I. Also surviving is the widow. Geiger died Dec. 26. Burial was in Maple Grove Cemetery.

## Four to Close for 4-Day Weekend

**M-G-M, 20th Century-Fox, Allied Artists, and United Artists will remain closed on Friday, giving their employes a four-day weekend for New Year's as they did for Christmas. Paramount, RKO Pictures, RKO Theatres, United Paramount Theatres, Universal-International and Warner Brothers will be open on Friday. Still undecided about possible Friday closings are Columbia, Republic and the Motion Picture Association of America. Most companies will close earlier than usual tomorrow.**

## Liebler Is Named To Monogram Post

Walter Liebler has been appointed assistant treasurer of Monogram International Corp. by Norton V. Ritchey, president of the company. Liebler succeeds James J. Tierney who occupied the position for many years and who resigned for personal reasons. Tierney has, however, agreed to postpone his departure for a number of weeks in order that he may work with Liebler and familiarize him with operational routines.

Liebler was with United Artists as foreign controller.

## Extra 'Hall' Shows Friday and Saturday

To accommodate holiday audiences Radio City Music Hall has scheduled extra performances of its Christmas show on Friday, with doors opening 7:30 A.M. and Saturday, with doors opening 8 A.M.

## Ralph Redmond Dies

CLEVELAND, Dec. 29.—Ralph Redmond, manager of the Jewel Theatre and affiliated for more than 20 years with the Associated Circuit as theatre manager, died here Friday.


NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"MILLION DOLLAR MERMAID"
Esther WILLIAMS • Victor MATURE
Walter PIDGEON • David BRIAN
Color by TECHNICOLOR • An M-G-M Picture
& The Music Hall's Great Christmas Stage Show

LOEW'S STATE 3'WAY AT 45th ST.
"BLACKBEARD The PIRATE" Technicolor
ROBT. NEWTON · LINDA DARNELL · WM. BENDIX
Children 30¢ AS ALWAYS


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## TO THE EXHIBITORS OF AMERICA!

# A Happy and Prosperous New Year!

## WITH HAPPY PROSPEROUS PICTURES LIKE...

SAMUEL GOLDWYN'S
**HANS CHRISTIAN ANDERSEN**
TECHNICOLOR

**BLACKBEARD THE PIRATE**
TECHNICOLOR
Edmund Grainger Production

WALT DISNEY'S
**PETER PAN**
TECHNICOLOR

HOWARD HUGHES presents
**ANGEL FACE**

Howard Hughes presents
**BEAUTIFUL BUT DANGEROUS**

**ANDROCLES AND THE LION**
Produced by Gabriel Pascal

Frederick Brisson presents
**NEVER WAVE AT A WAC**

The Filmakers
**THE HITCH-HIKER**

**SPLIT SECOND**
Edmund Grainger production

**MONTANA BELLE**
TRUCOLOR

Huntington Hartford's
**FACE TO FACE**

Mort Briskin's
**NO TIME FOR FLOWERS**

**BELOW THE SAHARA**
Print by TECHNICOLOR

Rachel L. Carson's
**THE SEA AROUND US**
Print by TECHNICOLOR

David E. Rose presents
**SEA DEVILS**
TECHNICOLOR

Charles Boasberg
*General Sales Manager*
*THE NEW RKO RADIO PICTURES*

**Back BROTHERHOOD WEEK, Feb. 15-22**

## *'Moulin Rouge' Tops 'African Queen' Bow*

**Hollywood, Dec. 29.—With a five-day gross of nearly $22,000 racked up as of last night, John Huston's "Moulin Rouge" is running well ahead of his last film, "African Queen," which opened in the Fox Wilshire Theatre here at Christmas time a year ago.**

**"Moulin Rouge," playing the same theatre, grossed well over $5,000 yesterday for the biggest single day's business in the history of the house. Gross for the first week, ending tomorrow night, will be a record for any United Artists release ever to play the Fox Wilshire.**

## N. Y. Critics

(*Continued from page* 1)

Fred Zinneman the best director of the year for his direction of "High Noon."

Shirley Booth was voted best actress of the year for her role in the Hal Wallis production, "Come Back, Little Sheba," a Paramount release.

Ralph Richardson was voted best actor of the year for his performance in the English-made, "Breaking the Sound Barrier," a United Artists release here.

### French Film Wins

The French production, "Forbidden Games," released here by Times Film Corp., was voted the best foreign picture of the year.

Under the critics' voting method, a two-thirds majority is required to designate a winner on any one of the first five ballots. A simple majority is sufficient on the sixth and final ballot, if one is necessary. "High Noon" won on a sixth ballot, with "African Queen," also a United Artists release, the runner-up.

Shirley Booth was named on the first ballot, with the task of the 15 voting critics simplified as a result of their being only one other nomination, that of Katharine Hepburn for her performance in "African Queen."

Zinneman won on the second ballot. Richardson won on the sixth by a vote of 10 to Charlie Chaplin's five for his performance in "Limelight." The critics also took six ballots to decide their best foreign film of the year, "Forbidden Games" winning over "The White Line" by an eight to six vote. One critic abstained on the ground she had not caught enough foreign films to be eligible to vote.

## Technicolor Plans

(*Continued from page* 1)

would have a number of advantages for the European motion picture industry. They would make possible more prompt service and reduce costs.

"As it is now, cameras and crews to operate them have to be brought in from Hollywood or from England. Rush prints would be available at the end of each day's work, instead of after appreciable delay.

"Financial exchange problems would be minimized and payments of duty would be eliminated, and, of course, employment opportunity would be afforded citizens of the country," stated Kalmus.

# Holiday Grosses

(*Continued from page* 1)

first week of "Come Back, Little Sheba," which is expected to register a sturdy $57,000. At the reopened Roxy, the initial week of "Stars and Stripes Forever" and the "Icecolorama" show set a new Christmas week record of $157,000.

At the Capitol, the initial week of Johnnie Ray on stage and "Against All Flags" on the screen is expected to hit a terrific $110,000. The holiday weekend at the Capitol saw the greatest number of admissions in the theatre's history.

### 'April in Paris' Excellent

The first seven days of "April in Paris" at the Paramount, which also features Sarah Vaughan on stage, is due to hit an excellent $108,000. A very nice $42,000 is expected for the opening week of "Blackbeard the Pirate" at Loew's State. "Hans Christian Andersen" at the Criterion and the off-Broadway Paris also is doing top business. A big $60,000 is due for the fifth week of the Samuel Goldwyn production at the Criterion, while a terrific $23,500 is slated for the Paris, also a fifth week for the picture.

At the Rivoli, a pretty good $50,000 is forecast for the first week of "My Cousin Rachel," while at the Mayfair a fine $25,000 is indicated for the initial seven days of "Ruby Gentry." "Limelight" at the Astor and the two-day-a-day 60th Street Trans-Lux did quite well, with $20,000 indicated for the tenth week of the picture at the Astor and $7,500 at the 60th Street Trans-Lux. A fairly good $15,000 is seen for the second and final week of "Pony Soldier" at the Globe, where "Eight Iron Men" will have its bow Thursday.

### Circuits Report

Among the New York neighborhood circuits reporting business good were RKO Theatres and Loew's Theatres. The Brandt circuit reported that grosses were on a par with last year's Christmas business, while a number of Trans-Lux houses reported holiday business less than anticipated.

The Broadway upswing was also felt by first-run houses off the main stem. "The Importance of Being Earnest" set a record of $12,000 for its first week at the Baronet. At the Fine Arts, a big $10,800 is due for the tenth week of "The Promoter." The initial seven days of "No Time for Flowers" at the Normanide is expected to rack up a fine $9,000, while a fairly good $5,800 is indicated for the final six days of "The Four Poster" at the Sutton. The Sutton's new attraction which opens today is "The Member of the Wedding."

With extra holiday showings, "This Is Cinerama" at the Broadway Theatre is forecast to hit a tremendous $42,000. "O. Henry's Full House" at the Trans-Lux 52nd Street is predicted to do a nice $6,000 for its 11th week.

### Tri-Opticon Premiere Hailed As Success

CHICAGO, Dec. 29. — The U. S. premiere of Tri-Opticon at the Telenews Theatre here was a resounding success, breaking the single day record at the 600-seat Loop house with a gross of $5,000. Tri-opticon is expected to turn in the biggest week in the 13-year history of the house.

Elsewhere in the Loop, business picked up nicely to wind up much better than Christmas Day last year. Outlying business was spotty, being very good in some locations and mediocre in others.

### 'Road' Leads Boston Parade

BOSTON, Dec. 29.—The Metropolitan, featuring "Road to Bali," and the Astor, now playing "Hans Christian Andersen," led the holiday field among first-run theatres here. The Metropolitan is expected to gross $40,000 for the six day holiday period, ending tomorrow night, while the Astor is due to hit $40,000 for the Christmas holiday week, with advanced admission prices. Other theatres reported business ranging from excellent to fair.

### Cleveland Spotty

CLEVELAND, Dec. 29. — Christmas Day business was very good to fair at Downtown first-runs. However, most neighborhood theatres reported grosses slow except the Fairmount where "The Promoter" is featured. Exceptionally good business at the majority of out-of-town theatres was reported. Good business was reported by the Loew and Warner Downstate houses and by the Select Theatre chain with theatres in various parts of Northern Ohio. Weather was clear with scattered snow flurries.

### Up in Chatanooga

CHATTANOOGA, Dec. 29.—With the Tivoli probably going strongest with "Million Dollar Mermaid," the Rogers with "Meet Captain Kid" and the State with "It Grows on Trees," Chattanooga theatre managers say "this year's holiday business easily topped 1951."

### Knoxville Grosses

KNOXVILLE, Dec. 29.—With "Operation Secret" moving over to the Bijou for a holdover after an unexpectedly good run at the Tennessee, "Million Dollar Mermaid" opened at the Tennessee with a full house, topping last year's holiday business. Knoxville has no television.

### Best in 3 Years

NASHVILLE, Dec. 29.—With "Meet Me at the Fair" at the Tennessee and "Stars and Stripes Forever" at the Paramount, Crescent houses in Nashville scored the best holiday business in three years. Sales of theatre ticket books for gifts went well, with an automobile as the top prize in a sales contest.

## *'Hans' Sets Records in Boston, Miami Beach*

Samuel Goldwyn's "Hans Christian Andersen" broke box-office records in Christmas Day openings at the Astor Theatre in Boston and the Colony Theatre in Miami Beach, it is reported, with the first four days at the Colony grossing $11,500 and the same period at the Astor drawing $26,000.

The film will outscore by more than 50 per cent the previous record-holder at the Astor, Goldwyn's "The Best Years of Our Lives," it was said. At the Colony, the film has played to capacity audiences at every performance. Meanwhile, in New York, the picture begins its sixth week at the Paris and Criterion theatres, with the fifth week reportedly almost equalling that of the opening session.

# *Here to Stay*

(*Continued from page* 1)

Jan. 15. After these two engagements, Lesser and Poe will evaluate the presentations before additional bookings will be taken. However, the Victoria Theatre here has asked for a Tri-Opticon run after the closing of the current attraction, "Come Back, Little Sheba." No deal has been set.

Three more short subjects are now in production on the Coast and a script for a feature length picture, "The Runaway Train," has been completed, Poe said.

### Four-part Package

Tri-Opticon is delivered to theatres in a four-part package, consisting of a metalized screen, the film, a coupling device for interlocking the projectors and the polaroid glasses. Unlike other tri-dimensional processes, Tri-Opticon furnishes permanent glasses instead of cardboard throwaways. The glasses are sterilized after each use. The depth effect cannot be achieved on an ordinary beaded screen, it was explained.

Distribution will be handled by Max Roth, headquartering in Chicago, for the Central territories, while Jack Thomas will head up the distribution in the Far West, with headquarters in Los Angeles. The major initial task in launching the project is the advertising and publicity. Because the public and the trade must be educated to the scope of the new medium, extensive campaigns are being planned for newspapers and the trade press, Lesser said.

## Grainger Heads

(*Continued from page* 1)

will make a minimum of 20 features in 1953, with starting dates now set on the first two; five others are ready to follow.

"Arizona Territory," with Grainger as producer, and "Second Chance," with Wiesenthal as producer and Grainger as executive producer, have been given January starting dates.

Also headed for early starts are producer Robert Sparks' "The Son of Sinbad"; "The Silver Horde," a Rex Beach story; a Park Ranger story to be made in one of the National Parks, titled "High Frontier"; Harriet Parsons' "Size 12," and several stories recently submitted that the studio is considering purchasing.

It was also announced again that "the studio will consider any independent productions which are of top calibre which are submitted, although the present schedule of 20 films is sufficient to meet the distribution organization's demands."

## 16mm. Case Charges

(*Continued from page* 1)

vision, and to define the phrase "limiting conditions," as applied to terms under which 16mm. films were licensed.

Defendants will have 30 days in which to answer the amended complaint following its filing.

William C. Dixon, Western chief of the anti-trust division, and James M. McGrath, who has handled the 16mm. case directly, represented the government in the all-day session.

Ten defendant requests which the court denied pertained principally to relationships between individual defendants.

# Exchangemen to Aid Federation Drive

Len Gruenberg, of RKO Radio Pictures, has been named chairman of the exchangemen's committee of the amusement division of the Federation of Jewish Philanthropies, it has been announced by over-all co-chairmen Barney Balaban, Simon H. Fabian and Manny Frisch.

In the process of completing organization of the industry in support of the current $20,000,000 city-wide maintenance effort on behalf of Federation's 116 hospitals and social service agencies, the co-chairmen also announced a Federation committee in film exchanges consisting of the following:

Alex Arnswalder, Abe Dickstein, Tom Feeney, 20th Century Fox; David Burkan, Realart; William Murphy, Robert Fannon, Republic; Howard Levy, Loew's; Charles Penser, RKO Radio; Samuel Rifkin, United Artists; Saul Trauner, Columbia; Louis Allerhand, Loew's; Jack Farkas, Allied Artists; Myron E. Sattler, Paramount; Philip Hodes, RKO Radio; George J. Waldman, United Artists.

# Denied Relief from New Mexican Law

MEXICO CITY, Dec. 29.—Exhibitors have partially lost their litigation against enforcement of the recently-enacted cinematographic controls law. Two hundred exhibitors in the provinces, of the syndicate that Manuel Espinosa Iglesias heads, were denied a temporary injunction against the law's enforcement by Federal Judge Ignacio Burgoa here. These exhibitors contended that the law is unconstitutional in that it gives the government almost complete control of the film trade. They also attacked the measure on the ground of violation of the constitutional precept of free trade by demanding 50 per cent playing time for Mexican pictures.

Judge Burgoa, who last year granted a group of exhibitors a permanent injunction against enforcement of a cinematographic law then impending on the ground that it was unconstitutional, explained that he refused the 200 exhibitors an injunction because they had failed to make out a clear case of the unconstitutionality of the present law.

## *Denney to Study TV for Paramount*

Charles E. Denney, Jr., will join the staff of Paul Raibourn, president of Paramount Television Productions, immediately. Denney, who was formerly an account executive with National Broadcasting, will conduct a survey of the social and economic aspects of local, as compared with national programming in television.

Denney's first assignment will be a study of the factors in the Los Angeles market under the supervision of Klaus Landsberg, general manager of Station KTLA.

## *'Bali' at Astor*

Paramount's "Road to Bali," starring Bing Crosby, Bob Hope and Dorothy Lamour, has been booked by the Astor Theatre on New York's Times Square as its next attraction.

## *Newspapers, Wire Services Here and Abroad Carry Herald Poll of 'Money-Making Stars'*

**London, Dec. 29.—Newspapers throughout the British Isles gave unusual prominence to the *Motion Picture Herald-Fame* polls of American and British box-office champions of 1952, voted by exhibitors of the two countries. Results of the polls also were featured on British Broadcasting Co. programs.**

**Special comment was given to the survey's disclosure that eight British pictures figure among the 12 top-grossing films on this side in 1952. Responsible industry executives here commented that the newspaper space and radio time devoted to the poll stories constituted a valuable contribution not only to British production but to the whole industry here as well.**

**Newspapers and magazine supplements throughout the United States, as well as national and foreign wire services, also featured the 21st annual *Motion Picture Herald-Fame* poll of "Money-Making Stars of 1952" over the past weekend, from Friday through Sunday.**

# Eastern Film Group Starting Pact Talks

The newly-formed Eastern Motion Picture Council, set up by the International Alliance of Theatrical Stage Employes, will start negotiating for its first contracts with New York television film producers shortly after Jan. 1, it was reported here yesterday. The Council, patterned after the American Federation of Labor Film Council in Hollywood, has completed its preliminary groundwork and is expected to get into full operation within a month.

Purpose of the Council is to obtain basic pacts for the various production crafts in the TV film and independent commercial picture production fields. The group's constitution, recently drafted, has been approved by a majority of participating unions.

## *Masselli, Robinson, Finn in New Posts*

HARTFORD, Dec. 29.—Michael Masselli, formerly on the staff of the Webb Playhouse at Wethersfield, has been named manager of the Plainfield at Plainfield, replacing Edward Moranski, resigned.

Earl Robinson, former manager of the Warner Regal at Hartford, is now managing the circuit's Palace, Norwalk. He succeeds Joseph Sfeir, who has left the circuit.

Jay Finn, house manager at E. M. Loew's Theatre, Hartford, has been appointed manager of the circuit's Winchester at Winchester, Mass. He is a son of Max Finn, E. M. Loew circuit home office executive.

## *Ferrer Pledges Aid In Anti-'Red' Drive*

HOLLYWOOD, Dec. 29.—Jose Ferrer declared his support of the American Legion's fight against communism in a statement, issued at the weekend, following picketing here by Legionnaires of Tuesday night's premiere of "Moulin Rouge," the John Huston production starring Ferrer.

Declared Ferrer in a telegram to Legion officials, "It is my conviction that an artist cannot function under communism. . . . I want you and the responsible leaders of the American Legion to know that I invite opportunities to join in the anti-communist fight when and where, time permitting, my abilities can be effectively utilized."

# Expect 1,000 at Coast Breakfast

HOLLYWOOD, Dec. 29.—More than 1,000 Catholics of the Hollywood film industry are expected to attend the second annual all-industry Communion breakfast here on Sunday, Feb. 1 at the Hotel Statler, according to George Smith, Paramount Western division manager, who is general chairman of the event. James Francis Cardinal-designate McIntyre will celebrate Mass at St. Vibiana's Cathedral preceding the breakfast.

Similar breakfasts will be held in New York, New Orleans, and Toronto on the same day.

### Names Chairmen

Committee chairmen here were announced by Smith as follows: Song writer Jimmy McHugh, tickets; Thomas H. Lewis, special arrangements; William Wall, 20th Century-Fox, ticket distribution; Pat McCarthy, Paramount, church contacts; M. J. E. McCarthy, Allied Artists, ushers and parking; Bob Fennell, Family Theatre, entertainment; Mildred Bocklage, National Theatre Supply, arrangements, and William Mooring, *The Tidings,* religious press publicity. Miss Bocklage will also serve as administrative aide to Smith.

## 50% Increase

(*Continued from page* 1)

especially active, the brokers said. This is due not only to the fact that the car theatres are doing big business in the warm months but because many of them are operating in the winter even in cold areas. Locally, the Bronx Whitestone and the Route S-3 drive-ins are currently in operation despite the low temperatures. The Route S-3 is furnishing car heaters to its patrons.

The brisk business in sales and leases is not confined to any one territory, it was said. The boom is nationwide.

## Snaper Slated

(*Continued from page* 1)

that the two-term custom will prevail.

Other items on the board agenda will be the all-important subject of arbitration, with a decision expected as to Allied's future position on the issue; the admission tax repeal campaign and possibly action on the readmittance of the former Eastern Pennsylvania unit to the national organization's fold.

# Exchangemen to Aid 'Brotherhood Week'

Regional distribution chairmen for the amusement industry's participation in "Brotherhood Week," Feb. 15-22, on behalf of the 25th anniversary of the National Conference of Christians and Jews, were announced here yesterday by Ben Kalmenson, national chairman of the distribution committee, as follows:

Albany: Jack Goldberg; Atlanta: W. Gordon Bradley; Boston: J. M. Connolly; Buffalo: Manuel A. Brown; Charlotte: J. W. Greenleaf; Chicago: William J. Devaney; Cincinnati: Edwin M. Booth; Cleveland: Harry S. Buxbaum; Dallas: Mark Sheridan, Jr.; Denver: Marvin Goldfarb; Des Moines: Donald R. Hicks; Detroit: Joe Baringhaus; Indianapolis: Claude W. McKean.

Also, Jacksonville: Paul Hargette; Kansas City: Tom Baldwin; Los Angeles: A. Swerdlow; Memphis: Louis C. Ingram; Milwaukee: Low Elman; Minneapolis: J. T. McBride; New Haven: Jules Livingston; New Orleans: Luke Conner; New York City: Phil Hodes; Oklahoma City: R. B. Williams; Omaha: D. V. McLucas; Philadelphia: Joseph G. Leon; Pittsburgh: Al Levy; Portland: J. R. Beale; St. Louis: C. C. Hill; Salt Lake City: C. R. Wade; San Francisco: Jack M. Erickson; Seattle: Paul McElhinney; Washington: Pete R. DeFazio.

## *Mono.-International Deals Are Renewed*

Renewal of distribution deals in Latin America for Monogram-International were negotiated by Norton V. Ritchey, president, during his recently completed tour of the Caribbean circuit. Renewals include those with Caribe Films in Medellin, Colombia, and British and General Film Distributors of Trinidad.

Conferences on forthcoming Allied Artists product were held in Mexico, Panama, Venezuela, Cuba and Puerto Rico.

## *Loew's Dates 'Limelight'*

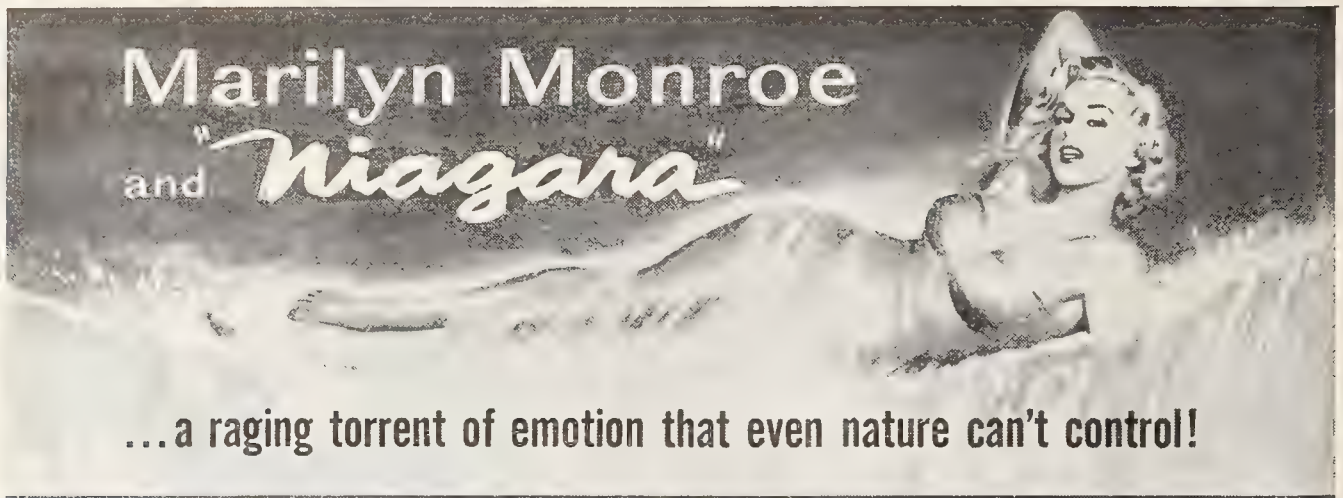
Charles Chaplin's "Limelight" will open throughout the country on the Loew's circuit during January and February, beginning with engagements in 20 cities, it was announced by William J. Heineman, vice-president of United Artists. Loew's will launch "Limelight" on Jan. 15 in five key theatres: the Vendome in Nashville, Loew's in Rochester, N. Y., the State in Cleveland, the Midland in Kansas City and the Penn in Pittsburgh.

## *Gets Hellinger Rights*

Les Hafner and Co., Inc., has completed negotiations for the acquisition of the radio, television and motion picture rights to all Mark Hellinger short stories, with an option to renew for an additional five years. The stories number 4,500, it was said.

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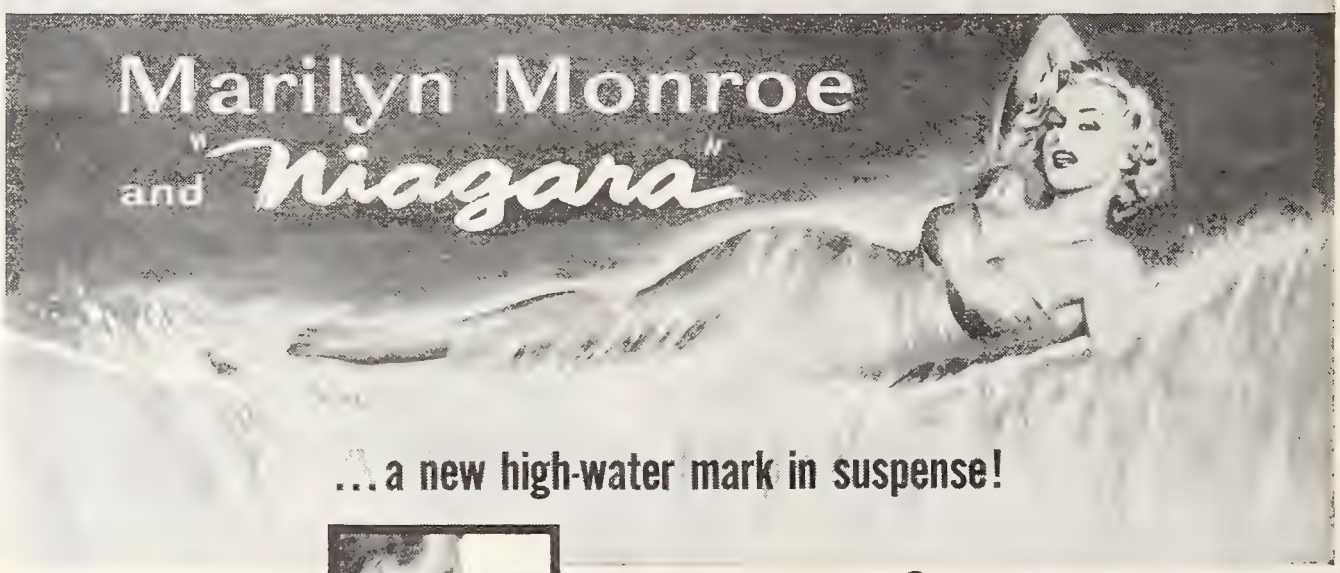
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FIRST IN FILM NEWS

# MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 124 NEW YORK, U. S. A., WEDNESDAY, DECEMBER 31, 1952 TEN CENTS

## WB Reports $7,229,000 Net Profit

### *Fiscal Year Earnings Below 1951's Figure*

Warner Brothers Pictures and subsidiary companies report for the year ending Aug. 31, 1952, a net profit of $7,229,000 after provision of $7,700,000 for Federal income taxes and after a provision of $550,000 for contingent liabilities. The net profit for the year ending Aug. 31, 1951, amounted to $9,427,000 after provision of $9,100,000 for Federal income taxes and after a provision of $700,000 for contingent liabilities.

Included in the current operating profit is a profit of $878,000 from sales of capital assets, before provision for Federal incomes taxes, which compares with a corresponding profit of $1,189,000 for the previous year.

The net profit for the year is equivalent to $1.46 per share on 4,950,600

(*Continued on page 2*)

## *Holiday Grosses in Los Angeles Top 1951 by 20 Per Cent*

HOLLYWOOD, Dec. 30.—The concentration of Academy-contending pictures combined with ideal theatregoing weather and a minimum of competitor amusements to give first-run houses here the biggest holiday week in recent seasons. Over-all estimates had the total take up nearly 20 per cent from the first holiday

(*Continued on page 2*)

## *M. Fox Gets Loan For TV Expansion*

A $1,525,000 loan has been concluded between the amusement industry division of Bankers Trust Co. and the Western Television Corp., it was announced here yesterday by Matthew Fox, president and chairman of the board of Western TV.

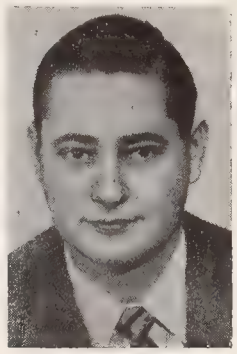
The loan, said to be the first of such magnitude made between a com-

(*Continued on page 2*)

## A Very Happy New Year to All

## *UA Foreign Business Up 100%, Picker Reports*

United Artists' income from foreign distribution during the fiscal year ended Nov. 1 was approximately double that of the previous 12-month period, according to Arnold M. Picker, vice-president in charge of foreign distribution. Picker, who has returned from a four-week tour of the Far East, said here yesterday that the rise in business was due not only to the product but a renewal of faith in the company by exhibitors.



Arnold Picker

Picker, in reviewing his latest overseas trip, revealed, among other things, (1) the appointment of new executive personnel in the Far East, (2) signing of important circuit deals, (3) plans for the distribution of a picture made in Manila, (4) plans for the opening of the company's own branch in Indonesia and (5) improved business conditions throughout the area.

Picker said the foreign department still is in the process of reorganization, the task he assumed when he took over the post a year ago. He said he

(*Continued on page 3*)

## 'Jazz Singer' Closes The Industry's Year

BEVERLY HILLS, Cal., Dec. 30.—Top stars and notables of the industry turned out here tonight for the world premiere of Warner Brothers color in Technicolor musical "The Jazz Singer," starring Danny Thomas and Peggy Lee.

The last film world premiere of 1952, the event held at the Fox Beverly Theatre, Beverly Hills, provided a New Year's warmup for record throngs of street spectators. With the

(*Continued on page 3*)

## WB Theatre Sale Extension Is Due

A "substantial" extension in time for the divestiture of 54 Warner Brothers theatres, in line with the terms of the company's consent decree, is expected shortly, it was learned here yesterday.

Negotiations between company attorneys and Department of Justice officials, looking toward an extension from the Sunday deadline, have been going on both here and in Washington. Documents authorizing such an extension, the duration of which was not made public, are due here any day.

A company spokesman said the extension had nothing to do with the recent deal between Fabian Enterprises and the Brothers Warner, under which Fabian acquired the brothers' projected stock interest in Warner theatres.

## Grainger to Preside At 4 Sales Meetings

James R. Grainger, Republic's executive vice-president and director of sales, will preside at a series of four regional sales meetings, the first of which will be held at the company's North Hollywood studios on Tuesday and Wednesday, to be followed by others in Chicago, Jan. 19-20; New York, Jan. 22-23, and Miami, Jan. 28-29.

Company president Herbert J. Yates will address all meetings, which

(*Continued on page 3*)

## 20th Foreign '52 Income Is Up $3,200,000

### *Skouras Sees $5-Million Foreign Rise in '53*

Twentieth Century-Fox gross earnings from foreign film rentals in 1952 will be $3,200,000 greater than in the previous year, Spyros P. Skouras, president, disclosed here yesterday following his return from a three-month global tour.



Spyros Skouras

Skouras, underlining the importance of the foreign market, said he anticipates that in 1953 20th-Fox foreign revenues would be $5,000,000 greater than 1951 foreign

(*Continued on page 3*)

## *$900,000 Saving In 20th Salary Cut Plan Forecast*

A potential saving of $900,000 for 20th Century-Fox under the company's new and more drastic voluntary executive salary cut plan, which will be introduced as of the first of the year, was estimated here yesterday by Spyros P. Skouras, president.

The 1953 plan calls for a 50 per cent salary reduction of top execu-

(*Continued on page 3*)

## *'Brotherhood' Ad Men Are Appointed*

Si Seadler, national publicity and advertising chairman for the amusement industry's participation in "Brotherhood Week," Feb. 15-22, on behalf of the silver anniversary of the National Conference of Christians and Jews, has announced the following

(*Continued on page 3*)

Happy New Year from United Artists

# Personal Mention

CHARLES BOASBERG, RKO Radio general sales manager, and WALTER BRANSON, assistant sales manager, were in Chicago yesterday for conferences with company officials.

•

J. MILLER WALKER, RKO Pictures director, vice-president, secretary and general counsel, has returned to New York from Hollywood conferences with HOWARD HUGHES, board chairman.

•

ERIC A. JOHNSTON, president of the Motion Picture Association of America, will be the guest on the "Chronoscope" TV program over CBS Monday night.

•

RUBE JACKTER, assistant general sales manager of Columbia, and MRS. JACKTER announce the engagement of their daughter, MINNA, to LEONARD KAHN.

•

WALTER LANTZ returned to Hollywood from New York over the weekend.

## WB Net Profit

(*Continued from page* 1)

shares of common stock outstanding. The net profit for the previous year was equivalent to $1.67 per share, on 5,619,785 shares of common stock then outstanding.

Film rentals, theatre admissions, sales, etc., after eliminating intercompany transactions, for the year ending last Aug. 31, amounted to $112,422,000, compared with $116,909,000 for the previous year.

Loss and damage claims resulting from the two fires at the Burbank studio were settled with the insurance companies subsequent to Aug. 31, for $4,515,690. Because the insurance carried was based on the replacement cost rather than on the depreciated book value of the properties, the insurance claims were for a substantially greater amount than the book value of such properties. Final determination of the assets to be replaced and the treatment for Federal income tax purposes of the excess of the insurance proceeds over the book value of the assets destroyed has not yet been made and, accordingly, no portion of such excess has been reflected in the net profit for the year.

The operating results of the company for the quarter ending Nov. 29, 1952, are not yet available but it is expected that the profit before capital gains and before provision for Federal income taxes and contingencies will be considerably lower than the corresponding profit of $4,170,000 earned for the same quarter last year.

### *No Paper Tomorrow*

***Motion Picture Daily* will not be published tomorrow, New Year's Day, a legal holiday.**

### *Willie A Chairman For Zukor Banquet*

**Dallas, Dec. 30.—Raymond Willie, general manager of Interstate circuit, has been appointed general chairman for the Adolph Zukor Golden Jubilee banquet here. Willie succeeds Paul Short who had been serving as temorary chairman.**

**Willie announced that the new date for the Zukor celebration in Dallas has been changed from Jan. 28 to Feb. 6 at the Adolphus Hotel.**

## B'way Set for New Year's Eve Trade

Virtually all Broadway first-run theatres here have set New Year's Eve plans, designed to take care of the holiday trade.

As a special treat, the Roxy will present its new Icecolorama stage show, "Crystal Circus," in addition to the screen attraction "Stars and Stripes Forever" as its late show tonight. Other late shows, to take care of the New Year's Eve crowd, include those of Radio City Music Hall, the Paramount, Capitol, Loew's State, Astor and Victoria.

## *Charles Drayton in New RKO Radio Post*

Charles G. Drayton has been elected assistant treasurer-assistant secretary of RKO Radio Pictures.

Drayton joined the company in 1940, and for some years prior to his election now acted in the capacity of assistant to the comptroller.

## M. Fox Gets Loan

(*Continued from page* 1)

mercial bank and a corporation distributing films for television, was negotiated by Harry Watkins, Ray Andersen and Herbert Golden representing Bankers Trust, and Fox and Henry Zittau, treasurer of Western Television.

Western distributes all of its product through Motion Pictures for Television, Inc., "which does the largest volume of business in film in the television industry today," said MPTV, which is also headed and owned by Fox.

Purpose of the loan is for the acquisition of new product by Western and to provide for the expansion of distribution facilities of Motion Pictures for Television.

Currently MPTV operates distribution offices in New York, Chicago, Boston, Dallas and Los Angeles. The location of additional offices will be announced in the near future.

### *John Dimichele, 70*

HARTFORD, Dec. 30.—John A. Dimichele, 70, owner of the Star Theater at Poultney, Vt., is dead. The widow, Lucia, survives.

# L. A. Grosses

(*Continued from page* 1)

week a year ago.

Seven attractions declaredly pointed at Academy consideration, and exploited on a grand scale accordingly, stacked up roughly as follows:

"Hans Christian Andersen," Warner's Beverly Hills Theatre, $45,000; "Member of the Wedding," Beverly Hills Canon, $7,500; "My Cousin Rachel," Fox Ritz, $14,500; "Moulin Rouge," Fox Wilshire, $25,000; "Star," Four Star, $12,500; "Come Back Little Sheba," Fine Arts, $9,000; "The Bad and the Beautiful," United Artists and Vogue theatres, $30,000.

Sharing in the prosperity wave are "Road to Bali," likely to gross close to $100,000 in seven area openings, "Million Dollar Mermaid," looking for $33,000 in two, and "Blackbeard the Pirate," aiming for similar figures at two others.

### Chicago First-run Holiday Grosses Called Phenomenal

CHICAGO, Dec. 30.—First run business here since the middle of last week has been little short of phenomenal, with some houses racking up their highs for the year. The Telenews probably will go over $30,000, a house record, for the opening week of Tri-Opticon's premiere showing.

The Chicago, with sidewalk holdouts all week long, showing "April in Paris," plus an ice show on the stage, should top $75,000. "Road to Bali" appears to be headed for $40,000 at the State Lake, as does "Million Dollar Mermaid" at the Oriental, with "Stars and Stripes Forever" and "Against All Flags" racking up $30,000 at Eitel's Palace and the Roosevelt, respectively, and "Invasion U. S. A." and "Red Planet Mars" winding up a big session of better than $20,000 at the RKO Grand.

At the art houses, "One Summer of Happiness" is going strong at the World Playhouse with $8,000 in prospect for the first week, and "The Promoter" is running ahead of "Lavender Hill Mob" and "Man in the White Suit" at the Surf and could top "Kon-Tiki" with a boost from the New Year holidays.

### Total Christmas Week Gross in Kansas City Same as in 1951

KANSAS CITY, Dec. 30.—The total gross for Christmas week of area theatres appears on present data to have been about equal to that of 1951 with numerous reports of gains. Christmas Day receipts were called generally up to or ahead of last year's. Attendance that week was strikingly better than the average during the previous months in many situations when patronage seemed lagging behind commodity buying.

Several executives suggested that the fact of theatres on the whole getting not far from their full traditional share of holiday spending offers a fair index for expecting good health for the theatre business in the coming year. In cities marked selectivity of feature was evident, some theatres getting substantially above average grosses, others substantially below, indicating that the public was not merely going to a show.

### *Republic TV Deal Draws Allied Fire*

**As a result of Republic's sale of pictures for TV, national Allied issued the following statement here yesterday:**

**"It is with regret that we view the action of Republic in its sale of pictures made for motion picture theatres to television. One of the most important factors in the sales equation is goodwill and with one move Republic may very well have destroyed that factor. They certainly can do nothing but harm to the industry as a whole."**

### Holidays Bring Big Cincinnati Business

CINNCINATI, Dec. 30.—The traditional slump in holiday theatre attendance here failed to materialize this year, with first-run theatres racking up the highest grosses in many weeks and subsequent runs cashing in on the upsurge.

Heading the list was the RKO Albee, which did an estimated $16,000 with "Million Dollar Mermaid." Average at this house is $11,000. The RKO Palace, with "Blackbeard, the Pirate," was second with $14,000, compared with a $11,000 average. A double bill at the RKO Grand, "Thunderbirds" and "Battles of Chief Pontiac," reported a plus-average figure of $3,000 for a $10,000 gross. "Thunder in the East" accounted for an average figure of $10,000 at the RKO Capitol, where returns have been under par in recent weeks, "Stars and Stripes Forever" gave Keith's a healthy plus figure of around $10,000; average is $7,500.

### Average Holiday Grosses in Capital

WASHINGTON, Dec. 30.—Downtown and neighborhood theatre business during the holiday season so far has been just about the same as last year, "nothing exceptional," according to local exhibitors.

They said there had been the usual pre-Christmas slump and a little pick-up over the Christmas week-end.

### Baltimore Business Spotty

BALTIMORE, Dec. 30. — Business is spotty during this week between Christmas and New Year's with major attractions drawing substantial grosses and film fans neglecting less important features. Some Christmas shows proved insufficiently strong to hold over for New Year's. Brighter news is from J. Lawrence Schanberger of Keith's who states "Road to Bali" grosses are the best since 1948 and 25 per cent above last year. New Theatre reports "Stars and Stripes" business 25 per cent above the same week last year.

### Portland Up 25 per cent

PORTLAND, Ore., Dec. 30.—With the closing of Oregon's drive-in theatres, Christmas business made a decided swing to downtown. Theatres reported grosses 25 per cent above normal, soaring well above managers' predictions for the week.

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## *Skouras Hits Back At Green Criticism*

**The management of 20th Century-Fox stands on its record, Spyros P. Skouras, president, said here yesterday when asked to comment on charges of "mismanagement" made by financier Charles Green, who has acquired at least 20,000 shares of 20th-Fox stock.**

**Skouras said "we welcome any kind of honest criticism," adding that "we have nothing to fear." He pointed to profitable current operations of the company and questioned why Green should choose 20th-Fox of all motion picture companies at which to level his criticism.**

## 20th Salary Plan

(*Continued from page* 1)

tives earning more than $500 per week, with recovery of the reduction contingent on the company earning more than $1 per share on its common stock, Skouras explained. With 2,769,484 shares of stock outstanding, the company would have to net more than that number in dollars before any restitution of voluntary salary cuts is made. Skouras said the plan affects about 87 executives in New York and in Hollywood and that all are cooperating in its execution.

Unlike the previous voluntary cut plan, instituted two years ago, which hedged recovery of salaries on the basis of losses, the 1953 plan is based on earning at least $1 per share on outstanding stock, Skouras pointed out. He emphasized that the more drastic plan was adopted to point up the need for economy.

Skouras said he hoped the plan would serve as a guide to Hollywood production executives and to talent, whose salaries, he said, are not geared to the current box-office level. He called present salaries of stars "very high." Twentieth-Fox, he said, is trying to meet the situation in some degree by offering participation deals.

Due to many competitive factors, Skouras said, it is difficult to bring production costs down with the demands of the public currently, as compared to years ago.

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# Foreign Gross

(*Continued from page* 1)

earnings. He credited the worldwide acceptance of American films as the reason for the growing rise in foreign revenues, which, he said, currently account for about 38 per cent of 20th-Fox's income.

On the basis of his trip to the Far East, Skouras said he would forward a recommendation to the Motion Picture Association of America to encourage theatre construction in that area. The 20th-Fox president said that countries such as India, Indonesia, Thailand and the Philippines could utilize at least three times the number of theatres currently existing.

Skouras, who visited 22 countries in his 10-week trip which also took him to Europe, said his recommendation would be contained in a report which he will submit to the MPAA.

On his stop-over in Zurich, Switzerland, Skouras said he learned of further improvements made on the company's Eidophor CBS color theatre TV system. Current improvements, Skouras added, are aimed at simplifying the operation of the unit so that it will not require more skill in handling than is required of a projectionist. He estimated that within six months, a number of models of the improved Eidophor system would be available and, following a 90-day test, the equipment would be ready for production under the company's contract with General Electric.

### Cites Growth

The growth of the international motion picture industry was cited by Skouras. The following is a rundown of the status of the industry in various countries as described by the 20th-Fox president:

*Japan*: Production and exhibition is extremely prosperous. At present there are 3,000 theatres, with many under construction. About 250 Japanese films are produced yearly, making Japan the second largest film producing country in the world.

*Philippines*: Three hundred theatres have been built since the liberation of the islands, putting the number of theatres in existence today at about 500. Domestically, 60 to 80 pictures are produced yearly, although domestic films are not nearly as financially successfuly as those produced in Japan.

*Thailand*: Progress in theatre construction is slow.

*Indonesia*: Needs many more theatres to aid in its spiritual development as a nation.

*Australia*: American films extremely popular, with the public being the most theatre-conscious in the world, having the largest per capita attendance of any country.

*New Zealand*: Development of the theatre-going habit is as high as in Australia.

*India*: Native film production is very high, but the need for new theatres to serve India's 500,000,000 population is acute.

Wherever he went, Skouras said, the majority of people expressed pro-American sentiments. He maintained that pictures sent abroad should not be hand-picked for purity or depiction of only the good side of American life. Skouras said all types of films should be sent abroad and foreign populations will recognize the honesty and courage of American producers who show all, not only the nice currents in American life. Skouras said that while the U. S. Government should encourage theatre construction in the Far East, it should not be underwritten by the government.

During a three-day visit to Korea, the 20th-Fox president was the guest of General Van Fleet.

## *Guilds Force 20th Out of TV: Skouras*

**Blame for 20th Century-Fox not entering the television film production field was placed on the demands of the various TV guilds by Spyros P. Skouras, president, here yesterday. He said the guild requirements for extra payment money for repeat TV film showings was "stifling" TV production.**

**Skouras claimed that if 20th-Fox and other major studios would engage in TV production, as well as the production of theatrical films, it would tend to bring down the cost of theatrical films.**

## 'Brotherhood'

(*Continued from page* 1)

regional publicity and advertising chairmen for the drive:

Albany: Jerry Atkin; Atlanta: Robert Moscow; Boston: Paul Levi, James King; Buffalo: Ed Meade; Charlotte: Everett Olsen; Chicago: William Hollander, Ansel Winston; Cincinnati: Joseph Alexander; Cleveland: Ted Barker; Dallas: Frank Starz; Denver: William Hastings; Des Moines: A. Don Allen, Jerry Bloedow; Detroit: Mrs. Alice N. Gorham; Indianapolis: Dale McFarland; Jacksonville: Howard Pettengill; Kansas City: Senn Lawler, Lawrence Lehman; Los Angeles: Thornton Sargent, Ed Meck;

Also Memphis: Richard Lightman; Milwaukee: Hortense Brunner; Minneapolis: Robert Whelan; New Haven: Lou Brown; New Jersey: Ward Farrar; New Orleans: Maurice Barr, Ross McCausland; New York City: John A. Cassidy; Oklahoma City: Roger Rice; Omaha: William Miskell, Larry Kaplane; Philadelphia: Everett Callow; Pittsburgh: William Elder; Portland: Keith Petzgold; St. Louis: Bob Johnson; Salt Lake City: Helen Garrity; San Francisco: Fay Reeder, William Blake; Seattle: Willard Coghlan; Washington: Jack Foxe, Jerry Baker.

## 'Jazz Singer'

(*Continued from page* 1)

arriving stars were scores of servicemen who attended the premiere as personal guests of governors and Congressmen of their home states. Also attracting cheers were arriving guests wearing the colors of the University of Wisconsin whose football team meets the University of Southern California Trojans in the Rose Bowl tomorrow.

Early arriving fans had six sections of bleachers facing the theatre across Beverly Drive filled before dark. By 8:00 P. M., when forecourt ceremonies started and the parade of stars began ariving, the crowd had formed a mass through which Beverly Hills police were hard pressed to keep theatre-bound traffic moving.

Adding a touch of nostalgia was the introduction of stars from the first "Jazz Singer," with which Warner launched talking pictures.

# UA Business

(*Continued from page* 1)

was "happy over the results" and that planned improvements are continuing.

Ron Michaels, formerly sales manager for Australia and New Zealand, has been named co-managing director of the same territory, sharing the post with Walter Thorburn. Constantin Goldin, formerly with UA and recently with M-G-M, has been appointed manager for Indonesia where the company is preparing for the establishment of its own exchange. UA product currently is being handled there by Intraport under a franchise arrangement.

While in Manila, Picker arranged for the worldwide distribution of "Genghis Khan," which was produced by Manuel Conde on a multi-lingual scale. Further commenting on Far East production, Picker said that the Shaw Brothers in Malaya were increasing their producing schedule, turning out 18 pictures a year. The Shaws, who are large theatre operators, formerly operated on a smaller scale but now are expanding their production schedules and studios, Picker said.

A deal to play UA product throughout the Amalgamated Circuit in New Zealand was closed by Picker during his stay in Aukland where UA pictures will play for the first time in the Civic Theatre. By the end of the first week in February, Picker said, Charles Chaplin's "Limelight" will be played in all of the circuit's 50-odd theatres. Twelve prints of "Limelight" are being made available for New Zealand whereas five prints formerly was the maximum for a picture.

In Australia Picker met with the Hoyt circuit executives, his visit being the first by a UA foreign head since 1934. Picker said that "High Noon" had just finished a 10-week run at the Plaza Theatre, Sydney, the longest engagement of a picture at that house since "The Great Dictator" 11 years ago.

Pointing out that both theatre and general business were continuing on a high level throughout the Far East, Picker singled out Manila as a particularly good "movie-minded" city. Five new theatres are opening there in January. On Quezon Boulevard, a principal thoroughfare, 12 theatres are doing a thriving business, he said.

Picker reported that after careful study, UA planned to enter the 16mm. distribution market in 1953, teeing off in Brazil and Australia. He said the markets were now "ripe" for such development, although concrete plans have not been completed. He also disclosed that there had been "conversations" in regard to the pooling of various companies' operations in the foreign field but that the move had not gone beyond the discussion stage.

## Grainger to Preside

(*Continued from page* 1)

will be highlighted by discussions of promotion plans for "Fair Wind To Java," starring Fred MacMurray and Vera Ralston, in Trucolor; John Ford's "The Sun Shines Bright," with Charles Winninger, Arleen Whelan and John Russell; "The Lady Wants Mink," Dennis O'Keefe, Ruth Hussey, Eve Arden and William Demarest, in Trucolor; "Sweetheart Time," Trucolor musical starring Ray Middleton, Lucille Norman, Eileen Christy, Bill Shirley and Estelita; and "San Antone," with Rod Cameron, Arleen Whelan, Forest Tucker and Katy Jurado.

# PARAMOUNT STARTS 1953 RELEASE SCHEDULE WITH 23 FEATURES; MORE ARE TO BE ADDED

## 14 Set for First Half, 10 Are in Technicolor

PARAMOUNT thus far has slated 23 pictures for release in 1953, with additional pictures to be announced as soon as arrangements have been completed with the studio, according to A. W. Schwalberg, president of Paramount Film Distributing Corp. Fourteen of these will be released during the first half of the year, and of that number 10 will be in Technicolor.

"On the basis of exhibitor reaction to pictures that have been announced for the year and to plans the company has for providing intensive point-of-sale, local and regional promotion activity for the 1953 program, I hesitate not at all to forecast one of the greatest business years in Paramount's long history," Schwalberg asserted.

Jerome Pickman, vice-president in charge of advertising-publicity-exploitation, elaborating on promotion plans for the year, declared that this year more than ever will Paramount "gear to local level operation." "It is on that level," he explained, "that our customers—and consequently our company—can derive the greatest benefits."

### To Use National Media For Initial Pre-Selling

Pickman said that national magazines, supplements and fan magazines will be used in 1953 "to the limit of potential returns on every picture on which their use can be integrated into the over-all campaign as initial pre-selling. Where possible, these national media will be keyed to regional release dates."

Both Schwalberg and Pickman emphasized the extent to which Paramount's 1953 releasing plans have come to reflect the exhibitor viewpoint. The year's line-up, said Schwalberg, has been based on information gathered in face-to-face talks with exhibitors in every region. Pickman said the 1953 promotion programs "are based in large degree on conferences with exhibitors in all parts of the country, aimed at achieving the greatest possible direct value to local box offices from all company expenditures and efforts in promotion.

### Confer with Exhibitors On Production Schedule

Schwalberg explained that "every one of the company's executives, including Barney Balaban, president of Paramount Pictures; Adolph Zukor, board chairman; E. K. (Ted) O'Shea, vice-president of Paramount Film Distributing Corp., Pickman, myself and others, has at various times met with theatremen to learn at first-hand the entertainment tastes and demands of their patrons." He added that the pictures Paramount is offering the showmen in 1953 "are a synthesis of every element in the entertainment spectrum. And every picture reflects Paramount's determination to make only top-quality attractions and add new names to its long list of ticket-selling stars."



A. W. SCHWALBERG



JEROME PICKMAN

Pickman explained, too, that radio and television also will be employed where possible to get the biggest local returns on the pictures and stars. Local and national spot announcements and interviews will be widely employed. "No media, no method, no technique," he added, "will be overlooked in our determination to exploit every box office potential for our customers in every selling area."

Meanwhile, Schwalberg and Pickman reminded, the tours which they, in company with O'Shea, have been making will be continued in 1953 so they may keep informed on how promotion policies can be set up to conform to the individual needs of each territory.

Schwalberg described the Paramount studio's approach to production as "embodying intensive research into every requirement of exhibitors and their customers." Thus, he added, "when Paramount breaks new entertainment ground it does so with full assurance that box office strength is firmly fixed in the 'departure' picture."

### Release Schedule for First Half of 1953

The Paramount line-up for the first six months of 1953 is as follows:

**January**—"Road to Bali," in Technicolor, starring Bob Hope, Bing Crosby and Dorothy Lamour (this is the sixth in the famous "Road" series and the first to be made in Technicolor); "Thunder in the East," starring Alan Ladd, Charles Boyer, Deborah Kerr and Corinne Calvet; "Tropic Zone," produced in Technicolor by William Pine and William Thomas, and starring Ronald Reagan, Rhonda Fleming and Estelita.

Also, Cecil B. DeMille's circus epic in Technicolor, "The Greatest Show on Earth," is to all intents and purposes a January release. Approximately 10,000 playdates are ahead of it in 1953 even though some 6,000 playdates were covered in 1952 and, therefore, the DeMille picture is regarded by the company as one of its outstanding 1953 releases. Starring in it are Betty Hutton, Cornel Wilde, Charlton Heston, Dorothy Lamour, Gloria Grahame and James Stewart.

**February**—Hal Wallis' new Dean Martin and Jerry Lewis comedy, "The Stooge," and Wallis' "Come Back, Little Sheba," starring Burt Lancaster and Shirley Booth. The latter picture had its premiere openings as 1952 drew to a close, so that it could be considered eligible for the Academy Awards next March.

**March**—Two Technicolor productions, "The Stars Are Singing," starring Rosemary Clooney, Anna Maria Alberghetti and Lauritz Melchior, and "Pleasure Island," starring Don Taylor, Leo Genn and Elsa Lanchester.

### Bob Hope's 'Off Limits' Is Set for April

**April**—Bob Hope's new comedy, "Off Limits," co-starring Mickey Rooney and Marilyn Maxwell, and "Pony Express," in Technicolor, starring Charlton Heston, Rhonda Fleming, Forrest Tucker and Jan Sterling.

**May**—George Pal's Technicolor production, "War of the Worlds," based on H. G. Wells' classic of science-fiction, and "Jamaica Run," also in Technicolor, starring Ray Milland, Arlene Dahl and Wendell Corey.

**June**—"Alaska Seas," in Technicolor, and Pine-Thomas' "The Conquerors," also in Technicolor, starring John Payne, Coleen Gray, Jan Sterling and Lyle Bettger.

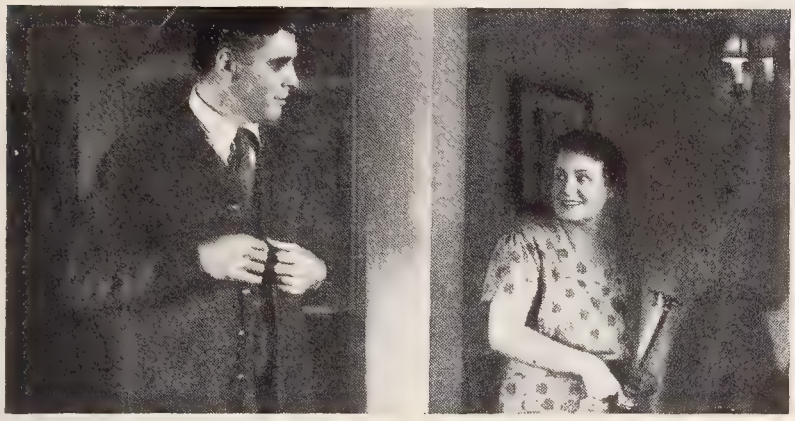
The schedule for the rest of the year includes the following and others to be announced later:

### June Releases Include Wyler's 'Roman Holiday'

"Roman Holiday," produced in the Italian capital by William Wyler, and starring Gregory Peck, Audrey Hepburn and Eddie Albert; "Arrowhead," produced in Technicolor by Nat Holt, and starring Charlton Heston and Mary Sinclair; "Shane," in Technicolor, produced by George Stevens and starring Alan Ladd, Jean Arthur and Van Heflin; Billy Wilder's production of the Broadway stage success, "Stalag 17," with William Holden, Don Taylor and Otto Preminger in starring roles; "Little Boy Lost," new Bing Crosby vehicle produced by Perlberg-Seaton.

Also, Hal Wallis' Martin-Lewis comedy, "Scared Stiff"; George Pal's "Houdini," in Technicolor, starring Tony Curtis and Janet Leigh; "Forever Female," starrring Ginger Rogers and William Holden; "Here Come the Girls," in Technicolor, starring Bob Hope, Arlene Dahl, Rosemary Clooney.

# AMONG PARAMOUNT'S 1953 RELEASES



ABOVE, Burt Lancaster and Shirley Booth in a scene from the Hal Wallis production, "Come Back Little Sheba," which has attracted wide acclaim from trade and lay press reviewers. At right, a scene from the popular "Road to Bali," starring Bing Crosby, Bob Hope and Dorothy Lamour. Produced by Harry Tugend and directed by Hal Walker, it is in color by Technicolor.

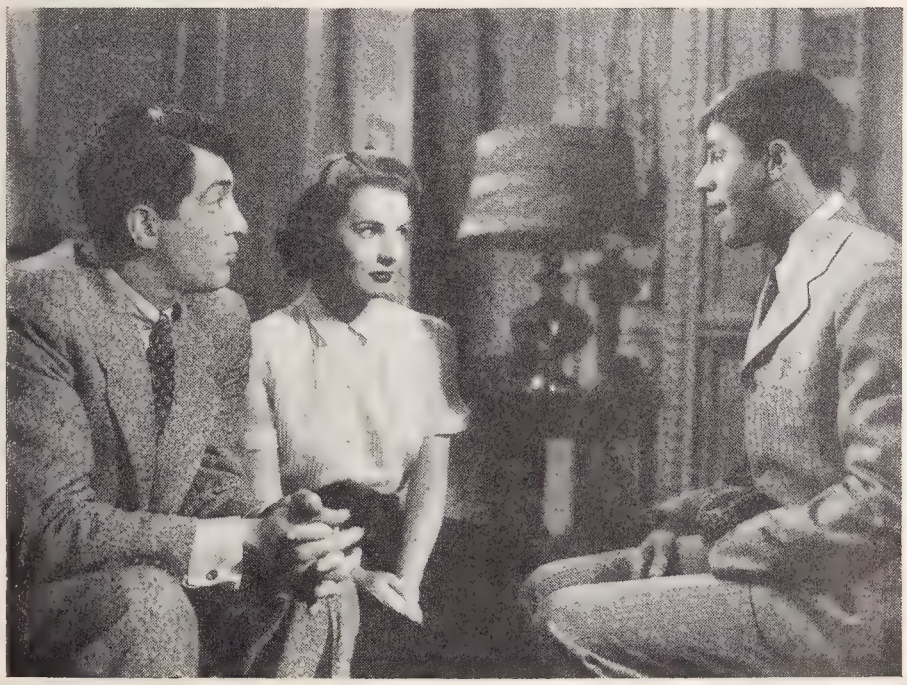








ABOVE, a scene from George Pal's "The War of the Worlds," in color by Technicolor. At right, Betty Hutton in a scene from Cecil B. DeMille's hit, "The Greatest Show on Earth," which also stars Cornel Wilde, Charlton Heston, Dorothy Lamour and Gloria Grahame. Technicolor. At left, Rosemary Clooney, Lauritz Melchior and Anna Maria Alberghetti, starred in "The Stars Are Singing."





"THE STOOGE," at left, Hal Wallis's comedy starring Dean Martin and Jerry Lewis. Shown with them is Polly Bergen, who is co-starred with Marion Marshall and Eddie Mayehoff. Above, Charlton Heston and Forrest Tucker in Nat Holt's color by Technicolor production "Pony Express."

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TUESDAY, DECEMBER 30, 1952

THESE DAYS:

# What Jose Ferrer Says About Robeson

By GEORGE E. SOKOLSKY

Paul Robeson is an artist of merit who has become so absorbed by Soviet Russia that he no longer can be regarded as American in any other category but nominal citizenship. He is at this moment the most vehement protagonist of Soviet Russia in this country and his services have been acknowledged by Joe Stalin.

Indignation against Robeson is usually expressed by patriotic Americans who have never been tempted by so-called left-wingism. Yet, no one has ever denounced Paul Robeson with such accurate pin-pointing of his unforgivable sins against his native land as Jose Ferrer, actor, who has also been attacked for some of his associations.

Ferrer's language is important because he expresses the problem of the artist who insists on freedom of expression but rejects treason. This is what Ferrer said about Robeson:

"Any American who accepts an award from the Soviet Union today does a tremendous disservice not only to his country but to the cause of peace throughout the world. It seems to me to be very clear that up to now the Soviet Union has discredited itself as to believability of intention and honesty of purpose.

## Injures Negro Cause

"I have always felt deeply about the minority groups and their problems. In the case of Paul Robeson, his action in accepting Stalin's so-called 'peace prize' seems to me to be particularly reprehensible because he is doing almost irreparable harm to his own race, and grave injury to the cause of all Negroes. He pretends to be their spokesman, and he is not. I do not believe that Paul Robeson has anything fundamentally in common with Ralph Bunche, Marian Anderson, Joe Louis, Dorothy Maynor, Jackie Robinson, and other Negroes who are winning the uphill battle for Negro rights.

"Nor does he have very much in common with the Negro soldiers in Korea, who are helping to fight the battle for freedom against Communist aggression and dictatorship.

"Anyone who is in the arts must have freedom of expression. As an artist I insist on this privilege for myself and for all others. In its attempts to control artistic and creative expression, Communism is indistinguishable from Fascism or any other form of dictatorship. This is all the more reason to deplore the course which Paul Robeson has chosen."

The acknowledgment of the undeniable truth that "Communism is indistinguishable from Fascism" is emotionally difficult for many of those who in the hey-day of Hitlerism were willing to accept Stalin as an alternative. Their error was that there really is no alternative to evil. It is impossible to say that Stalin is less a devil than Hitler, for both were bred by the same Hegelian sire and only differed in the method of achieving an identical end.

## Conclusion Same as Hitler's

Even in the matter of anti-Semitism, Stalin reaches the same position as Hitler did and for the same ends, namely, that any independence of thought or action is repugnant to him. To the very few Negroes who visit his country, Stalin can well present a facade of equality because he has no Negro population in his country, but he does have Jews in sufficient number to require him to reach a conclusion about them and his conclusion is the same as Hitler's was.

Jose Ferrer, therefore, has hit the nail on the head when he establishes the truth that when Robeson serves Stalin, he betrays not only the United States but the Negroes as well. It is a too usual, even though unjust, human trait to generalize from the particular. A handful of Negroes are Communists; therefore the illogical—and logic is perhaps the most difficult and unused of mental exercises—conclude that all, or most, or a great many Negroes are Communists.

Robeson, in particular, stands out like a sore thumb because he is so prominent and active and such a great artist. When he sings "Ole Man River" or "Water Boy," one almost forgets that he is a servant of Stalin's power. It is a pity because Robeson might have been of great service to his race and to this country. Instead, he is abhorred by most Americans and should be.

Jose Ferrer has served his country well by making the issue clear-cut and understandable. It is not the Negro in Robeson that brings him opprobrium in his native land; it is his treachery to its ideals and institutions.

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